

Victoria & Esquimalt Harbour Society: Competing for a Healthy Tourism Ecosystem

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Agenda

- Tourism Victoria: What We Do
- Short Term Economic Outlook: U.S. Deep Dive
- Why It Matters
- The Keys to A Healthy Tourism Ecosystem
- Some Trends: Marketing Platforms & Content Marketing

The Tourism Ecosystem



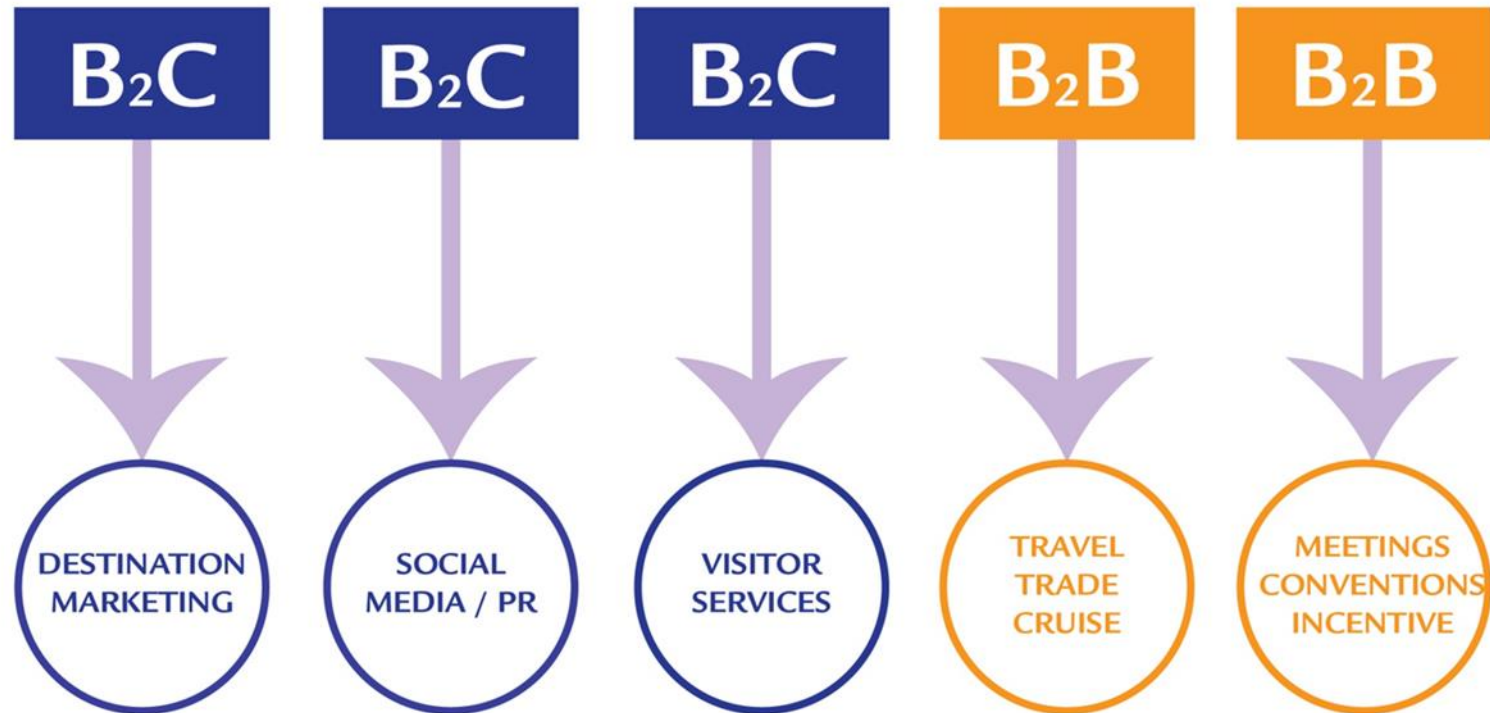
What We Do



Tourism Victoria's Vision

“Tourism Victoria will be internationally recognized as a leader in sustainable tourism development ensuring Greater Victoria remains one of the top destinations in the world”

