

# HORNBY ISLAND

## CONTENT MARKETING PLAN

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*for HICEEC and [hornbyisland.com](http://hornbyisland.com)*



HORNBY ISLAND

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# EXECUTIVE SUMMARY

Over the years, Hornby Island has become a well-known and sought-after tourist destination in British Columbia (BC), noted for its white sandy beaches, lush forests and laid-back, creative community. Like other tourist destinations in BC, Hornby's tourism industry thrives in July and August, which creates a seasonal economy geared towards summer residents and visitors. As Hornby continues to reach capacity in the summer months, the Hornby Island Economic Enhancement Corporation decided to concentrate their community marketing efforts on shoulder season visitation.

On that, the primary goal of this content marketing plan is to develop valuable, relevant and consistent content that will increase awareness and engagement with Hornby's target audience to drive shoulder season tourism by 10%, particularly through the revitalization of [www.hornbyisland.com](http://www.hornbyisland.com) and social media channels. The secondary goal, on the other hand, speaks to the community's preference towards a 'visitor', rather than a 'tourist' and looks to capitalize on visitors that are already on Hornby. Specifically, the secondary goal of this content marketing plan is to develop a targeted social media campaign aimed at summer visitors that promotes local businesses and sustainability to decrease environmental impact and increase economic reach by 15%.

With limited data on Hornby's visitors, the majority of consumer research looked at visitor data from relevant regions (Vancouver Island and Tofino), as well as psychographic and demographic profiles on both Canadian and British Columbian travellers. From this research, the primary goal's target audience was determined as men between the ages of 25-40 living on Vancouver Island or in Metro Vancouver, who are married with children under the age of 4, work full-time, and have a slightly higher-than-average household income. On the other hand, the secondary goal's target audience was determined as women between the ages of 35 – 49, living in a suburban neighbourhood in Vancouver or on Vancouver Island, who are married with children between the ages of 6 and 17, work full-time and have a higher-than-average household income.

To reach these goals, an extensive content audit was conducted. The results of the content audit determined the following recommendations:

## **Objective #1**

Develop a strategic content marketing plan that will increase awareness and engagement with Hornby Island's target audience and therefore drive shoulder season tourism by 10%

1. Strategy 1.1: Revitalize [hornbyisland.com](http://hornbyisland.com)
  1. Remove/improve under-performing pages
  2. Develop fresh content
  3. Restructure website to improve consumer experience
2. Strategy 1.2: Develop a fall promotional video

## **Objective #2**

Develop a targeted social media campaign aimed at summer visitors (who are already on Hornby) that promotes local businesses and sustainability to decrease environmental impact and increase economic reach by 15%

1. Strategy 2.1: Develop a social media calendar
2. Strategy 2.2: Implement bi-monthly blog posts

With these tactics, Hornby Island can extend their tourism season into the shoulder months, while increasing the economic reach and decreasing the environmental impact of summer visitors.

# HORNBY ISLAND

## CURRENT POSITIONING

The Hornby Island brand’s current positioning for all market segments focuses on mystery, magic, nature, culture, creativity and community. The website, the Visitor Guide, all social media and any other outbound content primarily showcases Hornby’s natural beauty, followed by the community and creativity of the island. This is complemented by copy that emphasizes Hornby’s unique magic, written to evoke allure and wanderlust.

## COMMUNITY VISION

HICEEC aims to integrate the community’s vision of the “ideal Hornby Island in the year 2020” into everything they do. Regarding tourism, the 2002 Hornby Island Community Vision Statement expressed the following perspective:

*“In 2020 tourism is only one part of Hornby Island’s diverse and thriving economy. Tourism is now actively planned and managed by the community for the benefit of residents, visitors and the island itself. We foster low-impact, “intentional” tourism and have a manageable, comfortable number of visitors each year.*

*We prefer the concept of a “visitor” rather than a “tourist”. A visitor is someone who comes to the island in the same manner in which they would visit a friend – respectfully and lovingly – and we welcome them accordingly. We have found ways to inform visitors and summer residents about the lifestyles, values and ecology of the island so that tourism is a positive experience for both year-round residents and visitors” (Cadence, 2015).*

This statement is important to consider and will be reflected in the following report.

