



UNDERSTANDING TOURISM IN BRITISH COLUMBIA

TOURISM IN BRITISH COLUMBIA



NATIONAL



PROVINCIAL

DESTINATION
BRITISH COLUMBIA™



Tourism
Vancouver
Island

REGIONAL



COMMUNITY

CURRENT SITUATION IN TOURISM

IMPACTS OF COVID-19

WORSE THAN 9/11, SARS AND THE 2008-2009 ECONOMIC RECESSION **COMBINED**

COVID-19 IMPACTS

TOURISM HIT FIRST, LAST TO RECOVER

International travel restrictions remain in place. Intra-provincial travel is discouraged.

DOMESTIC TRAVEL WILL ACCELERATE RECOVERY

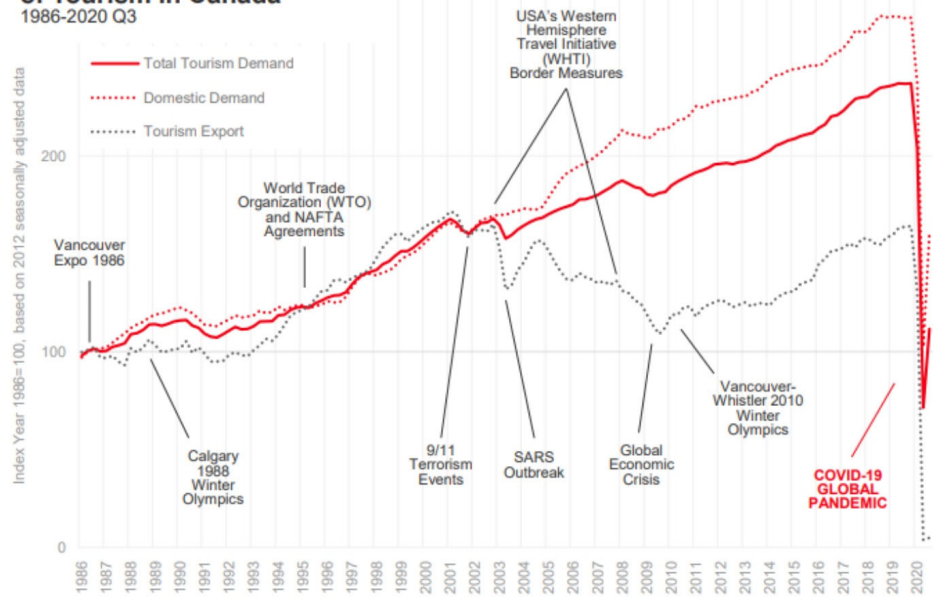
80% of Canadians plan to travel when restrictions are eased.

SHIFT INT'L TO DOMESTIC

If 2/3 of Cnds shift Int'l travel plans to domestic, this will help make up the \$19B shortfall and sustain 150,000 jobs

2020 losses to Canada's tourism sector are the worst on record

Quarterly Economic Evolution of Tourism in Canada 1986-2020 Q3

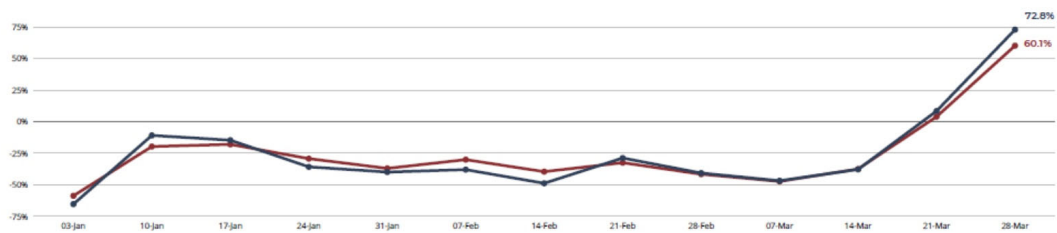


13

Source: Statistics Canada, National Tourism Indicators, 2020 Q3



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION VANCOUVER ISLAND



Key Findings:

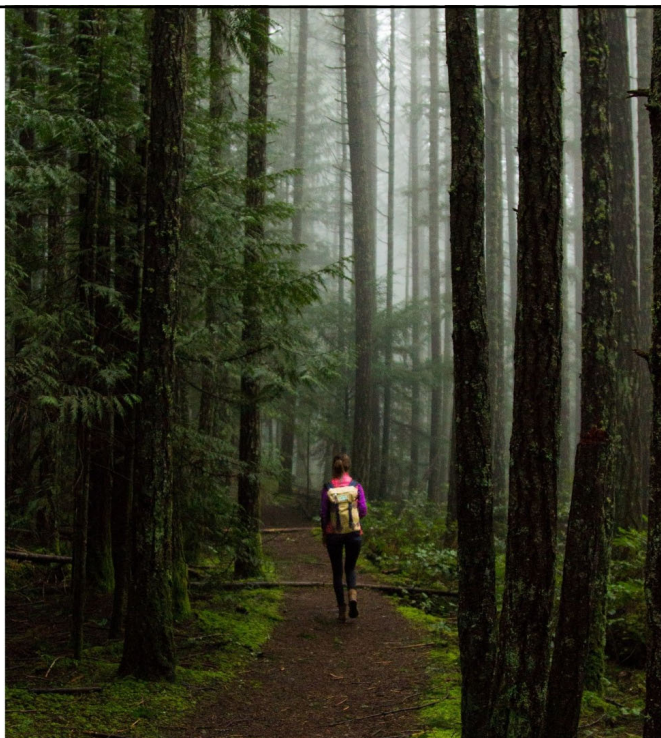
- Vancouver Island saw **13% more visitation** when compared to British Columbia during Week 60 (March 22-28, 2021).
- Visitation to Vancouver Island **increased by 64%** and British Columbia **increased by 56%** when comparing Week 59 (March 15-21, 2021) to Week 60 (March 22-28, 2021).

