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**éy swayel**  
good day

It is good to see you all,  
thank you for having me.

We respectfully acknowledge that Nanaimo lies within the Traditional Territory of the Snuneymuxw First Nation, who have lived, gathered, hunted, fished, farmed, harvested, traded, and welcomed visitors on their lands since time immemorial.

TOURISM NANAIMO

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**TOURISM NANAIMO**

**Intent**

**VISION**

The Board envisions Nanaimo becoming a premier destination on Vancouver Island while enhancing residents' quality of life. These goals will be achieved in part, through dedicated governance, authentic representation of Nanaimo's unique character, and aligning industry efforts. Honest, committed hard work from the Board is essential to highlight and preserve the authentic Nanaimo, ensuring sustainable growth and development.

**INTENTIONS**

**01 Allyship**  
We will be a strong ally for our residents and partners, particularly the Snuneymuxw First Nation.

**02 Empowering Better Change**  
We will be guided by the principles of sustainability, diversity, equity, inclusion, and accessibility as we authentically showcase and encourage people to visit the real, unique Nanaimo.

**03 Empowering Sustainable Futures**  
We will only support tourism that is for the benefit of our community.

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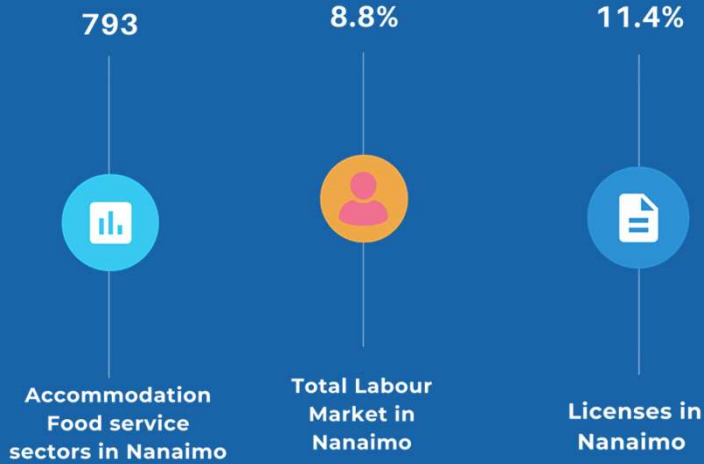
**Strategic Focus:  
Year-Round Economic Growth  
2025-2030**

Tourism Nanaimo, in collaboration with local industry, has finalized the 2025-2030 Destination Development Strategy. This plan, now approved by the Ministry of Finance, will serve as the guiding framework for Tourism Nanaimo over the next five years.

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**Industry Landscape:** There are 793 businesses in the accommodation and food service sectors in Nanaimo, accounting for 11.4% of all business licenses in the City. This sector is the third largest employment sector, providing 4,558 jobs, or 8.8% of the total labour market (Esri 2023), and growing.



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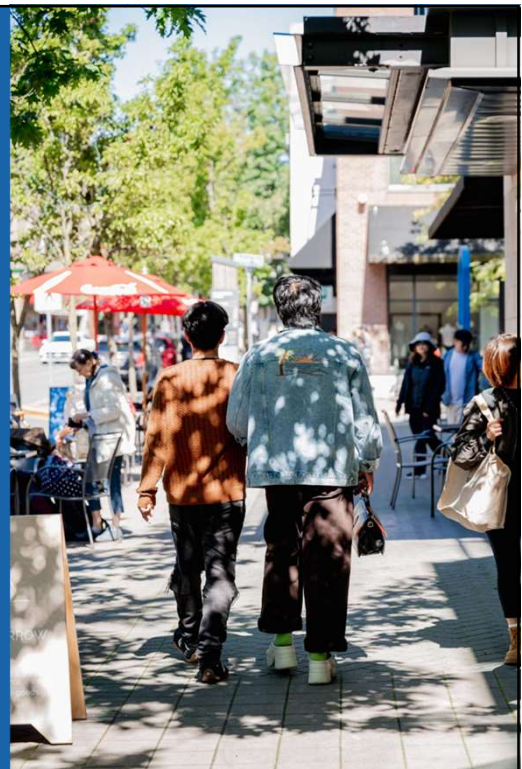
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**Challenges and Opportunities:** Nanaimo has a unique opportunity to address a growing gap in leisure travel, particularly during the summer months. The recent capacity to fill during this peak season highlights an area the city has yet to fully capitalize on. Key challenges include raising awareness of Nanaimo's offerings and addressing transportation and connectivity issues on Vancouver Island, which can deter visitors.

Tourism Nanaimo is prepared to tackle these challenges in the coming year by building clear databases to track progress. The city is well-positioned to tap into niche leisure markets, such as arts and culture, Indigenous experiences, and expanding sport tourism. There is also significant potential for growth in meetings and conferences during the February-April shoulder season, offering an opportunity to boost occupancy during these months.

Hotel occupancy and revenue per room have seen modest growth, though room rates have yet to stabilize following an increase in inventory. Increased leisure travel, overnight stays, and support from travel trade will help stabilize these rates moving forward.