# CONSUMER ANALYSIS

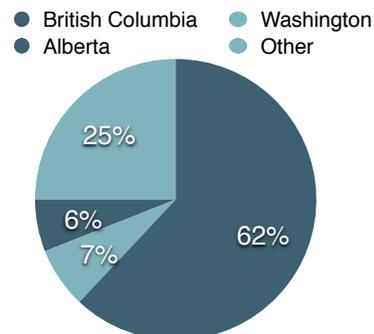
Due to limited research on Hornby’s visitors, this analysis will look at visitor data from relevant regions, as well as psychographic and demographic profiles on both Canadian and British Columbian travellers.

## HORNBYISLAND.COM ANALYTICS

Statistics from [www.hornbyisland.com](http://www.hornbyisland.com) showed that 22.88% of website visitors live in Vancouver, followed by Courtenay (10%) and Victoria (10%). Of this group, 67% were male and 32.5% were female, with the majority of visitors falling within the 35-44 age group (57%), followed by 25-34 (35%), 45-54 (18%) and 55-64 (10%).

## VANCOUVER ISLAND

Destination BC (DBC)’s 2017 Regional Tourism Profile report on Vancouver Island (VI) found that British Columbia (BC) residents make up the largest share of overnight visitation on VI (62%), followed by Washington (7%) and Alberta (6%) (Appendix A). On average, the report found that BC travellers in the VI region stayed 2.7 nights and spent \$95 per night during their trip while non-BC resident Canadian travellers stayed 6.9 nights and spent \$108 per night (Appendix B). Most people visited the VI region during the peak season (July – September), however, BC residents were significantly more likely to travel to VI during the fall and winter months than all other regions (Appendix C) (DCB, 2017).

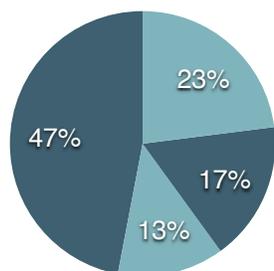


## TOFINO

As one of Hornby's top competitors facing similar challenges in terms of seasonal tourism, Tofino's consumer data is highly reflective of Hornby's visitors. Supporting the previous data, a 2011 study conducted by Parks Canada found that BC residents make up the largest share of Tofino visitors (42%), followed by other Canadians (24%) and overseas visitors (26%) (Appendix D). Further, the study found that most Canadian visitors were repeat visitors (76%) and just over half Canadian visitors said Tofino was the primary purpose of their trip. Unlike Canadians, international visitors were more likely to be visiting the area for the first time (79%) and were more likely to say the trip was one of several planned stops (89%). The study also found that almost half of the parties traveling to Tofino were couples (46%), followed by those travelling with friends (25%) and those with children under 18 years (23%) (Appendix E). This last point is not reflective of Hornby's summer visitors, however, may be reflective of shoulder season visitation.

Unsurprisingly, Tofino's visitors indicated that the most popular attractions for visits during their stay were beaches (96%), local shops and boutiques (83%), and national/provincial parks (77%) (Appendix F). When asked to indicate the main source of information used for trip planning, the top sources were equally split between previous personal

- Cultural Explorers
- Rejuvenators
- No Hassel Travellers
- Other



experience, tourism and/or destination websites, and friends/relatives, with approximately 90% of tourists using the internet for pre-trip planning. Other key areas included peer-reviewed social media sites and general social media.

Finally, the majority of Tofino's visitors fall under three of Destination BC's Explorer Quotient (EQ) types: Cultural Explorers (23%), No Hassel Travellers (17%) and Rejuvenators (13%). Cultural Explorers are active travellers looking to immerse themselves in nature and local cultures, while No Hassel Travellers look for worry-free and relaxing travel, and Rejuvenators try to completely disconnect. See Appendix G for details (Center for Sustainability, 2014).

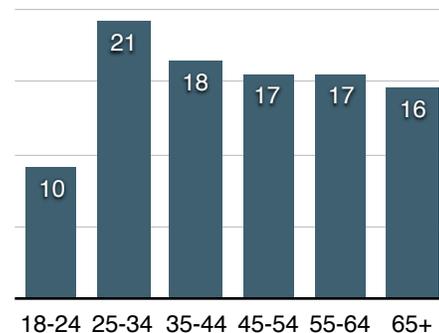
## VISITOR PROFILES

### Canadian Travellers

Insights West's 2015 report on Canadian travel trends, based on an extensive segmentation analysis of the US traveller market in 2014, found that the largest segments among Canadian travellers are Family-Oriented Frugals (29%) and Active Adventurers (25%), with BC accounting for the largest proportion of Active Adventurers in the country (42%) (Appendix H). Active Adventurers are slightly more male (56%) with a smaller household size (2.8). They are less likely to have children (39%) and have a higher income. This segment travels often (with an average of 5.4 trips per year) and it more likely to travel within their home province. They have great interest in nature and outdoor sports and enjoy doing new things. Family-Oriented Frugals, on the other hand, are slightly more female (57%) with lower income. They are less frequent travellers (an average of 3.4 trips per year) and put emphasis on factors such as English being spoken and not requiring a passport in their destination decisions (Appendix I) (Insights West, 2015).

