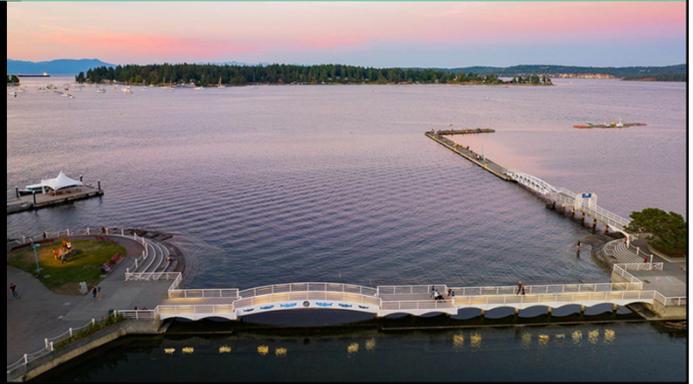


TOURISM  
**NANAIMO**

# 2025 Quarter One

## The Path Forward in 2025



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## éy swayel



Good day

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

We honor the Snuneymuxw Nation's enduring connection to this land and are committed to fostering relationships built on respect, collaboration, and mutual growth. As we work together, we aim to elevate the stories of the Snuneymuxw people, embracing opportunities to connect with the land and its rich history. Our dedication to learning, growth, compassion, and reconciliation guide our efforts.



2



January 20, 2025

Thank you for the opportunity to present Tourism Nanaimo's Q1 objectives, which align with our 2025-2030 Strategic Business Plan and the 2025 Tactical Plan. These priorities reflect our commitment to fostering Nanaimo's growth as a dynamic, inclusive, and sustainable tourism destination.

Our Q1 focus is grounded in five key areas: enhancing visitor experiences, strengthening accessibility, expanding sport and event tourism, boosting industry collaboration, and elevating Nanaimo's brand. Each priority is supported by actionable initiatives that drive measurable results, ensuring economic impact and alignment with community goals.

We look forward to sharing our progress on these initiatives and how they connect with broader regional strategies. Your support and insights are invaluable as we work together to position Nanaimo as a premier destination for travelers, sports enthusiasts, and event organizers.

I'm happy to delve deeper into any specific areas of interest and answer any questions following the presentation.

3

## Tourism Nanaimo Mandate

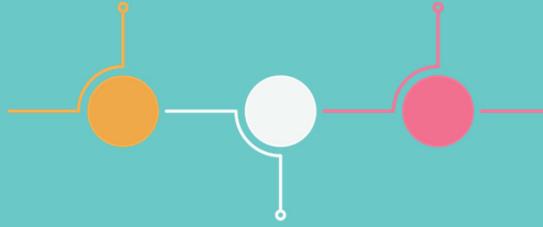
These are the remaining mandates as created at the inception of Tourism Nanaimo, they are not static; they are continuously evolving to meet emerging challenges and opportunities in the tourism landscape. They provide a strong framework for guiding our efforts and maximizing our impact in the years to come.

-  To support, through investment, the research and development of a vibrant, and sustainable tourism industry.
-  To increase overnight visitation to Nanaimo, while managing the destination responsibly through strategic marketing, collaboration with industry partners, and city plans.
-  To strategically invest in destination development initiatives aimed at increasing experiences to draw visitation to the city of Nanaimo.



4

JANUARY



MARCH

FEBRUARY



# Key Priorities and Actions for Q1 2025

In 2024, Tourism Nanaimo operated with focused intention to align efforts, ensure consistency, and stay committed to long-term goals, avoiding reactive and unsustainable decisions, 2025 will be no different. Our Q1 focus is grounded in five key areas: enhancing visitor experiences, strengthening accessibility, expanding sport and event tourism, boosting industry collaboration, and elevating Nanaimo's brand. Each priority is supported by actionable initiatives that drive measurable results, ensuring economic impact and alignment with community goals.

5



# Enhancing Visitor Experiences

Amplify Nanaimo's unique tourism offerings through digital campaigns, curated travel itineraries, and collaborative storytelling.

- Continuance working with KinPR
- Working alongside agency of record once awarded
- Quarterly Campaigns, E-news Campaigns, Promotions
- DBC Co-op Program to be confirmed March 2025
- Support regional projects, BIA's, Arts & Culture events, Airport initiatives
- Apply for Canadian Heritage Funding (deadline April) for continuance in 2026 of the Illumination Festival 2.0



6

# Strengthening Accessibility

Advance initiatives to ensure inclusive, seamless travel experiences for all visitors.

- Continuation of working with Lauren Semple.
- Hosting Workshops for industry and local businesses around inclusive service, policies and considerations.
- Begin working with Lexa Bergen, on accessibility initiatives, messaging and considerations in experience development.
- Continuation of working with City of Nanaimo, on Transportation and route development.
- Creating seasonal routes with maps for getting folks from the downtown core to other areas of the city and vice versa, demonstrating, connectivity to areas and places of interest for travellers without transportation.

