



Tourism Nanaimo Update

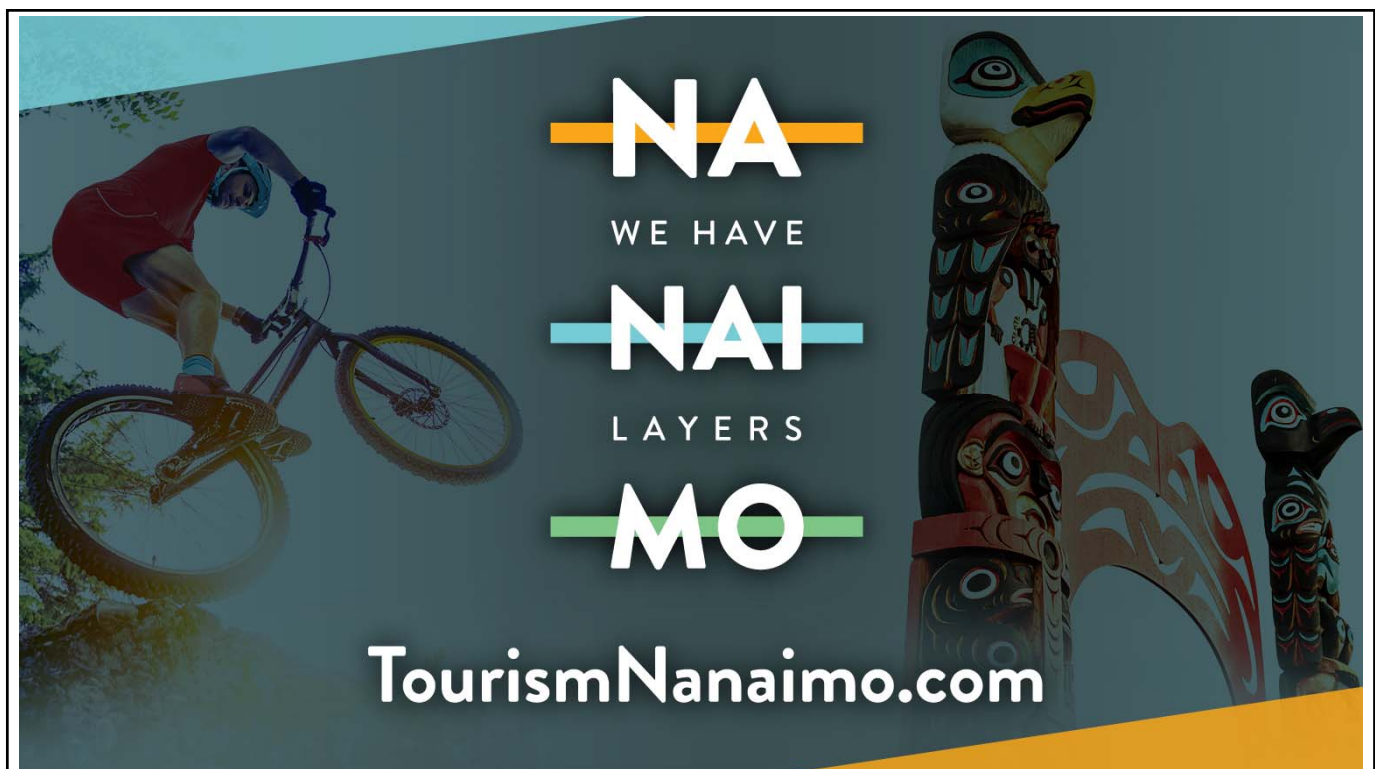
