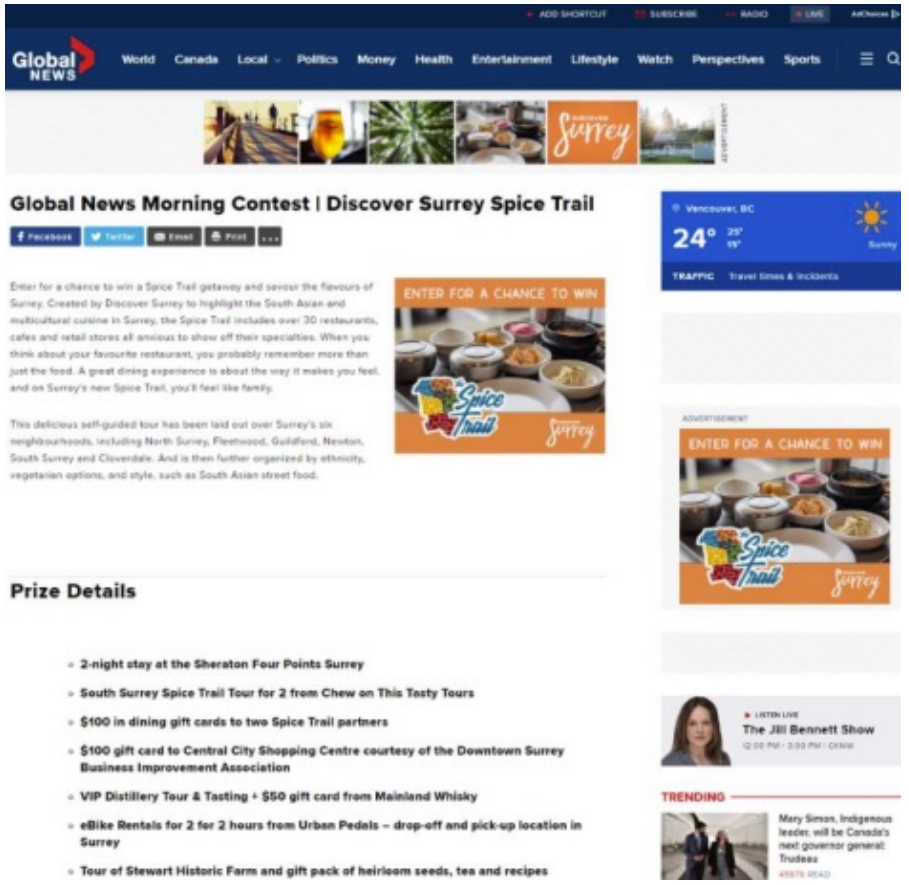
MARKETING REPORT

DISCOVER Surrey

2021 Campaigns

Broadcast

- **Global TV**
  - Spice Trail & Tourism Experiences Campaigns
  - The Surrey Spice Trail was promoted through a Global News Morning contest from July 5 – 11, 2021. The contest received 7 live verbal mentions and an in-show prize graphic board.
  - Total impressions: 135,400
  - Promotional Value: $14.710
  - The contest was driven by a co-branded :15 second contest promo that aired on CHAN & BC1. As well as a :15 second Zone 1 Ad that aired on Global News Morning.
  - Total estimated impressions for the co-brand ads – 2,581,600
  - The Spice Trail received OurBC and BC1 Community Calendar Listings from July 9 – 15.



