

# TOURISM

Tourism Advisory Committee

Thursday June 1, 2017

Prepared by: Jenn Houtby-Ferguson

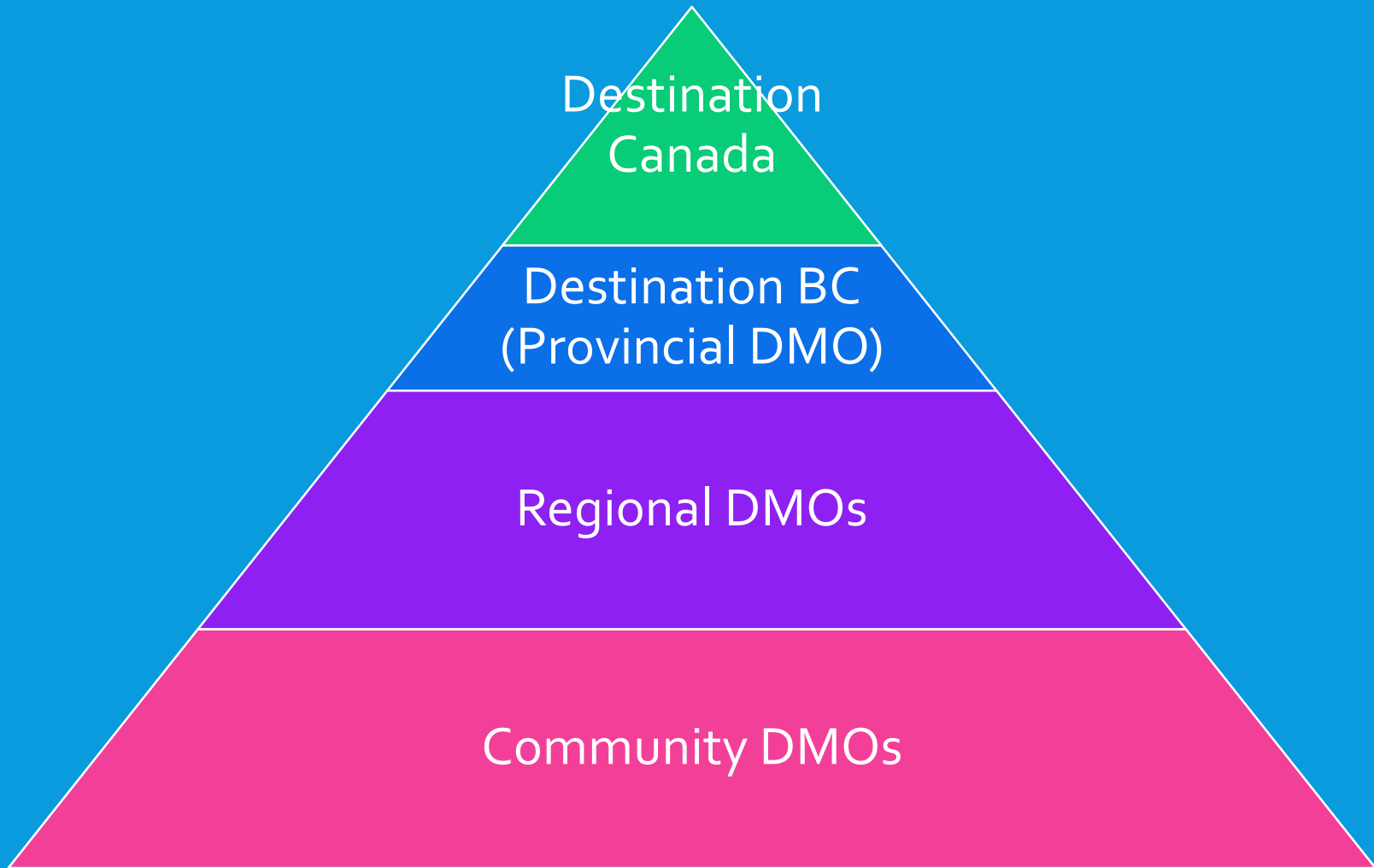
# DESTINATION MARKETING ORGANIZATION

*"A not-for-profit organization, defined and recognized by it's incorporated local government entity as the representative organization responsible for promoting the economic development of their community through tourism."*