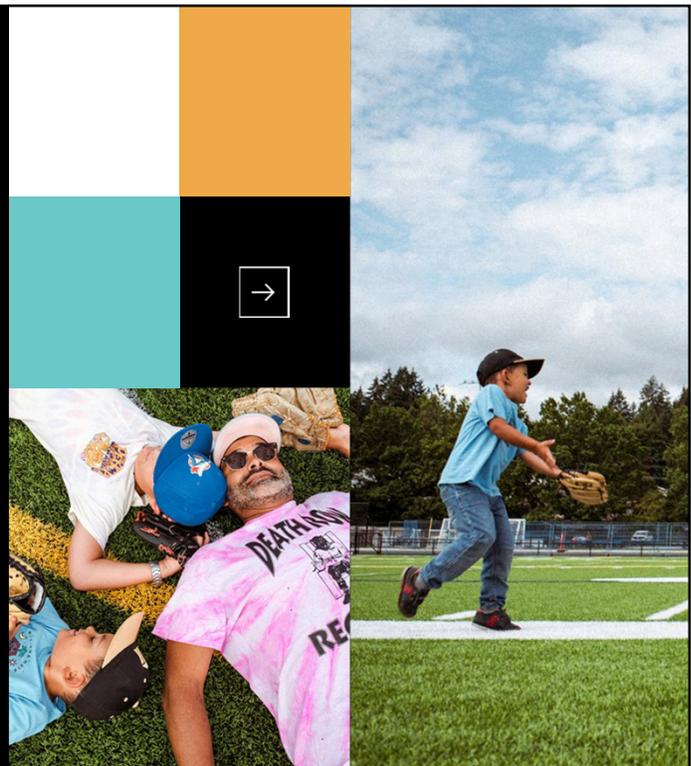


7

# Sport and Event Tourism

Build capacity and partnerships to secure larger events and grow sport tourism.

- Create new Sport Tourism Committee
- Create a bid book for key events & proposals
- Establish a semi-annual meeting with local Sport Groups
- Review current list of facilities and create a booklet for FAMs
- Launch renewed Sport Event Grant Program
- Continuation of support for the 55+ BC Games



8

# Strengthening Partnerships

Unite industry partners to create cohesive development strategies annually.

- Continuance with industry partners in collaborative planning, marketing, and messaging.
- Continuance with ITBC | Chatman Shaw to have Nanaimo part of the Welcome Trail.
- Begin quarterly round tables with Hoteliers and 1:1 outreach
- Meet with Petroglyph Group to talk about 2025 collaborations



9



# Elevating Nanaimo's Brand

Showcase the city as a dynamic cultural hub through impactful storytelling, media outreach, and brand alignment.

- Utilizing Meltwater, and Rove analytics to inform messaging and ROI.
- Hosting Media Tours for key events, Illumination festival (January 22- Feb 17th)
- Follow up with New York Times on Nanaimo Spotlight
- Follow up with the Media Writing Tour hosted in December in partnership with Black Rabbit.
- Presenting at the IMPACT conference at the end of January.
- Attend the BC Tourism Industry Association Conference in Victoria

10

# Our Intentions =

- We will only support tourism that is for the benefit of our community.

# Data Driven Decisions

Tracking key indicators to capture economic impact of efforts, clear reporting for hoteliers and partners, strong PR metrics, and return on investment. Report will be posted within the industry portal for review. Learnings from these sources will then alter Quarterly objectives and influence annual plans.



11

# TOURISM NANAIMO

These initiatives represent a strategic and collaborative effort to enhance Nanaimo's tourism offerings, strengthen accessibility, and build capacity across key areas like sport and event tourism, industry partnerships, and destination branding.

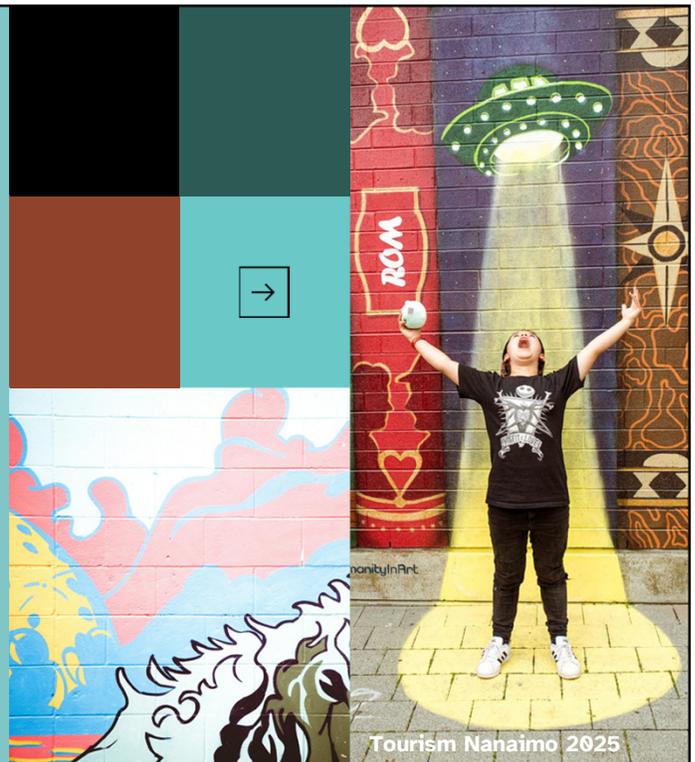
As we continue to implement these plans, we remain committed to tracking clear, measurable outcomes and using data-driven insights to inform our strategies. I look forward to sharing detailed progress reports and analytics in our next update, demonstrating the tangible impact of these efforts on our community and the broader tourism landscape.

Your support and input are invaluable as we work together to achieve these shared goals.

## THANK YOU

*Carly Porcham*

Executive Director, Tourism Nanaimo



12