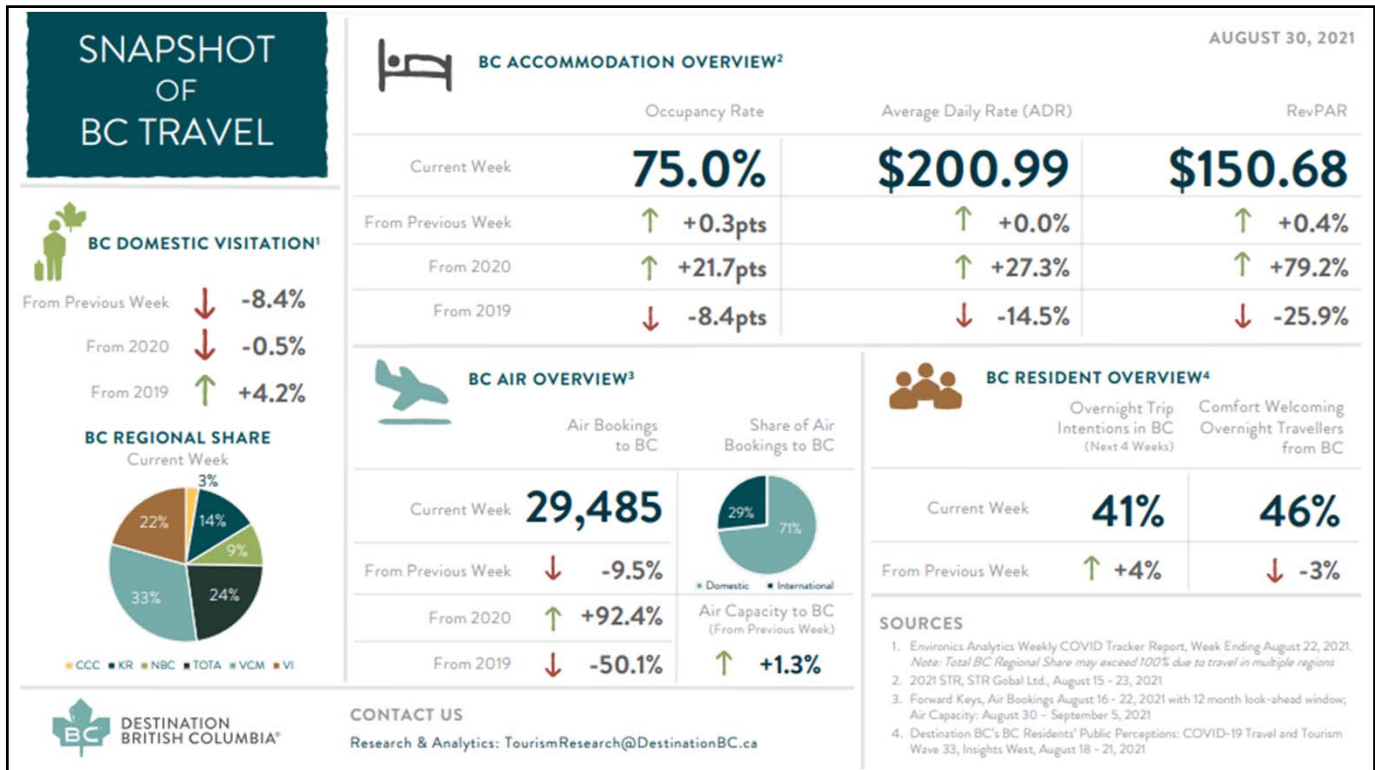
Jenn Houtby-Ferguson
Sept 21, 2021