### BC Travellers

Destination BC's Market Profile on British Columbia looks at BC travellers as a key geographic target market. Their research found that most BC travellers fall within the 25-34 age range (21%), followed by 35-44 (18%), 45-54 (17%) and 55-64 (17%). The average trip length of BC travellers is 3 nights, with an average spending of \$311. These travellers are most likely to stay at a hotel/resort (43%) or with family/friends (32%), and travel in a car or truck (80%). Of this audience, 91% have traveled within BC in the past five years. Most travel in the summer (69%), followed by the fall (51%), spring (42%) and winter (34%). The Vancouver



region is most popular with this market (45% of travellers visit), followed by Vancouver Island (35%) and the Okanagan. See Appendix J for an overview of these statistics.

Destination BC uses their EQ system, like Insights West psychographic segmentation, to group and describe travellers based on their values. According to DCB, BC's top three EQ types are Gentle Explorers, Free Spirits, and Authentic Experiencers (DCB, 2018). The Gentle Explorer will often return to past destinations and enjoys the security of familiar surroundings. They like luxury and comfort when they travel and typically avoid the unknown. Free Spirits, on the other hand, can be described as thrill-seeking hedonists. Travel satisfies their need for the exciting and exotic. This group of travellers are typically open minded, adventurous and social. Finally, Authentic Experiencers appreciate the beauty of natural and cultural environments. They want to be fully immersed in their travel experience and tend to stray from rigid plans. These travellers are spontaneous, ethical and eco-conscious (Destination Canada, n/d).

## PSYCHOGRAPHIC SEGMENTATION

DBC's EQ profile is a proprietary market segmentation system based on the science of psychographics. EQ emphasizes the importance of traveller segmentation based on their psychological characteristics, rather than traditional segments based on demographics. Hornby's top EQ types are Authentic Experiencers, Free Spirits, and Rejuvenators.

### AUTHENTIC EXPERIENCERS

Authentic Experiencers, BC's second largest EQ type (18% of short-haul visitors), are travellers looking for authentic and tangible engagement with their destinations. They value spontaneity, cultural sampling, historical travel and cultural immersion, and typically try to avoid overly 'touristy' destinations. They are not looking for relaxation, refreshment or getting away on their leisure trips. Rather, they enjoy stepping outside of their comfort zone to experience new things, and have great interest in nature and outdoor sports. These travellers either don't have children or have new babies, so they are more available in the shoulder seasons (DCB, n/d).



### FREE SPIRITS



Free Spirits, accounting for 12% of BC's short-haul visitors, are highly social and open-minded. They are experimental and adventurous, and enjoy hedonistic experiences shared with others. They are always looking forward to planning and taking their next trip, and feel a strong need to ensure they have seen all the well-known sites in their destination. This group likes to brag about their trips and will post online to ensure everyone knows where they are (DCB, n/d).

### REJUVENATORS

Rejuvenators, representing 7% of BC's short-haul visitors, are family-oriented people who travel with others to escape from the stresses of everyday life. These travellers typically take short vacations to familiar places. They cherish meaningful moments, and travel to escape, rejuvenate and share experiences with people they care about. These travellers search for a tranquil, warm and rural destination where they can relax among friends. They typically have children, so they enjoy destinations with activities for their kids (DCB, n/d).



# GOALS + OBJECTIVES

## 1. Develop a strategic content marketing plan that will increase awareness and engagement with Hornby Island's target audience and therefore drive shoulder season tourism by 10%

To increase awareness and engagement with Hornby's target audience and therefore drive shoulder season tourism, a strategic content marketing plan will be developed and implemented for the beginning of July 2019. Using web analytics and ferry ridership to determine success, we aim to drive shoulder season tourism by 10%.

## 2. Develop a targeted social media campaign aimed at summer visitors (who are already on Hornby) that promotes local businesses and sustainability to decrease environmental impact and increase economic reach by 15%

To provide summer visitors with relevant information regarding local businesses and sustainability, we plan to develop a targeted social media campaign intended for those who are already on Hornby. This campaign will increase their economic impact by 15% and lessen their environmental impact while on Hornby.