2021 Campaigns

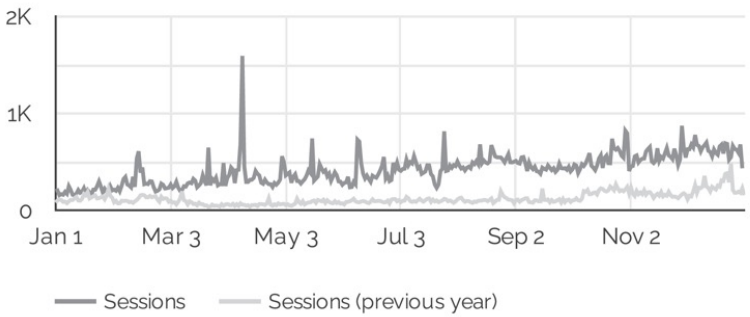
Broadcast

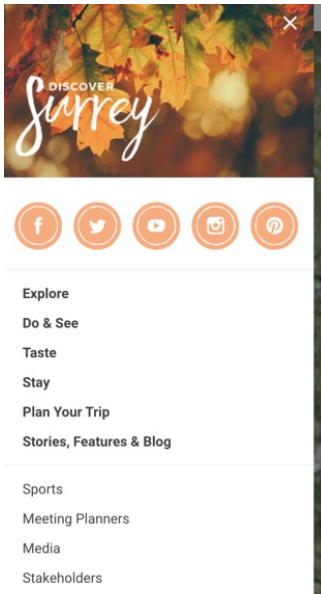
- **Global TV continued**
  - Spice Trail & Tourism Experiences Campaigns took place in July and November 2021.
  - The Surrey Spice Trail and Tourism Experiences were promoted through a Global News Morning contest.
  - Contests were driven by a co-branded :15 second contest promo that aired on CHAN & BC1. As well as a :15 second Zone 1 Ad that aired on Global News Morning.
  - Additionally, the Spice Trail (July) and Lumagica (November) received OurBC and BC1 Community Calendar.

2021 Campaigns

Website

- **DiscoverSurreyBC.com**
  - Sessions recorded for 2021 over 2020 show a huge increase and rising trend.
  - There was an immediate bump in Q4 that aligns with the introduction of Ad Grants and the other initiatives that Discover Surrey have put forth.
  - It has been an excellent team effort.

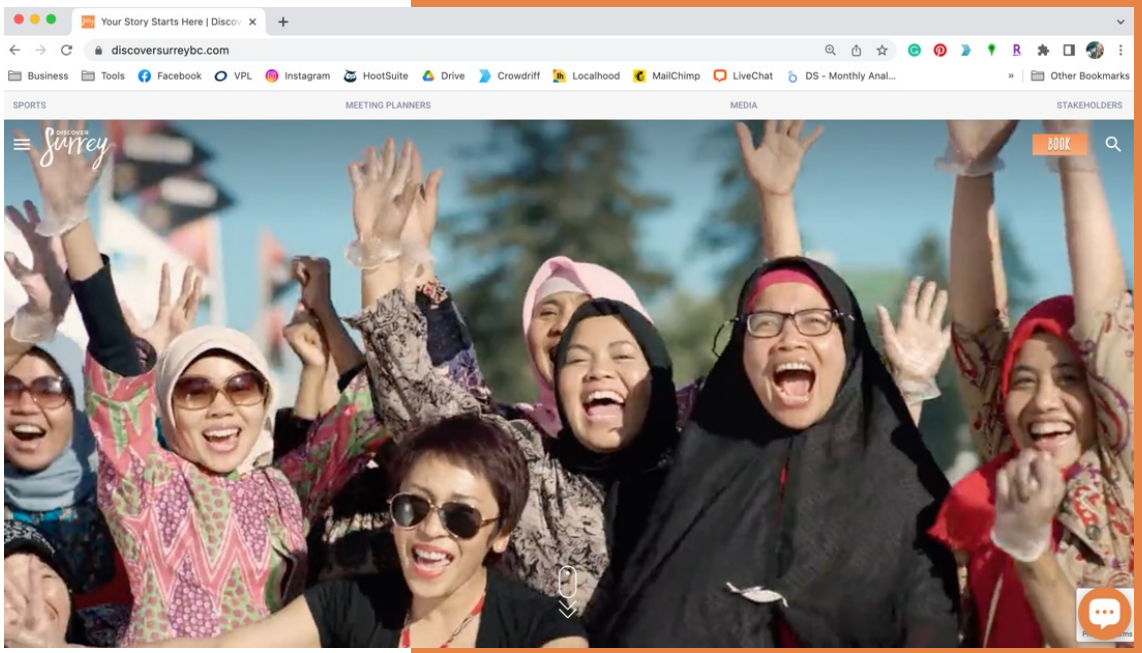




2021 Campaigns

Website

- 152,837 Website Sessions - up 247.4% YoY
- 41,465 outbound links
- 1:39 Avg. Session Duration - up 25.4% YoY
- 27.2% Bounce Rate - half of what it was in 2020!
- 23.6% Goal Conversion Rate - up 94.2%
- Huge increases in traffic from WA (3,508.3%) and at least 150% growth in all other primary regions as far out as ON.
- Mobile sessions continue to grow - they now comprise 58.6% of total traffic



