



2024 MRDT Tactical Plan

Experience Comox Valley | 2023



Welcome - Thank you - Gilakas'la - ʔimot

Experience Comox Valley is grateful to live, work and play on the traditional and unceded territories of the K'ómoks First Nation



MRDT 5-Year Strategic Plan

- 2024 is year 3 of 5-Year Plan; 2022-2026
- **Vision:** The Comox Valley is recognized as the premier, year-round Vancouver Island destination for outdoor, culinary, and cultural activities.
- **Mission:** Implement fiscally prudent destination marketing initiatives that are informed and tested through stakeholder engagement that are objectively focused on increasing overnight stays in the Comox Valley that drive economic benefit to business owners and residents.





2023 Plan Highlights

- Promotional videos
 - 3 themed, 2 broadcast commercials
- Blog content
 - 6 new to date
- Travel trade & media
 - Explore VI, German National Radio, Seattle Magazine, The Weather Network, Vancouver is Awesome
- Visitor surveys
- Visitor information servicing
 - mobile kiosks, resources



MRDT Plan

Development Process

- The Comox Valley Tourism Advisory Committee (TAC) met in August to discuss goals & priorities for next year
- Perceptions research, surveys, and tourism reports also inform the plan
- The 2024 Plan was drafted and presented to the TAC in early September
 - In 2023 plan sustainability was added as key objective, this carries to 2024 as well
 - Reconciliation noted as a consideration so minor changes made to incorporate it further into the Plan



2024 Strategic Objectives



1. Increase revenue from visitation
 - Generate leads for businesses
2. Manage growth and benefit through seasonal and geographical dispersion
 - Build and position destination drivers
 - Invest in market research
3. Increase competitiveness of Comox Valley as a desired destination
 - Improve the visitor experience
 - Increase collaboration with & amongst stakeholders
4. Support sustainable tourism initiatives and activities
 - Amplify messaging from local tourism businesses who are actively pursuing objectives that increase positive impacts and decrease negative impacts of tourism for humans, the economy and/or the environment
 - Advance Vancouver Island's Biosphere program locally and commit to advancing the UN's Sustainable Development Goals as a DMO and destination





Marketing & Promotion



Promotional Strategies

- Online and Social Media advertising
 - ExperienceComoxValley.ca website
 - Instagram & Facebook
- Engage Stakeholders in Comox Valley marketing initiatives and measure success by number of conversions to stakeholder websites
- Traditional campaigns via TV, print and radio ads
- Integrated, multi-platform digital campaigns highlighting shoulder season travel



Consumer Website Content ExperienceComoxValley.ca

- Optimized for conversion to stakeholder websites
- Events & Festivals page & calendar
- Blog content creation
- Continue to update, improve and build upon





Consumer Asset Development

- Images, video & written content
- Continue to build database of visual assets
 - Align with Experience Comox Valley & Destination BC brand
 - Shareable with local tourism stakeholders
- Have a diverse representation of travellers
 - Age, race, ability, LGBTQ+, etc
- Align with sustainable & responsible travel messaging



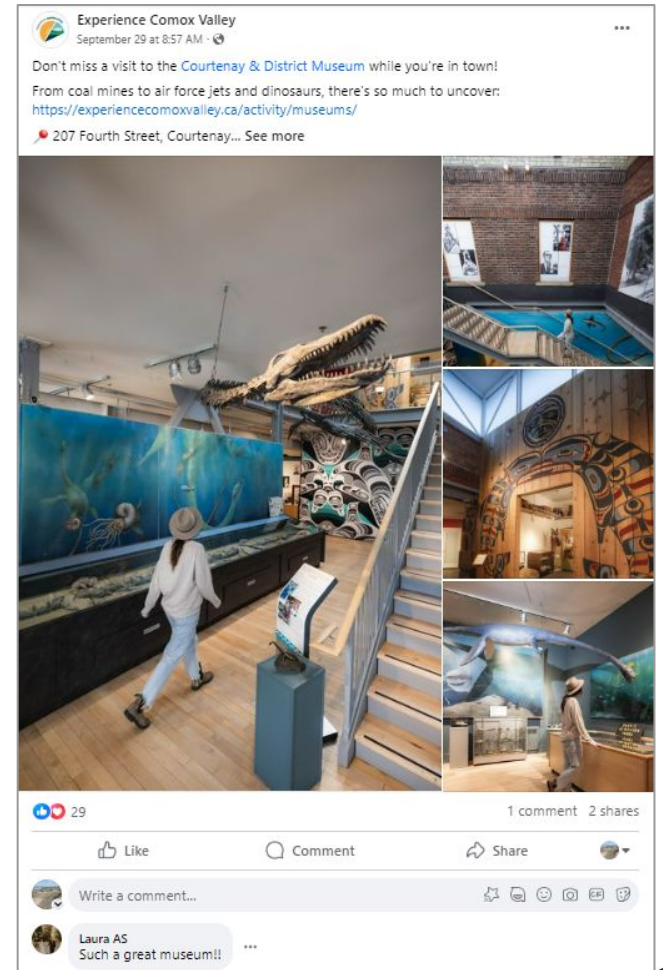
Media Advertising & Production

- Traditional: print, television
- Digital: email marketing, paid search ads, paid social media ads, display & 3rd party advertising
- Target right-fit consumers through target audience demographics, EQ types and key activities



Social Media organic

- User generated content
 - Real visitors & locals sharing their stories & experiences
- Daily posts of new content & responding to questions/comments about this destination
- Amplify stakeholder content & events
- Build engaged audience, increase followers





Partnership Marketing

- Destination BC consortiums
 - Amplify messaging through engaged audiences
 - Ahoy BC, BC Ale Trail, Golf VI, Ride Island
- Comox Valley Airport
 - Increase awareness of direct flight options
- Other opportunities (e.g. Island Taste Trail)





Destination & Product Experience Management



Market Research & Evaluation

- Visitor Survey
 - Work with Comox Valley Airport and/or the Visitor Centre
 - Understand travel motivations, visitor behaviour, and satisfaction
- Resident Perceptions
 - Utilize EngageComoxValley.ca platform
 - Quick polls, interactive maps, etc. to gain insights on resident sentiment





Experience Development & Training

- Support industry in the development and enhancement of remarkable tourism experiences
 - Focus on sustainability; social, cultural and/or environmental
- Increase education & awareness of biosphere and the United Nations Sustainable Development Goals (SDG)



Event & Experience Support

- Support the creation and/or enhancement of new events and experiences
- Events & Experiences Fund grant program that enables community groups and stakeholders to activate new/enhanced tourism experiences





Visitor Servicing

Visitor information Servicing



- Vancouver Island Visitor Centre
 - Year-round, Tuesdays - Saturdays
- Mobile visitor servicing for the Summer
 - Courtenay, Cumberland, Comox, and electoral areas
- Advertising opportunities for tourism stakeholders
- Consignment gift shop of local goods
- Industry training on visitor servicing
 - Front-of-house staff resources





Online Accommodation Platform (OAP) Revenue

- Online marketplaces for short-term rental accommodation (eg. Airbnb, VRBO) collect MRDT as OAP revenue
- Affordable housing initiatives
- Affordable Housing MRDT Plan is required
 - Submit November 30th, prior to implementation, with the Tactical Plan
 - Define, identify, and fund affordable housing initiatives that meet local need





Questions?