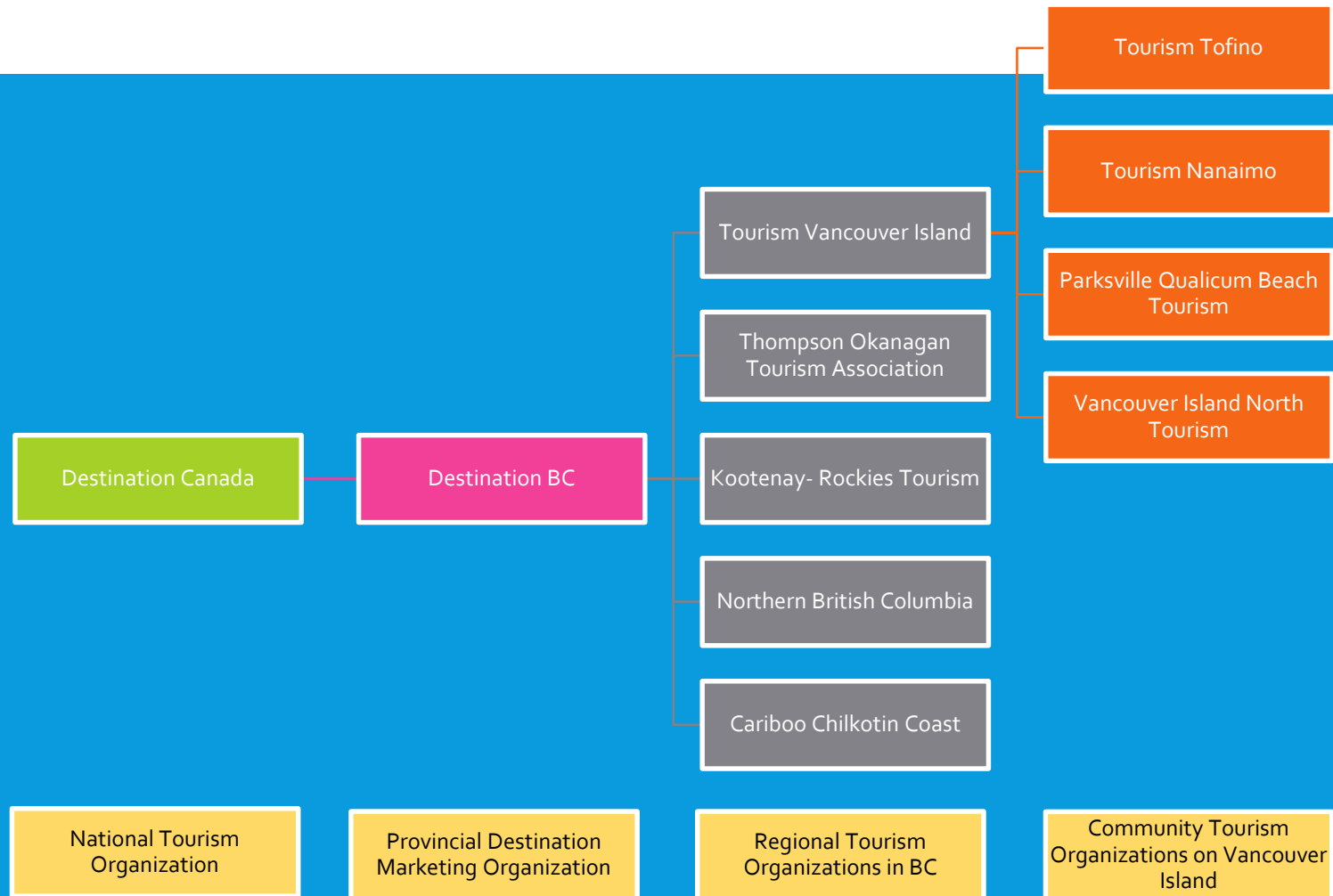
# DESTINATION MANAGEMENT ORGANIZATION

*"Destination management involves a coordinated and integrated management of the destination mix (attractions and events, facilities, transportation, infrastructure and hospitality resources)."*