2021 Campaigns

Digital Campaigns

- **Google Ad Grant**
  - 41, 737 sessions – this is 27.3% of total site traffic
  - Click Through Rate (CTR) of 14.20% vs Destination BC benchmark of 2.18%
  - Cost per Click (CPC) is above the industry benchmark, $2.50 Cdn vs $1.55 USD
  - Cost Per Action (CPA) is very strong at only $11.98 vs the industry benchmark of $60.31 USD
  - Spend hit $106k of a potential $120k
  - 12,193 outbound links from Ad Grants campaigns

2021 Campaigns

Digital Campaigns

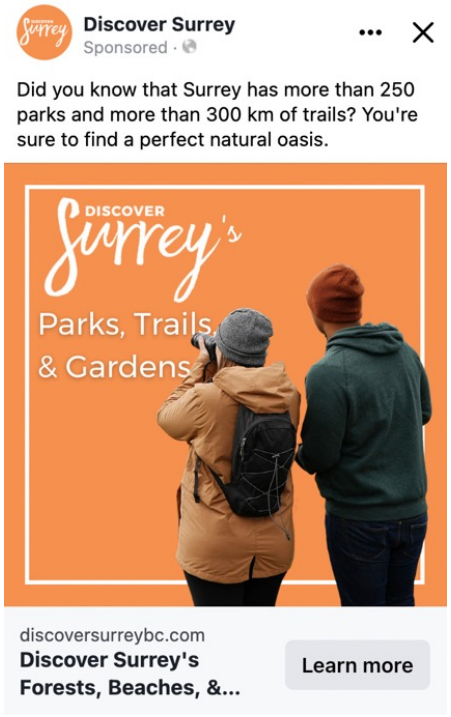
- **Spice Trail**
  - 10,475 sessions
  - Average time on page 2:46
  - 3,189 outbound links to stakeholders.
  - A very balanced distribution of link clicks with the top business receiving 185 clicks, and every partner business receiving at least two dozen. The average number per business is approximately 60 qualified leads to websites, social media, phone numbers, and directions.

DISCOVER Surrey

2021 Campaigns

Digital Campaigns

- **Facebook for Tourism Experiences**
  - 5,074 sessions from $4,000 in spend (under $1/session)
  - 1.83% CTR vs Destination BC benchmark of 0.9% - factoring the video campaign out (intended to build an audience) and it is 3.1%
  - $0.44 CPC vs Destination BC benchmark of $0.63 USD
  - $4.81 CPA vs Destination BC Benchmark of $22.50 USD
  - 499k Impressions for a $4,000 spend
  - 114k video views at less than $0.01 per view (plus, these views create an audience to which we can remarket)



Social Media Marketing

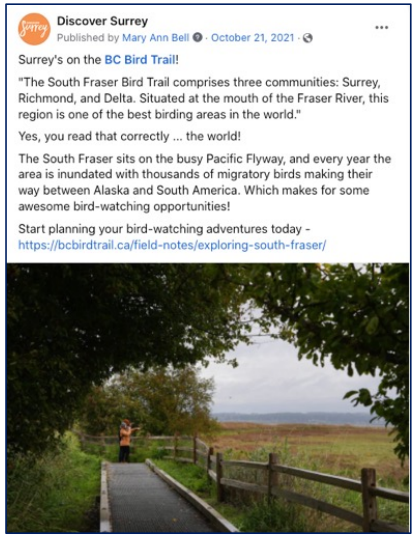
In 2021 Discover Surrey's social media marketing focused on messages of recovery, with a focus on inspirational content that promoted supporting local and exploring Surrey's tourism attractions and activities. Content was balanced between scenic "hero" images and stakeholder highlights and features.

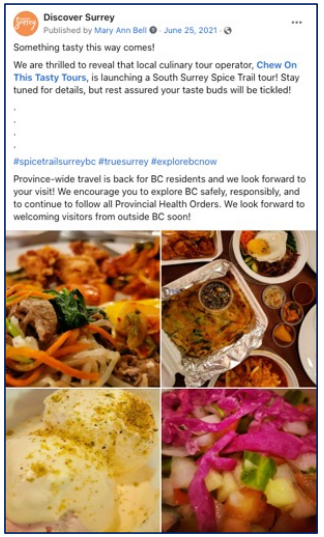
Instagram

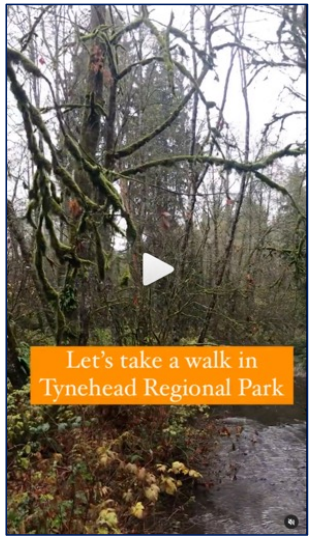
- 415,141 profile impressions
- 125,642 media impressions, an increase of 12.9%
- Engagement - 8,968
- Profile followers – 5,806