Key Activities: Marketing & Sales



Measurement & Accountability Critical

Customer Expectations

“Customers from Emerging markets have higher expectations than from Western economies” KMPG

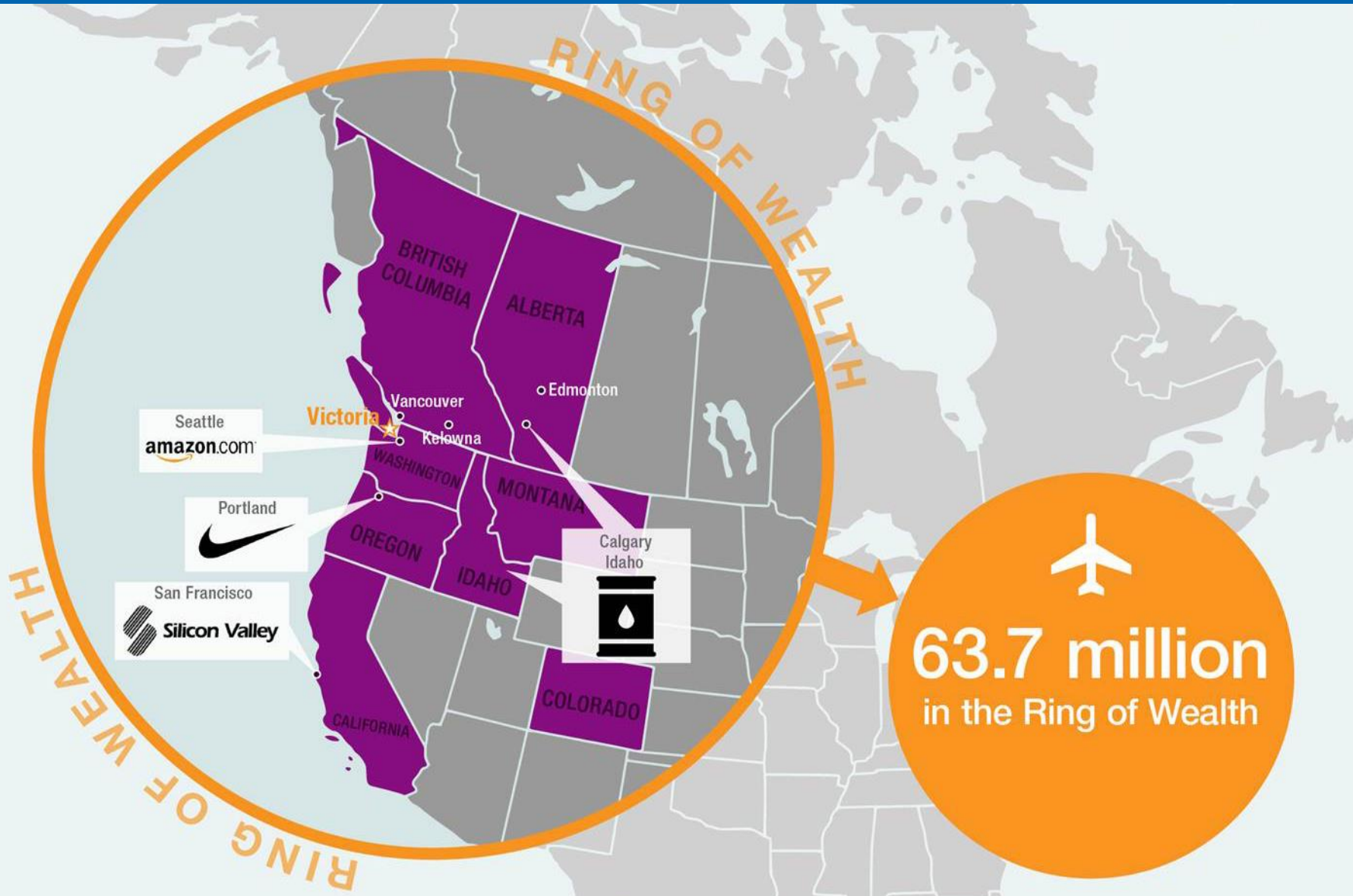


Investment in plant and infrastructure are vital as today's customer has higher expectations than yesterday's customer. Standing still is not an option.