# DMOS IN CANADA



# TOURISM HIERARCHY



# TOURISM IN NANAIMO

## PRE 2011

### Tourism Nanaimo

- Non-profit with a Board
- Membership based
- Visitor Services
- Operated Bowen Rd Visitor Centre
- Flat Map + Visitor marketing
- Visitor Guide

### Destination Nanaimo

- Department of the City
- Media relations
- Host FAM (Familiarization) tours

**Significant confusion within the tourism industry about who did what. In late 2013, both were collapsed and Tourism Nanaimo was built into the new Nanaimo Economic Development Corporation.**

# 2011 - 2012

# TOURISM NANAIMO

- Integration of Tourism with the Nanaimo Economic Development Corporation
- Change to Stakeholder Model
- Team built in early 2012
- Tourism Leadership Committee = Strategic Direction for Tourism
- Included an agreement with the RDN
  - Electoral Areas A, B (Gabriola) & C
  - Those funds totalled \$125k
- Visitor Centre on Bowen Rd. Closed
- New Centre Constructed at Northfield and the Parkway
  - Opened August 2012

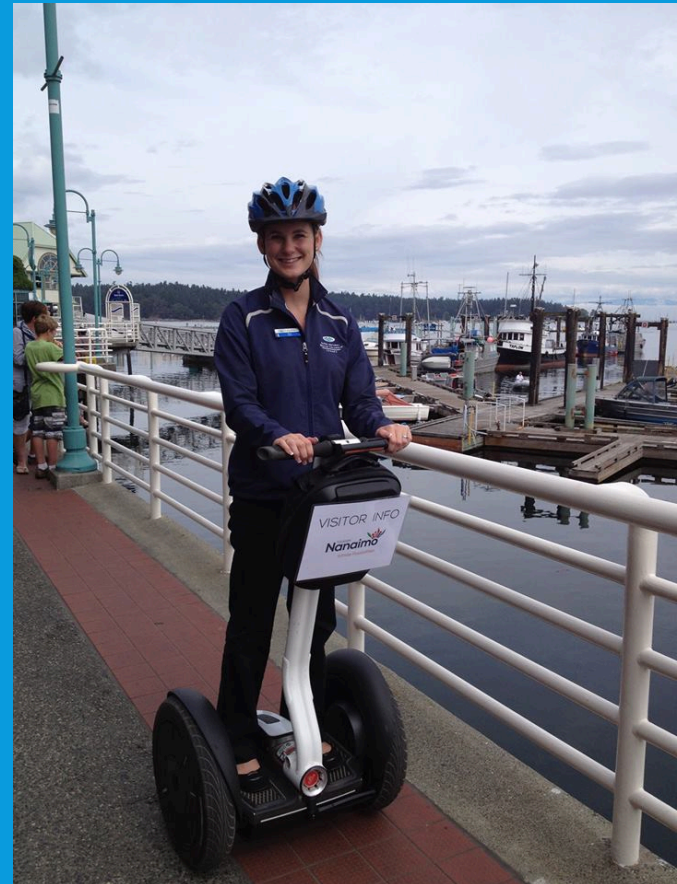
# NORTHFIELD VISITOR CENTRE





# VISITOR CENTRES

- Northfield
- Bastion
- Segway
- Port of Nanaimo Centre
- Cruise Ship Support
- Training for Gabriola



# DESTINATION DEVELOPMENT OPPORTUNITIES

- Sport Tourism
- Cruise
- Meetings & Conventions
  - RAIC
  - Creative Cities
- Festivals & Events
- Visitor Services
- Visitor Marketing
- Tourism Development Fund (Grants)
  - \$125,000