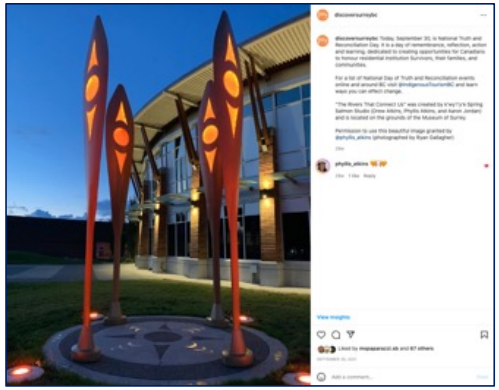
Facebook

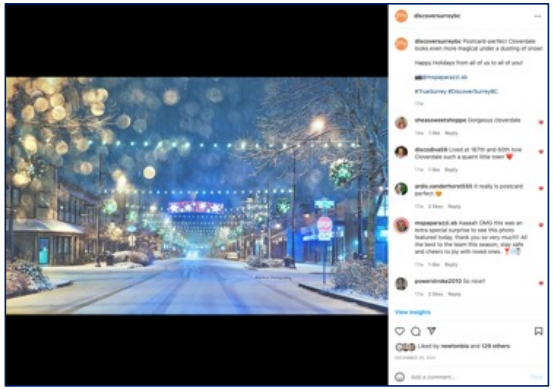
- 832, 561 impressions
- 18,236 content clicks
- 22,421 page post engagements
- Engagement – 2.69%











2021 Stakeholder Survey

Discover Surrey's Stakeholder Survey is focused on assessing the level of awareness of stakeholder familiarity and satisfaction with various operational and tourism marketing activities of Discover Surrey in the previous year and to assess the level of satisfaction with the use of MRDT funds.

In 2021, Discover Surrey improved the overall performance rating by 11.02% with a rating of 4.03 versus 3.72 in 2020.

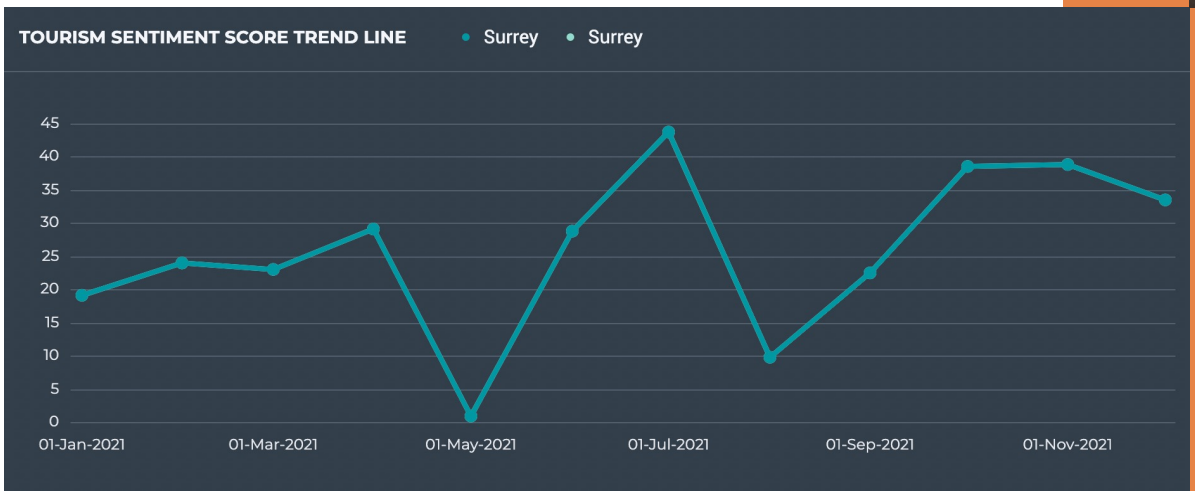
Year over Year Survey Completion Statistics:

- Net increase of 5 survey responses (45 vs 40)
- Response rate increased by 1.38%, which equates to a 5.9% relative increase (19.56% vs 18.18%)
- The proportion of completed surveys increased substantially (77.7% vs 67.5%)
- Completed surveys increased by 7 (35 vs 27 = 25.9% increase)
- Partially completed surveys decreased by 3 (10 vs 13 = 23.0% decrease)
- ***20 positive changes over 10%***

Tourism Sentiment Index

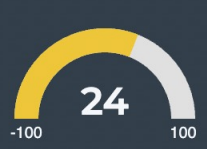
TSI measures the attitudes toward the tourism offering of Surrey. Tracking this score over time will provide insight into the ability for Surrey to build on its positive reputation and minimize challenges.

- Surrey's TSI grew from **14** in 2020 to **24** for 2021, BC's score was 20.
- The stories and campaign for the Spice Trail in July drove the index to a high of 44.
- Surrey is in the Top 25% of Global destination rankings for destination sentiment (19,500 participating destinations)
- Surrey's TSI was ranked 12th best among Canadian destinations.



Tourism Sentiment Index

Topics driving sentiment.

KEY PERFORMANCE INDICATORS	SURREY
Tourism Sentiment Score®	 -57% 1659 Conversations Analyzed
Global Tourism Sentiment Comparison	AVERAGE
Emotional Tone of Conversation	Joy
Topics Driving Positive Sentiment	Restaurant / Dining / Takeaway Festival + Events + Concerts
Topics Driving Negative Sentiment	Restaurant / Dining / Takeaway Festival + Events + Concerts

Media Hosting Program

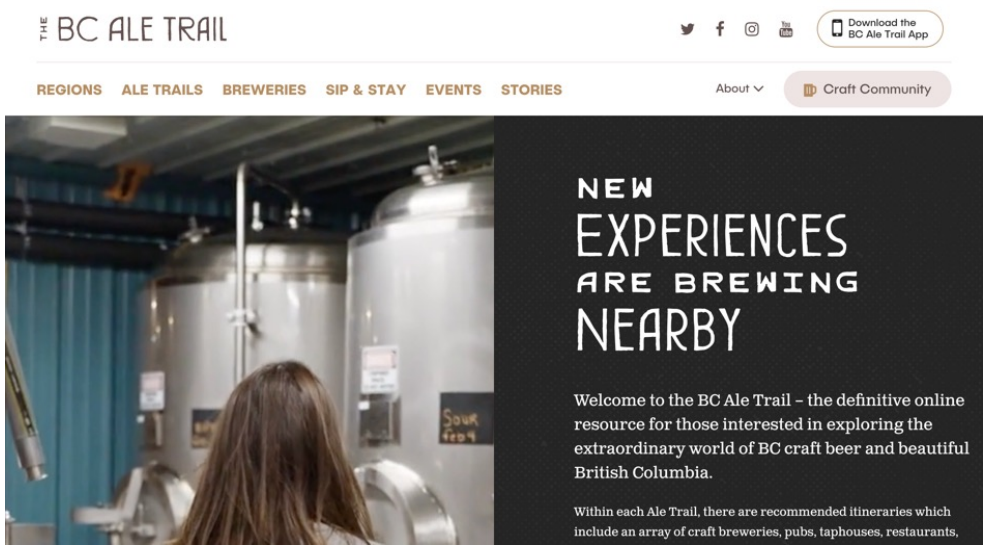
Drive positive awareness and credibility for Surrey as a vibrant, four-season, tourism destination with unique experiences.