TRAVELERS'
CHOICE®
2013

Marketing Target – Ring of Opportunity



Short Term Economic Outlook

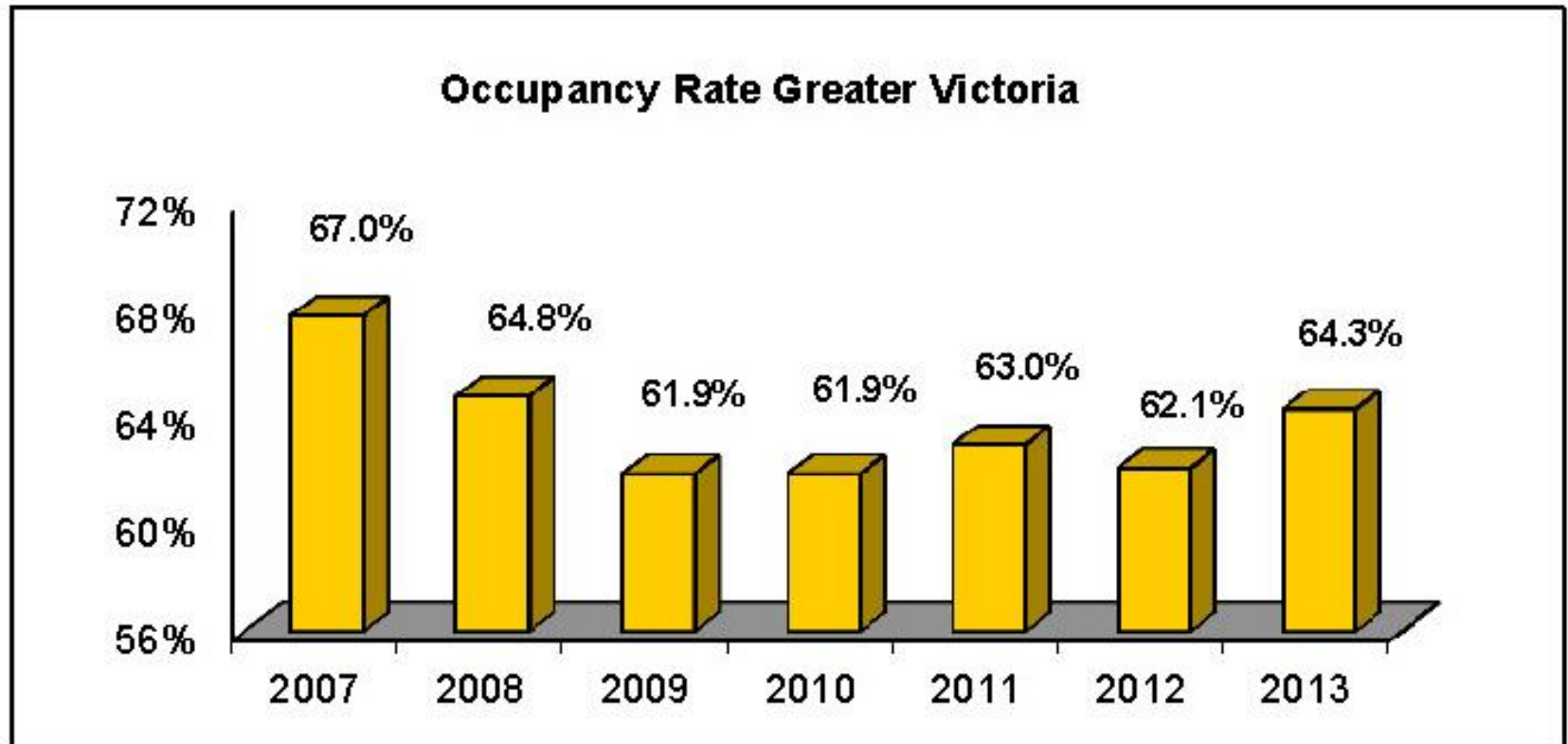


Average Room Rate Greater Victoria



Source: Chemistry Consulting

Occupancy Rate Greater Victoria

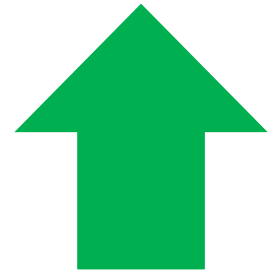


Source: Chemistry Consulting

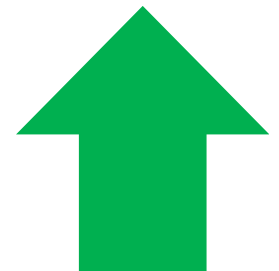
The Two Big Metrics

“Cautiously Optimistic for 2014”

1. Short Term Consumer Confidence



2. GDP Growth



Why it Matters



Why is Destination Marketing Important?

ROI > 50:1 Longhaul

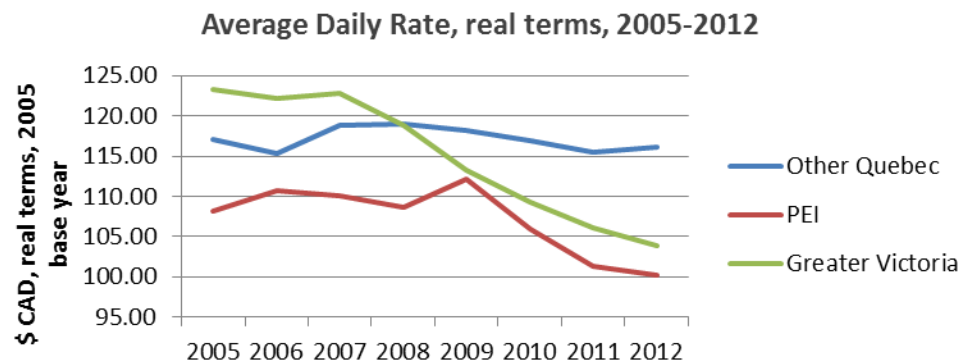
ROI > 10:1 Shorthaul

Importance to Regional Economy

- \$1.9 Billion contribution to the regional economy (Grant Thornton 2011)
- Over 20,000 direct jobs in Greater Victoria
- Canada's number 1 service sector economy
- Every \$118,000 in tourism revenue creates 1 job (Stats Canada 2012)

Role of Investment

- Tourism revenue can never be taken for granted
- Competition is fierce
- 2013 One Strong Year
- Still recovering from 2007/2008



Tourism Drives Trade

- New research demonstrates causal relationship
- Pioneered in South Korea in 2011
- Study replicated in Canada in 2013
- Just 1% growth in arrivals would drive \$817M incremental exports



Deloitte.