# TARGET AUDIENCE

Hornby's target audiences are based on the previous consumer analysis and will be broken into primary and secondary audiences. The primary target audience is chosen for objective #1 (shoulder season tourism) while the secondary target audience is chosen for objective #2 (social media campaign for those already on Hornby).

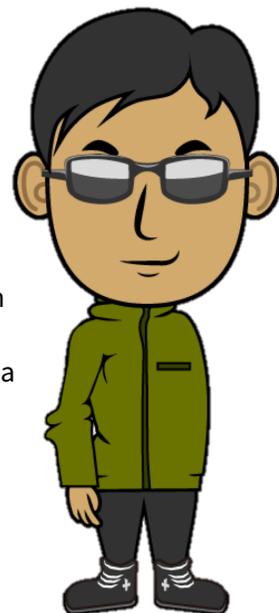
## PRIMARY TARGET AUDIENCE

Hornby's shoulder-season target audience are men between the ages of 25-40 living on Vancouver Island or in Metro Vancouver. They are married with children under the age of 4, work full-time, and have a slightly higher-than-average household income. These men fall under the EQ type of *Authentic Experiencers*.

### Personification

Dylan Cooper is 36 and lives in Victoria with his wife, Rachel Cooper, and their new baby, Taylor. Dylan works full-time as a Real Estate Agent with Remax. His wife, Rachel, is 34 and works as a free-lance photographer. Dylan received a Bachelor of Arts with a major in Economics at the University of Victoria in 2007 and completed his real estate course with Remax in 2009.

Despite their higher-than-average household income, Dylan doesn't feel the need to express their social standing through the display of objects that symbolize affluence. In fact, he values minimalism and places very little importance on frivolous things such as brand names. Rather than purchasing materialistic items, Dylan would prefer to spend his money on good food and weekend getaways. Whenever he can, Dylan tries to incorporate other cultural influences into his life, whether that means going out for authentic Mexican cuisine, or decorating their home with souvenirs from their trips. At work, Dylan wears a nice suit, but any other time you can catch him in a comfortable pair of jeans, a t-shirt, and a rain jacket. Dylan values his well-being, so he tries to eat healthy and enjoys outdoor activities like mountain biking.



Living in Victoria, Dylan loves to make weekend trips around Vancouver Island. When Dylan travels, he values local

food and unique experiences, and participates in activities such as wildlife viewing, dining at restaurants offering local ingredients, and visiting beautiful beaches. Dylan enjoys traveling in BC in the spring and fall as he can avoid the crowds and experience a more authentic culture. Dylan has visited Hornby twice, once in the summer and once in the fall, but prefers the shoulder season as he appreciates the locals' laid-back vibes and can have the trails to himself!

## SECONDARY TARGET AUDIENCE

The social media campaign's target audience are women between the ages of 35 – 49, living in a suburban neighbourhood in Vancouver or on Vancouver Island. They have a university education and work full time. They are married with children between the ages of 6 and 17, and have a higher-than-average household income. These women fall under the EQ type of *Free Spirits*.

### Personification

Lisa Bridger is a 42-year-old English-Canadian mother living in East Vancouver with her family. Lisa works full time as a Sales Consultant at Newcap Radio. Her husband, Mike Bridger, works as a Branch Manager at Scotiabank. They have two kids: Kate, a 9-year-old girl and Luke, a 7-year-old boy. Lisa received her Bachelor of Commerce with a major in Marketing from the University of British Columbia.

Lisa was raised in a wealthy home in North Vancouver. Growing up with money, Lisa developed a refined taste for the finer things. She loves to shop and places a lot of value on the brand name of a product. Lisa feels a need to impress others and express their social standing through the display of objects that symbolize affluence. Lisa has an extensive friend group and loves to entertain at her house. Despite her materialistic values, Lisa's number one priority is her family. After work, she will always find time to go see her kids play soccer, make dinner and help them with their homework. Eating healthy is important to Lisa so she always tries to buy organic. Living in the city, she tries to do her part by strictly recycling and composting.

Travelling is a huge part of Lisa's life – she is always looking forward to their next trip. As the head of the household, Lisa always researches and plans their trips, and relies heavily on the internet and social media for travel inspiration. She is highly motivated to visit all the well-known locations in their destination and will post online often to ensure that her friends know what she's been up to. Lisa takes a week off every summer to travel in BC. She visited Hornby when Kate was two but hasn't been back since. In the last few years, she's seen tons of beautiful photos from her friends' trips to Hornby, which motivated her to return. She can't wait to experience all the new and old it has to offer.



