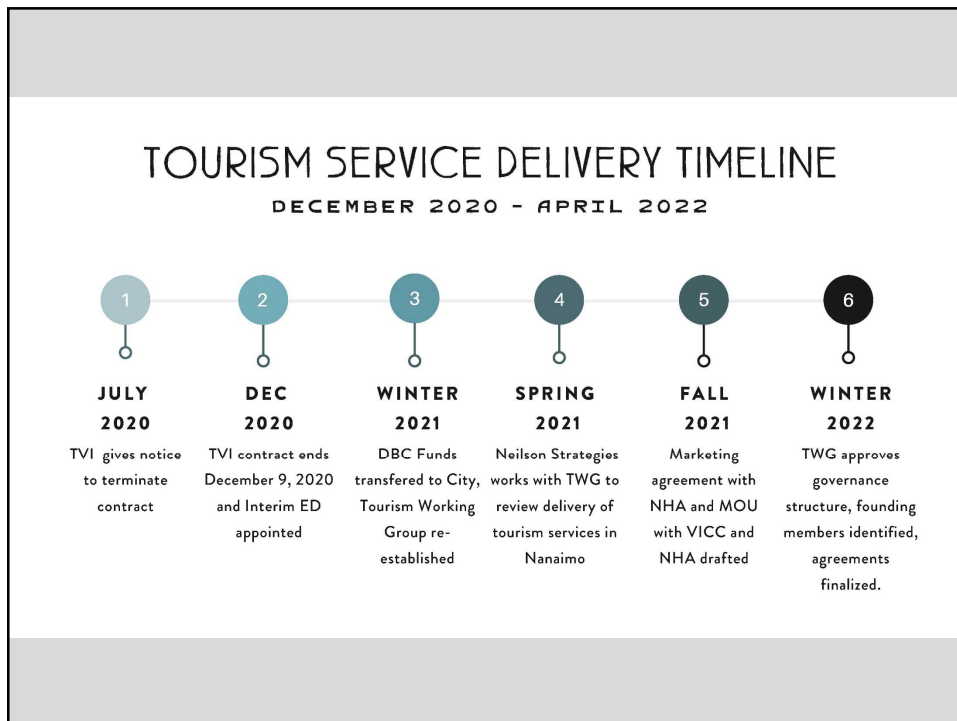




# TOURISM UPDATE

APRIL 25, 2022  
PRESENTATION TO COUNCIL



## BOARD STRUCTURE

### FOUNDING

#### MEMBERS

City of Nanaimo  
Snuneymuxw First Nation  
Nanaimo Hospitality Association  
Nanaimo Airport Authority  
Nanaimo Chamber of Commerce  
Vancouver Island University

### MEMBERS

#### BY SECTOR

Arts & Culture  
Food & Beverage Sector  
Transportation Sector  
Tours & Attractions Sector  
Nanaimo Port Authority  
Vancouver Island Conference Centre

## TOURISM NANAIMO SOCIETY PURPOSE

THE TOURISM NANAIMO SOCIETY IS A NON-PROFIT, DESTINATION MARKETING AND MANAGEMENT ORGANIZATION IDMOI THAT WORKS WITH TOURISM INDUSTRY STAKEHOLDERS, GOVERNMENTS AND OTHERS TO DEVELOP AND MARKET NANAIMO AS A DESTINATION FOR VISITORS.

## TOURISM NANAIMO SOCIETY MANDATE

- TO DEVELOP AND GUIDE THE IMPLEMENTATION OF A MULTI-YEAR TOURISM NANAIMO DESTINATION STRATEGY, AS WELL AS A BUSINESS & MEETINGS TOURISM STRATEGY AND A SPORT TOURISM STRATEGY
- TO CREATE A DESTINATION BRAND THAT CELEBRATES NANAIMO'S UNIQUENESS AND APPEALS TO TARGETED GROUPS OF VISITORS
- TO SUPPORT, THROUGH INVESTMENT AND RESEARCH THE DEVELOPMENT OF A VIBRANT AND SUSTAINABLE TOURISM INDUSTRY TO GROW, THROUGH STRATEGIC MARKETING, COLLABORATION WITH PARTNERS AND CAREFUL BRAND MANAGEMENT, THE NUMBER OF OVERNIGHT VISITORS TO NANAIMO

## TOURISM NANAIMO SOCIETY MANDATE

- TO STRATEGICALLY INVEST IN DESTINATION DEVELOPMENT INITIATIVES AIMED AT INCREASING THE NUMBER OF VISITORS TO NANAIMO
- TO OPERATE THE VISITOR INFORMATION CENTRE AND PROVIDE VISITOR-RELATED SERVICES

## STATE OF TOURISM

- STRONG DEMAND FOR SUMMER
- AIR CAPACITY CHALLENGES
- CANCELLATION/REBOOKING FLEXIBILITY
- HUMAN RESOURCE CAPACITY
- KEY MARKETS & ACTIVITIES
- #KNOWBEFOREYOUGO