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# Collaboration

## Industry - City - Key Stakeholders

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### Collaborative Relationships:

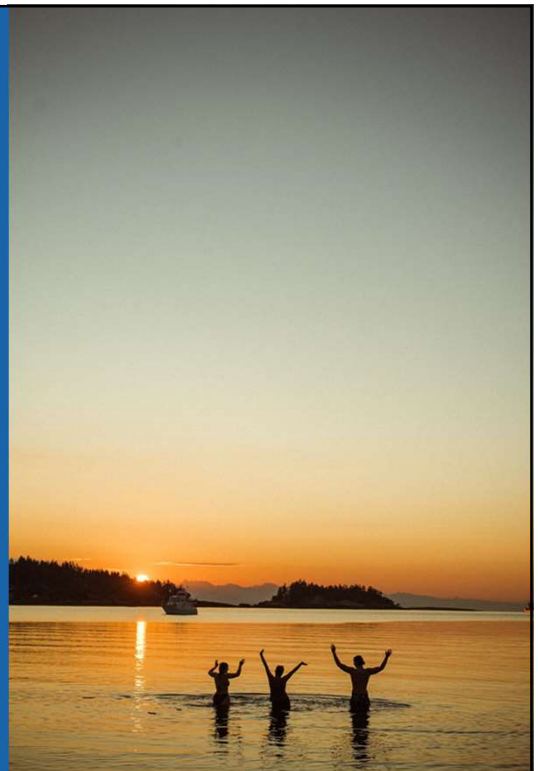
Tourism Nanaimo's objectives, including specific goals for the tourism sector align with the City of Nanaimo's Reimagine plan.

The city's adoption of the donut economic model supports seamless collaboration between departments, helping to remove barriers that may otherwise hinder progress in destination development. By working closely with key departments such as Finance, Engineering & Public Works, Communications, Parks, Recreation and Culture, Public Safety, and the Office of the Chief Administrative Officer, Tourism Nanaimo ensures a strong partnership of consideration and support with the city. In addition to City departments, we are working closely with the Prosperity Group, The Nanaimo Airport, Industry partners, the Nanaimo Port Authority, and the Arts & Culture sector.

This collaborative approach—focused on sharing information, aligning messaging, exploring funding opportunities, and jointly reviewing bids for major events—plays a crucial role in achieving the goals outlined in the 5-year destination development plan, while crossing key goals off of Nanaimo's Reimagine plan. This ongoing commitment to partnership is essential for creating successful tourism outcomes, that ultimately create success for the community overall.

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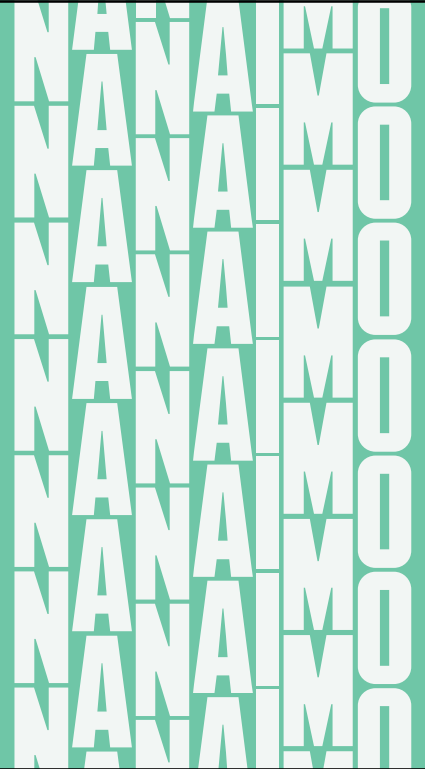
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# Key Wins & Progress

## 2024

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**Confirmed Future Conferences:** There are currently 35 conferences on the books for 2025. Notable upcoming events include the BC Library Association Conference (2025) and Canadian Palliative Care & Hospice Association Conference (2026).

**Sports Tourism:** Events like the BC Squash Championships and BC School Sports Track & Field Championships will bring significant economic and regional engagement. As this portfolio grows, the opportunities for Provincial and National events are tangible. Event bids are to compliment infrastructure and capacity within the city, highlighting the best of what we have to offer.

**Brand Evolution:** Industry and community engagement has shaped the ongoing development of how the brand is represented in the market, while driving the creation of assets for industry partners to use and promote. Locally owned businesses have played a key role in brand promotion, being featured on media tours and content creator itineraries. As the brand evolves, more opportunities will arise to showcase additional establishments.

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## RESOURCE DEVELOPMENT

- 2025-2030 Destination Development Strategy
- Communications and PR Strategy 2024 - 2025
- Brand Launch in partnership with the Prosperity Group
- Industry Brand Toolkit: Collaborative Messaging
- New SEO and targeted marketing strategy developed
- Meetings and Conventions Industry Tool Kit created

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**Incentive Program:** This program has been successful in attracting large-scale events, with groups such as the BC Land Summit and Indigenous Inclusion Conference receiving the incentive grant. The BC Land Summit, bringing in over 600 delegates and generating \$725,400 in economic impact, is a great example of the success of the incentive program. Tourism Nanaimo currently has over \$100K in signed incentive contracts for 2025 - 2026, demonstrating the program's positive impact.