## POSITIONING

Both target markets should perceive Hornby as a naturally beautiful and free-spirited destination that values the environment. They should associate Hornby with nature, friendship, community, beaches, carefreeness and ecology. The points of differentiation of Hornby versus other BC destinations are:

- A sense of community and connection
- Eco-conscious and free-spirited locals
- White sandy beaches (Big Tribune Bay)

### POSITIONING STATEMENT

To the young, professional male or the middle-aged, family-oriented mother, Hornby Island is the ideal BC destination that offers pristine, beautiful beaches and a sense of connection with the eco-conscious and free-spirited community, because everyone deserves a little island time.

# STRATEGY

## GOAL #1: DRIVE SHOULDER SEASON TOURISM

A strategic content marketing plan focused on revitalizing [www.hornbyisland.com](http://www.hornbyisland.com) and improving social media platforms will increase awareness and engagement with our primary target audience and therefore drive shoulder season tourism. The site's data shows that the majority of viewers are male (67%) and fall within the ages of 35-44 (57%) and 25-34 (35%). These statistics are in-line with our primary audience and therefore all website content should primarily target this group of travellers. In order to resonate with these consumers, content should stress authentic experiences rather than "must-sees", emphasize flexibility and avoid images with crowds. These travellers associate BC with nature, feeling connected, and feeling uplifted. They are also very eco-conscious. Content should focus heavily on nature, Hornby's authentic, living culture, and the less-touristy shoulder seasons.

This audience rarely posts on social media, but when they do, it is typically photos of their family. They post not to express their social standing or brag to their friends, but to simply share a nice moment with people who care. They also use social media to collect authentic word-of-mouth recommendations from their peers and to gain inspiration for their trips. As such, content targeting this group should promote the quiet shoulder season, outdoor activities such as mountain biking, and authentic Hornby experiences.

## GOAL #2: EXTEND ECONOMIC REACH + LESSEN ENVIRONMENTAL IMPACT

To provide summer visitors with information about local businesses and organizations, as well as important sustainability practices, we plan to develop a targeted social media campaign intended for those already on Hornby. The idea is not to attract more summer visitors, but to direct Hornby visitors to extend their economic reach and decrease their environmental impact in the busy summer months. The target audience for this campaign is our secondary target audience - middle-aged, family-oriented mothers. These *Free Spirits* use social media often and feel the need to visit well-known locations to gain social status by being able to brag to their friends and family. While on Hornby, these travellers want to do and see as much as they can, which makes them a prime target for this campaign.

These travellers enjoy activities with others, large social gatherings/events/festivals, and active adventure. To resonate with these consumers, content should be lively and direct, with an emphasis on socializing. Imagery should showcase stylish people doing fun, adventurous activities. Posts should promote exciting family-oriented experiences and must-sees to be added to this groups' vacation check list. They travel to experience something different from home, so an emphasis on Hornby's creative and eco-conscious community will excite these city-folk. These mothers are eco-conscious but less informed, and therefore will respond well to information about sustainability on the island.

# CONTENT AUDIT

The purpose of this content audit is to qualitatively analyze all online content to revitalize [www.hornbyisland.com](http://www.hornbyisland.com) and develop a targeted content marketing plan. This process involves collecting all relevant content data from every page on the site and evaluating each individual URL to determine whether it should be kept, removed, improved or consolidated. This process is then fine-tuned with a manual, subjective analysis of all web content.

## RESULTS + RECOMMENDATIONS

### Leave As-Is

The *Shopping + Dining* page is performing well, with 1073 page views, an average of 1 minute 35 seconds spent on the page, and an average of 5.86 page visits per session. The page is well-organized with an easy-to-use interface. All other

content on this page is user-generated and therefore is not ours to change. Unsurprisingly, the *About hornbyisland.com* page is performing poorly, with only 44 page views and a 75% bounce rate. These statistics are not reflective of the page's content quality, however, as this page is necessary but not very useful to consumers.