## KEY ORGANISATIONAL PRIORITIES

- GOVERNANCE STRUCTURE IMPLEMENTATION
- MEETINGS & SPORT PARTNERSHIP IMPLEMENTATION
- MARKETING COLLABORATION WITH NHA IMPLEMENTATION
- ESTABLISH NEW BRAND POSITION
- CREATE DESTINATION STRATEGY
- DATA AND RESEARCH
- REIMAGINE NANAIMO



# RESEARCH PRIORITIES

- RECONFIRM OUR VISITOR PROFILE POST-COVID
- VISITOR INTERCEPT DATA
- RESIDENT & BUSINESS SENTIMENT
- TOURISM SENTIMENT INDEX
- "BIG DATA" DASHBOARD
- REVIEW - VISITOR CENTRE BEST PRACTICES

# MARKETING PRIORITIES



- CREATIVE, MULTI-FACETED CAMPAIGNS
- MEETINGS, SPORT, VENUES AND ACTIVITIES IMAGES & VIDEOS
- REGIONAL COLLABORATION WITH SFN & GABRIOLA
- CONTINUED ACCESSIBILITY ASSESSMENTS
- FAM TOURS
- DESTINATION SALES MANAGER
- BRAND IMPLEMENTATION

# BRAND RESEARCH

CONDUCTED BY STORMY LAKE CONSULTING

AUG 2021	SEPT 2021	OCT 2021	NOV 2021	2022
In person, dialogic session with Tourism Working Group to gather baseline, first set of visitor intercepts	3 hour online brand workshop, with broad stakeholder base second set of visitor intercepts	Review of initial findings with Interim ED	Presentation of findings to Tourism Working Group for feedback, final report shared.	Research will be used to inform new brand and positioning for Tourism Nanaimo Society.

# KEY FINDINGS

GATEWAY



DESTINATION

STOP

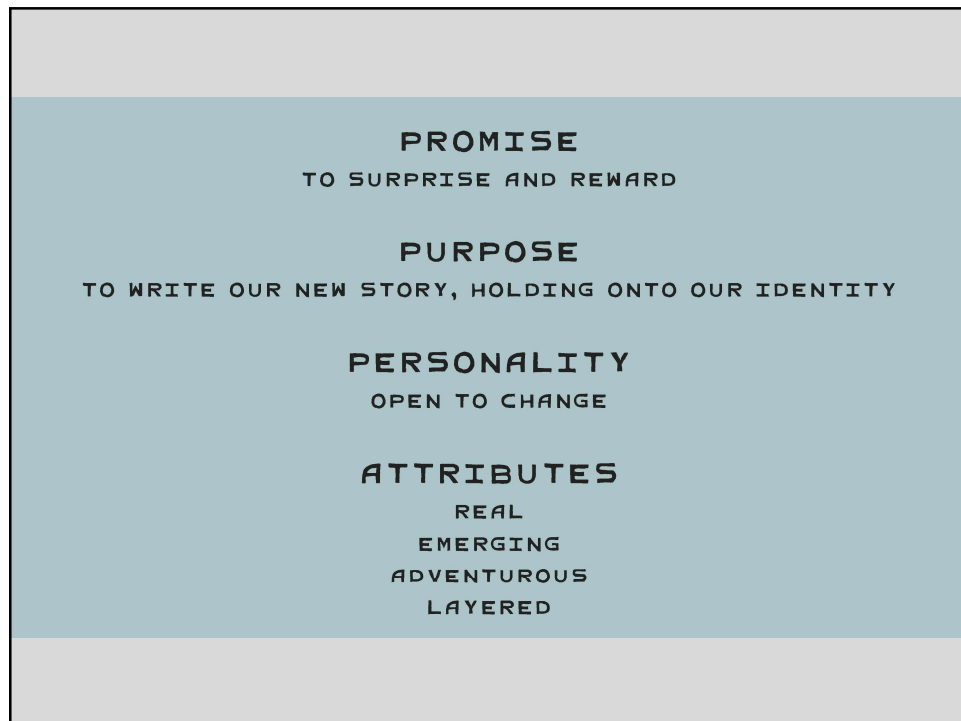


STAY

GENERIC



DISTINCT





# SUCCESSES

- MARKETING COLLABORATION WITH NHA
- ENEWSLETTERS
- NEW ITINERARIES & IMAGES
- BRAND RESEARCH
- RESTAURANT INVENTORY
- BID BOOK TEMPLATE
- \$100K IN NEW MC&E FUNDS
- TOURISM TUESDAY MAY 3



Application to Host  
2024 Canadian Track  
and Field Championships and the  
2024 Olympic and Paralympic Trials



## THANK YOU!

JENN HOUTBY-FERGUSON  
INTERIM EXECUTIVE DIRECTOR  
TOURISM NANAIMO  
E: JENN@TOURISMNANAIMO.COM