**Marketing & Engagement:** Since the brand launch and media campaigns that launched in April, Tourism Nanaimo has achieved significant media coverage, reinforcing the city's reputation and appeal to the leisure market. A total of 36 media pieces resulted in a reach of 20.4 million, with the public relations value of these efforts estimated at \$568K. Additionally, 19 media outlets and writers were hosted through continuous media tours, resulting in over 105 media mentions and a further 2.2 million in reach.

Key initiatives like community contests, street interviews, and curated tours have boosted local engagement, while targeted advertising—including email marketing (with a subscriber base now at 28,000), Google ads, and visibility through billboards, sky trains, and buses—keeps Nanaimo top of mind in key markets.

**1 Event this Spring :  
Brought over 600 delegates  
Generating \$725,400  
in economic impact**



**36 Media Pieces**



**20.4 Million in Reach**



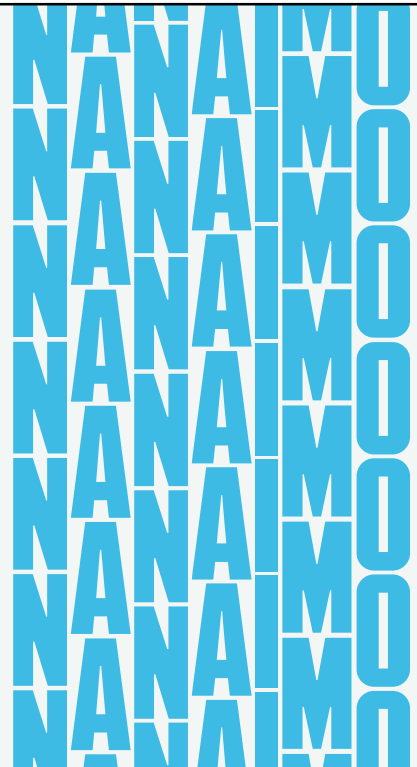
**Estimated Public Relations  
Value \$568K**

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# Future Strategy, Whats Next?

## 2025



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## UPCOMING INITIATIVES



## LONG TERM VISION



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### Primary Goals to Year End and early 2025 :

- Airport route development discussions and support with Nanaimo Airport
- Review of Team Nanaimo MOU with Hoteliers and the Conference Centre to boost sales and raise awareness of meetings and conference opportunities
- Support messaging for shop local initiatives and Commercial Street closures
- 2024 Budget and Provincial Annual Reporting
- Review PR and Communications plan for 2025

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## 2025 - 2030 GOALS

- Diversify Nanaimo's tourism offerings to create a unique visitor experience that reflects the city's essence.
- Elevate Nanaimo's brand visibility as a vibrant cultural hub and premier meetings destination by 2030.
- Position Nanaimo as a leading accessible and sports tourism destination by 2030.
- Establish Nanaimo as a model for inclusivity and community cohesion in tourism by 2030.

Each annual plan will focus on these objectives and establish a baseline to measure the success of initiatives year over year.



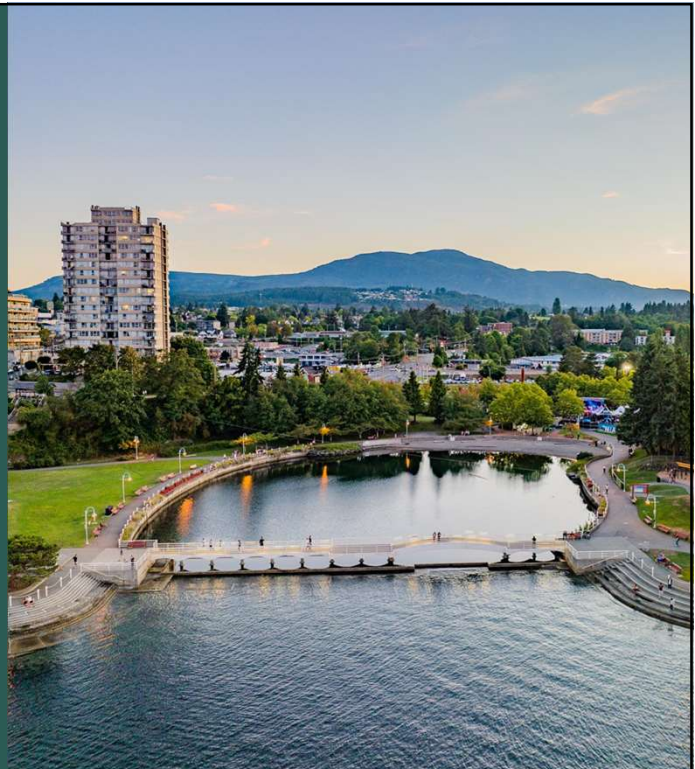
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## THANK YOU

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**NANAIMO**

CARLY PEREBOOM,  
 EXECUTIVE DIRECTOR



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THANK YOU