**A WHOLE  
DESTINATION  
APPROACH IS  
NEEDED.**

# TOURISM STRATEGIC PLAN AS IDENTIFIED BY THE TLC

## 5 Goals Identified

- oProduct Development
- oIndustry Partnerships
- oMarketing & Public Relations
- oCommunity Pride
- oAccountability



2013 Tourism Strategic Plan,  
Chemistry Consulting

# DAY TRIP IDEAS – BASE CAMP!

## Newcastle Island

- Hiking
- First Nations
- Pickle Boat

## Yellow Point

- Cranberry Farm Tour
- Crow & Gate
- Barton & Leir Gallery

## Coombs

- Coombs Country Market
- Cathedral Grove

## Wine Tours

- Cowichan Valley
- Merridale Cidery
- Tracks Outdoor Adventures

## Gabriola Island

- Saturday Market
- Artisans
- Events

# MRDT - AKA ACCOMMODATION TAX

- Collection began in April 2015
- Dollars flow;
  - from accommodators to Province
  - Province to City of Nanaimo (eligible entity)
  - City to NHA for disbursements
  - Grants process
- Provincially legislated
- 5 year business plan submission
  - Tourism marketing
  - Tourism/Visitor infrastructure
- City marketing dollars may not decrease (remain at \$475,000 annually)

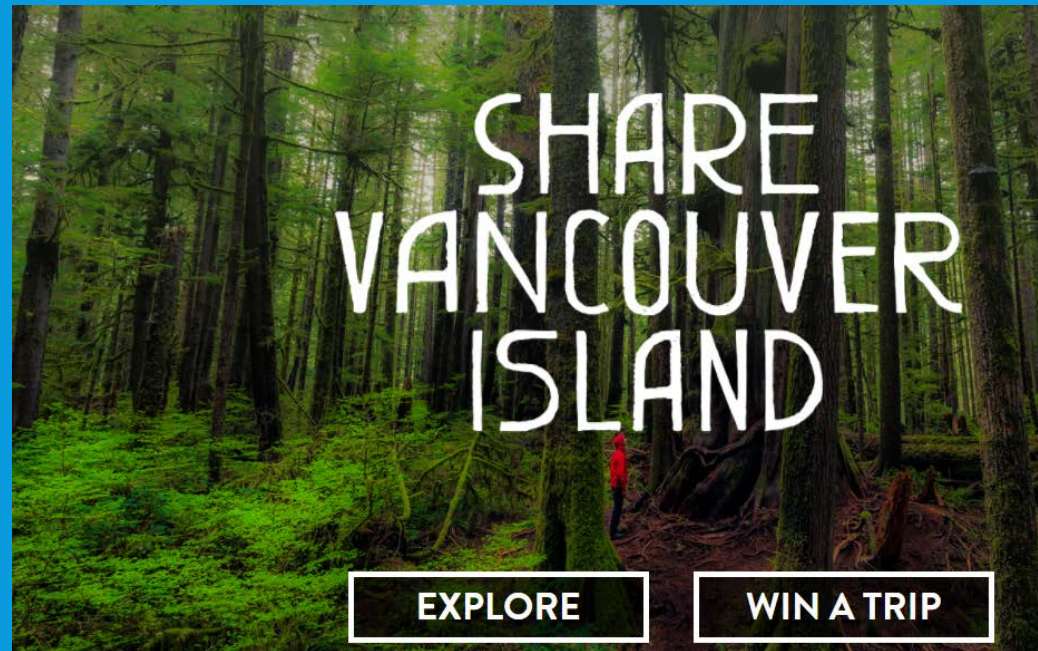
[Link to MRDT FAQ](#)

# DESTINATION BC

- Move to consortium Funding
- Visitor Centre Network

## Tourism Nanaimo Key Tactics

- Nanaimo Bar Trail
- #ShareVI
- BC Ale Trail
- Instameets/Petstameets



**QUESTIONS?**