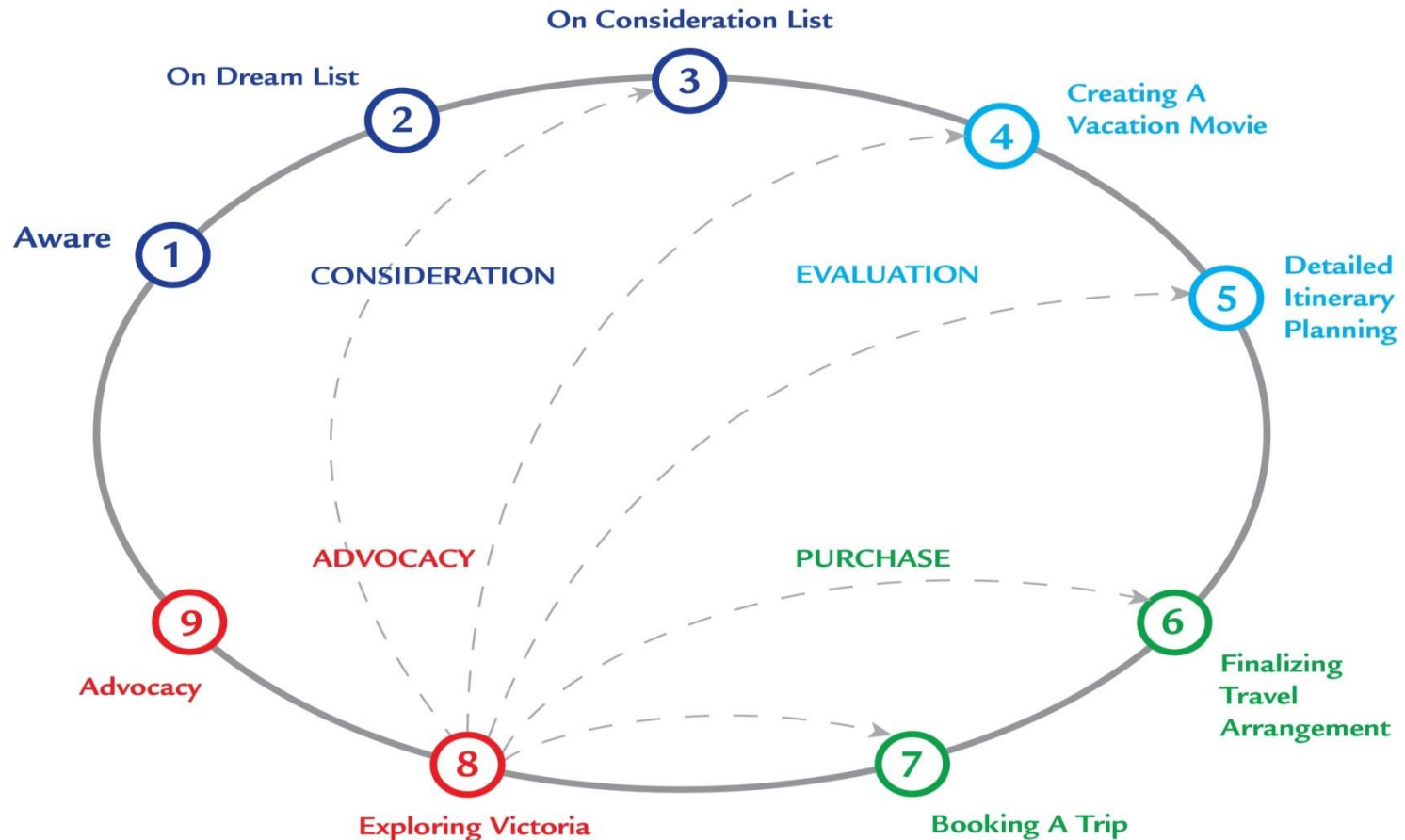
Keys to a Healthy Ecosystem



Re: Introducing - The Tourism Ecosystem



Aligned With New Customer Purchase Model



Keys to a Successful Ecosystem

- Customer demand is vital. Healthy hotels and accommodation sector are the oxygen;
- Customers are craving experiences;
- Touch, taste, smell, learn... not just see;
- Community building is the outcome of a vital tourism ecosystem;
- Enhanced lifestyle for residents; and
- Cross cultural exchanges

Key Takeaways

- Tourism marketing drives economic impact, trade and investment;
- The customer's decision journey has changed;
- All parts of the ecosystem must work together;
- A healthy ecosystem builds opportunity & community

Thank-you

TOURISM
VICTORIA



Marketing our favourite destination