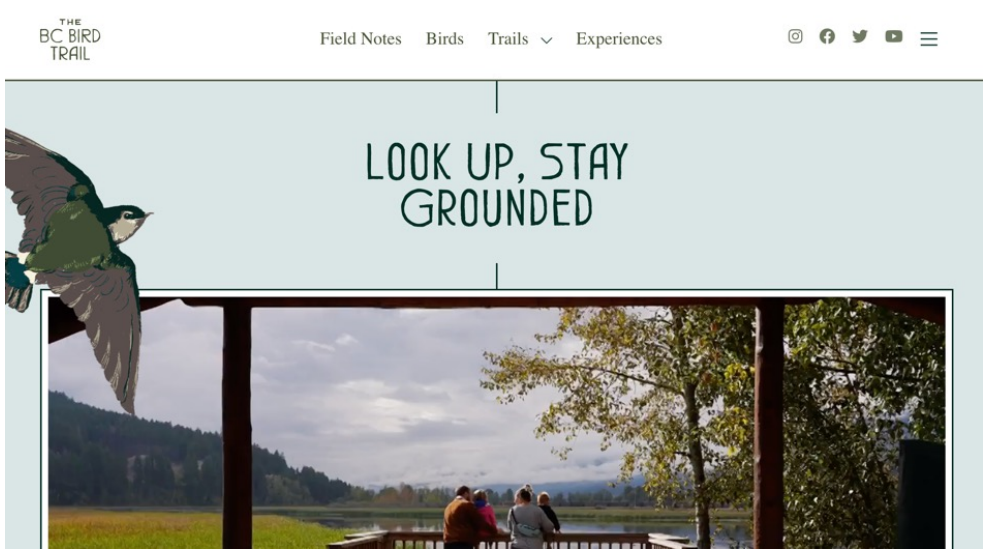
- Extend the reach and credibility for Surrey as a destination by working with local, national and international travel writers and influencers to attract and engage visitors through their channels
- Leverage and support Media Hosting teams and opportunities with Destination BC and Canada.
- 27 pitches lead to 20 stories generated in 2021, and some that will come to fruition in 2022
- Samples of recent stories:
  - Toronto Star with Chris Johns
  - Edible Vancouver Magazine with Linda Barnard
  - Bird Watching in Calgary Herald with Carol Patterson
  - Vancouver Sun with Joanne Sasvari
  - National Geographic with Heather Greenwood Davis

Provincial/Regional Cooperative Marketing Partnerships

Drive positive awareness and credibility for Surrey as a vibrant, four-season, tourism destination with unique experiences. Discover Surrey participates in the following co-operatives:

- South Fraser Ale Trail with Richmond, White Rock & Delta
- South of the Fraser Bird Trail with Richmond & Delta
- West Coast Food with Vancouver, Burnaby, Coquitlam, White Rock, Richmond, Vancouver's North Shore, New Westminster, Langley City and Langley Township





Provincial/Regional Cooperative Marketing Partnerships

BC Bird Trail

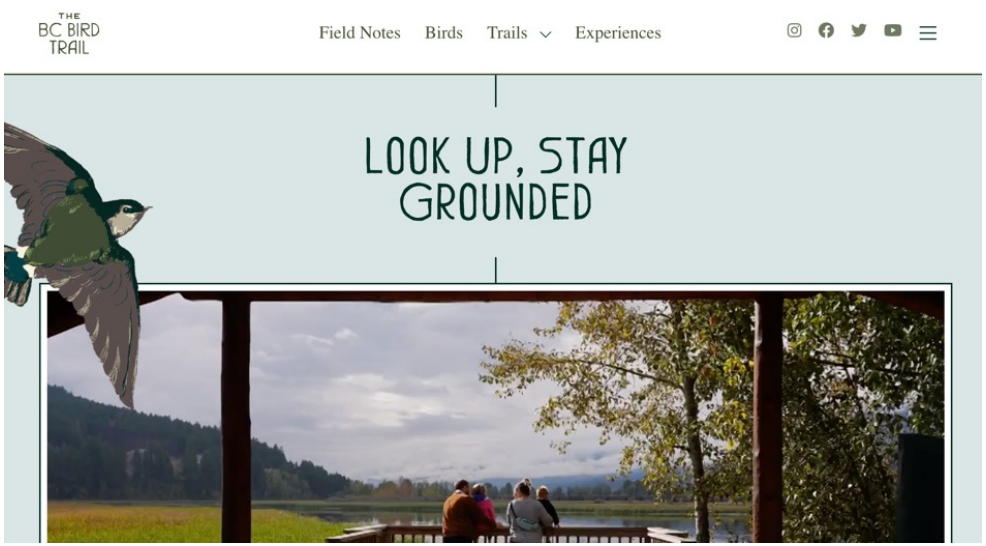
- A collaboration between Richmond, Delta, Fraser Valley & Indigenous Tourism BC
- Leverages DBC funds
- Surrey is part of the South of the Fraser Bird Trail

