



December 11, 2017

COMMUNITY DMOs LAUNCH JOINT PROJECT TO TRACK TOURISM DATA

COURTENAY – Tourism Vancouver Island, in partnership with Island and Sunshine Coast Destination Marketing Organizations, are launching a project to track key tourism data at a local level, with a goal to improve awareness and increase economic activity driven by visitor spending.

Funding from the Island Coastal Economic Trust will support the development of a common tourism data management and analysis system, which will facilitate regional data aggregation and comparison. Approximately a dozen regional destination marketing organizations are expected to participate, covering most major tourism destinations in the Island and Coastal region.

“Performance metrics are critical to data-driven decision making,” said Calum Matthews, Community & Industry Specialist at Tourism Vancouver Island. “This project will help the organizations on the front-lines of tourism marketing get a clear understanding of three key performance indicators for their regions, including awareness, desirability, and Net Promoter Score- which is the likelihood of recommending a destination.”

The project will track and present these performance indicators in a collaborative, reliable, repeatable way so that the marketing organizations can adapt and evolve their marketing activities to meet the requirements of their target audiences.

“We know that the majority of visitors to the Island and Sunshine Coast spend time in multiple communities, taking part in many different activities,” said ICET Chair Phil Kent. “That’s why it’s so important to have a collaborative approach which will provide communities with a much broader perspective of visitor behaviour and increase opportunities for joint product development and marketing approaches.”

The project will begin with gathering data on those three key performance indicators by surveying BC and Alberta residents. BC and Alberta are the primary target markets for Vancouver Island and Sunshine Coast tourism.

Funding for the project is provided through ICET's Economic Development Readiness Program- Regional Collaboration stream. This program stream is designed to support collaborative initiatives which enable communities or organizations to use resources more efficiently.

The Island Coastal Economic Trust is providing up to \$12,000 of the total budget of \$24,000. Project launch is anticipated for early in the new year, with expected completion by March, 2018.

About the Island Coastal Economic Trust

Created and capitalized by the Province of BC, the Island Coastal Economic Trust has been at the forefront of economic diversification, planning and regional revitalization for the past eleven years.

ICET is independently governed by a Board of Directors and two Regional Advisory Committees which include more than 50 locally elected officials, MLAs and appointees from the Island and Coast. This exceptional team of leaders collaborate to set regional priorities and build vital multi-regional networks.

Through a community-centred decision-making process, ICET has approved almost \$50 million in funding for over 170 economic infrastructure and economic development readiness projects. These investments have leveraged over \$270 million in new investment into the region creating more than 2500 construction phase jobs and 2600 long term permanent jobs.

A full overview of ICET can be found at www.islandcoastaltrust.ca.

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