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City Staff Report

Report Date: September 24, 2019**Meeting Date:** September 29, 2019**To:** City Manager**From:** Economic Development Coordinator**Subject:** Tourism Marketing Videos

Purpose

The purpose of this report is to share the tourism marketing videos with Council and provide a brief update on the video marketing campaign statistics.

Summary

The Mountain Biking campaign was launched on July 2, 2020 and is scheduled to end on September 30, 2020.

Campaign statistics to date (paid):

Reach: 102,813

Video views (100%): 2,378

Engagement (likes, shares, comments): 683

Landing page visits (new users): 873

Link: <https://www.youtube.com/watch?v=6o0UzW-j3KA>

The Explorer's Spirit tourism video ad campaign ran from July 21, 2020 to September 21, 2020.

Campaign statistics (paid):

Reach: 111,744

Video views (100%): 3,822

Engagement (likes, shares, comments): 590

Landing page visits (new users): 4,682

Link: <https://www.youtube.com/watch?v=-jwm-U6jWQ>

Recommendation

None – brought forward for informational purposes only.

Statutory Requirements

N/A

Council Policy

N/A

Strategic Objective

7.1.2 Trail Marketing and 7.3.1 City brand development

Financial Implications

N/A