BC COMMUNITIES

Birding Adventures From Vancouver

There has never been a better time to try out…

July 21, 2021



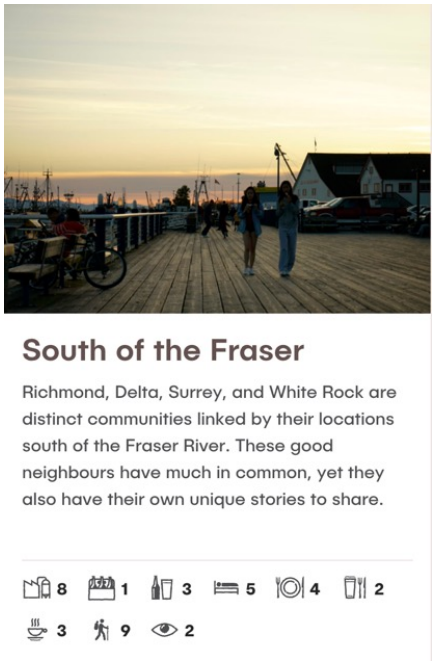
BC COMMUNITIES

Exploring the South Fraser Bird Trail

Exploring the South Fraser Bird Trail takes you through three…

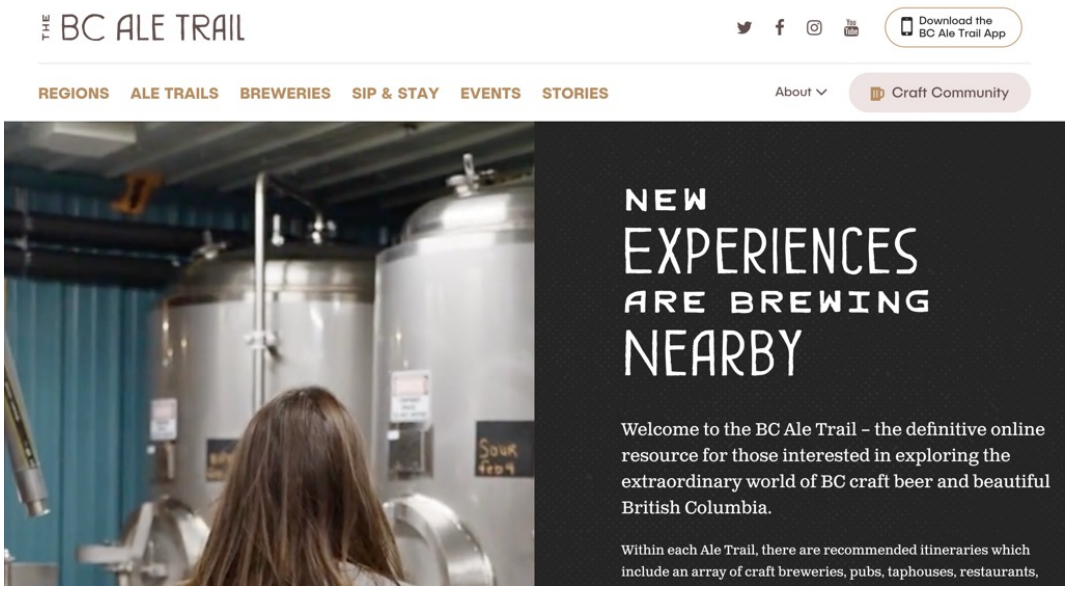
October 12, 2021

Provincial/Regional Cooperative Marketing Partnerships



BC Ale Trail

- A collaboration between Richmond, Delta, & New Westminster
- Leverages DBC funds
- Surrey is part of the South Fraser Ale Trail



Provincial/Regional Cooperative Marketing Partnerships

West Coast Food

- In collaboration with Destination BC, Translink, Vancouver, Richmond, Burnaby, Coquitlam, Langley, Vancouver's North Shore, New Westminster & White Rock
- Leverages DBC funds
- Markets to WA & BC

FESTIVALS & EVENTS - JULY 23, 2021

The Hot Season Has Arrived: Explore The Surrey "Spice Trail"

So... you say you like spicy food, do ya? Well, let's see if you can withstand.. THE SPICE TRAIL! (thunder clap) Ok, you can come out from under...

WESTCOAST FOOD

COCKTAILS, WINES & SPIRITS - AUGUST 4, 2021

Let's Rally Food Fam: Surrey's Afghan Kitchen

Running a small business is tough in the best of times, never mind having to deal with a pandemic. But at the family-run Surrey restaurant Afghan Kitchen, they've...

DISCOVER Surrey

Thank you!

Questions can be directed to:

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DISCOVER Surrey