Notes:

- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel restrictions ongoing through current period.
- Data is compared on a week-by-week basis and may not reflect the exact same date range year over year. Increases and decreases are in the differential in visitor volume year over year.

British Columbia (R1) Vancouver Island

BALANCING RESIDENT AND VISITOR PERCEPTIONS



ARE WE READY TO WELCOME VISITORS?

- Resident and Visitor Safety
- Expectations
- #KnowBeforeYouGo
- Sharing COVID-19 Safety Plans




HYPER LOCAL FOCUS

STAY LOCAL
SUPPORT LOCAL



STAY LOCAL SUPPORT LOCAL




SEE LOCAL STAY LOCAL

Like you, we're passionate about exploring BC—but now is not the time to travel. Please stay local and support local this spring.

NANAIMO'S BEST HIKES


One year into pandemic staycationing we've been off exploring some of Nanaimo's most-loved hiking trails along with a few that are lesser known. Take a pic along the trail and tag #ExploreNanaimo



BEST FOR BIRDWATCHING
📍 BUTTERTUBS MARSH TRAIL

This flat gravel trail (2 km) circles a marsh with so many birds it often sounds like an aviary. Stop at the observation decks and use a birdwatching spotting scope.


RUNNERS UP: MORRELL NATURE SANCTUARY TRAILS, BOWEN PARK TRAILS



BEST FOR CHASING WATERFALLS
📍 AMMONITE FALLS TRAIL

Knotted ropes help you navigate the steep slope to the cascading waterfall at the end of this remote forested trail (4.5 km), where the spray thunders in spring and fall.


RUNNERS UP: BEACH ESTATES PARK TRAIL, BOWEN PARK TRAILS, COLLIERY DAM TRAILS



BEST FOR SKY-HIGH VIEWS
📍 MT. BENSON LOOP

An intense cardio workout, this 8 km loop that climbs 740 meters to Nanaimo's mountain summit rewards you with panoramic views of the city, Gulf Islands and beyond.

RUNNERS UP: THE ARTIST TRAIL, RADAR RIDGE TRAIL AT LINLEY VALLEY, SANTIÉVILLE LOOKOUT LOOP



BEST FOR SEEING SEALS OR SEA LIONS
📍 CABLE BAY NATURE TRAIL

This out-and-back trail (6.6 km) in Cedar welcomes dogs off-leash and leads through towering forests to lookouts where sea lions had out on the rocky shoreline or bask from distant logging booms.

RUNNERS UP: JACK POINT TRAIL, NECK POINT TRAIL

SEE LOCAL STAY LOCAL



SEE LOCAL STAY LOCAL

Like you, we're passionate about exploring BC—but now is not the time to travel. Please stay local and support local this spring.

5 GREAT FARM & ARTISAN TOUR STOPS

Looking for COVID-friendly local fun this spring? Head to the country for a tour! Meet baby animals and visit the artisan shops in Nanaimo's Cedar-Yellow Point area. Take a pic along the way and tag #ExploreNanaimo



📍 YELLOW POINT FARMS

Peek over the fence at the adorable baby deer, goats, babydoll sheep, and chickens. The roadside stand sells fresh eggs and the farm store opens this summer. Follow on Instagram for your daily dose of cute.

OPEN BY APPOINTMENT | 250-619-9155



📍 FREDRICH'S HONEY

Learn about beekeeping (the family history goes back to Ukraine!), hear the hum of the bees and see the 'cords' (where the bees live). In the shop, check out the unpasteurized honey, salves, lip balms, soaps, and candles.

OPEN WED-SUN FROM 10AM-5PM



📍 YELLOW POINT ALPACAS

At this farm, you can feed the alpacas over the fence while the owners share interesting facts about their funny creatures. Don't forget to pick up a pair of coveted alpaca socks in the shop.

OPEN BY APPOINTMENT | 250-723-2102



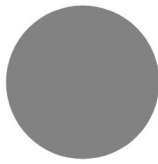
📍 KLEIJN NURSERIES & GARDEN CENTRE

Let the kids pick out starters for an herb or veggie garden on this beautiful property in the country. The owners' lovable dogs hang out in the shop and always appreciate a good scratch behind their ears.

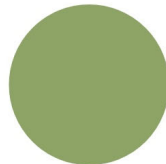
OPEN DAILY FROM 10AM-5PM

Check TourismNanaimo.com for more info on what to do in Nanaimo

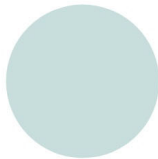
DECEMBER – APRIL KEY ACTIVITIES 2021



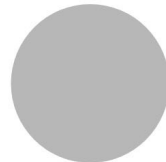
TOURISM WORKING GROUP – GOVERNANCE



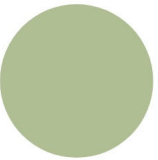
STAY LOCAL SUPPORT LOCAL MESSAGES



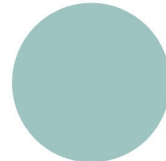
WE HAVE LAYERS– READY TO LAUNCH



DBC CO-OP MARKETING SUBMISSION



RECOVERY MARKETING PLANS UNDERWAY



BLACK PRESS ADVERTISING CAMPAIGN



NA
WE HAVE
NAI
LAYERS
MO

QUESTIONS?