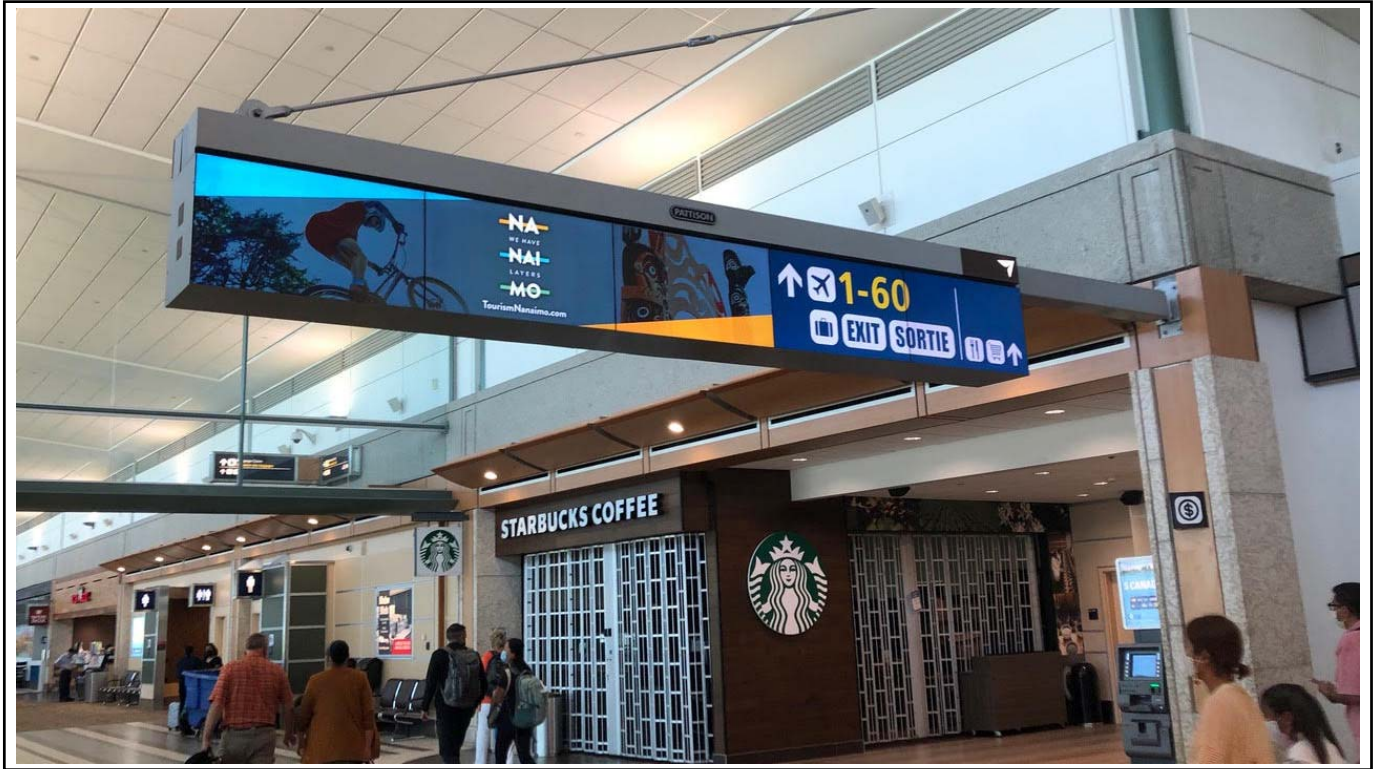


Welcoming Visitors



- As of July 1st Nanaimo began welcoming visitors from across Canada
- Fully vaccinated American citizens and permanent residents began arriving in BC on August 9th
- Fully vaccinated international travellers began arriving on September 7th
- Tourism Nanaimo continues to highlight #knowbeforeyougo and COVID safety messaging





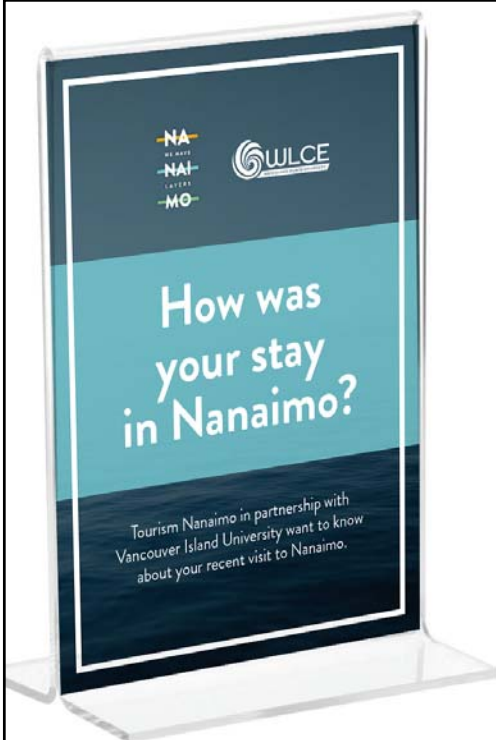
Fall Marketing Highlights

- Working collaboratively with the NHA
- TV, radio and other innovative ideas like the SkyTrain in Vancouver
- Consumer marketing eblasts
- New photography shoots – June & July
- VISA Campaign (postponed from 2020)
- New content: written, BC Ale Trail, COVID images
- Working with two live-streaming events for Fall-Winter



Other Initiatives

- Brand strategy development work is underway
- dialogic workshop with the Tourism Working Group (Aug 17)
- Stakeholder and community sessions this fall + visitor intercepts (August and October)
- Visitor Experience Survey with VIU is underway, seasonal reporting
- Continued work with the NHA on the Sport Tourism Strategy
- Revisiting Tourism Tuesdays for fall (COVID permitting)





Questions?

Jenn Houtby-Ferguson
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