## Improve

The results of the content audit suggest that the following pages should be improved:

- <http://hornbyisland.com/accommodations/>
- <http://hornbyisland.com/>
- <http://hornbyisland.com/trip-planning/>
- <http://hornbyisland.com/experiences/>
- <http://hornbyisland.com/events/>
- <http://hornbyisland.com/experience/mountain-biking/>
- <http://hornbyisland.com/discover-hornby/artists/>
- <http://hornbyisland.com/experience/hornby-recreation/>
- <http://hornbyisland.com/experience/kayaking/>
- <http://hornbyisland.com/experience/weddings/>
- <http://hornbyisland.com/discover-hornby/myhornbystory/>
- <http://hornbyisland.com/discover-hornby/media-mentions/>
- <http://hornbyisland.com/housing/>
- <http://hornbyisland.com/moving-to-hornby/>
- <http://hornbyisland.com/employment/>



### *Accommodation*

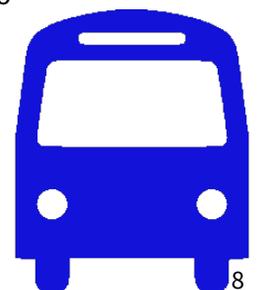
Accommodations is hornbyisland.com's most visited page with 9276 views, an average of 1 min 22 seconds on the page, 4 page views per session and a 32% bounce rate. These results are unsurprising as the *Accommodations* page is likely the most useful page for potential visitors. However, seeing as this page is pivotal in attracting shoulder season visitors, some minor tweaks would improve the visitor's experience. Particularly, the *Map* link would be better placed under the Vacation Rentals category for clarity and ease of use, and the *Map* category should be deleted.

### *Home Page*

The home page also performs well with 2988 views and a 30% bounce rate. However, the page views per session are significantly lower than the *Accommodations* page (1.36 vs. 4) and the general appearance and functionality is lacking. The slide show and taglines are on-brand and would resonate well with both target markets. However, the rest of the page is lack-luster. A short bio about Hornby focusing on our history, ecology and community with a link to an *About Hornby* page would draw the reader in and resonate with our target audiences. Further, the *Experiences* listed below seem random and incomplete. Short bios with links to the *Accommodations*, *Experiences* and *Shopping/Dining* pages would encourage the reader to dive deeper. Finally, I suggest an Instagram widget at the bottom of the page promoting #myhornbystory.

### *Trip Planning*

The *Trip Planning* page has 2562 views, with an average of 4 minutes 31 seconds spent on the page and a 69% bounce rate. Although this page retains visitors for the longest, it has a high bounce rate and is confusing to navigate. I suggest reorganizing the navigation bar to have three drop down pages from *Trip Planning*: *Getting to Hornby*, *Getting Around*, and *Travel Tips + Regulations*. Breaking the information into different pages would allow visitors to find the information they are looking for and improve the functionality of the site. A *Getting Around* page would be a great opportunity to promote the Hornby Bus. Further, a *Travel Tips + Regulations* page focusing on safety, water conservation, the environment, etc. would align well with both our target markets' values and



the Community Vision. This page could also host the business hours calendar.

### *Experiences*

The *Experiences* page has 1355 views and an average of 7.49 page views per session. The written content needs a bit of work; however, the main issue is the inconsistency of page names. About half the *Experience* pages are named generally (i.e. Mountain Biking, Music, etc.) with multiple businesses operating under one page and links to each individual business. This is similar to how [www.tourismtofino.com](http://www.tourismtofino.com) set up their *Things to Do* page. The other half of the pages are specific businesses (i.e. Tribune Bay Outdoor Education Centre, Hornby Island Ocean Adventures, etc.). This inconsistency is confusing for the reader. To keep advertisers happy, I suggest switching to business names and moving Mountain Biking, Weddings + Events and Snorkelling + Diving under the *Discover Hornby* menu.

### *Events*

The *Events* page had 1390 views, an average of 3.14 page views per session and an average of 1 minute 47 seconds spent on the page. These results are average. However, the submitted events need to be limited to actual events, rather than business hours. A Google Calendar which allows businesses to edit their own business hours in one consolidated calendar would solve this issue. The events page should include a link to this calendar at the top of the page (before the events) to direct users to the appropriate information. This calendar can be found on the *Travel Tips + Regulations* page.

### *Wedding Planner*

The *Wedding Planner* page has only 133 page views and a 61% bounce rate. This page could be made much more user-friendly with filterable categories like the *Experiences*, *Shopping + Dining* and *Accommodations* pages. Further, as weddings were recognized by Cadence Strategies as one of Hornby's most lucrative shoulder-season tourism sectors, this page should be much more user-accessible. I suggest it appear under the "Discover Hornby" menu.

### *Media Mentions*

The *Media Mentions* page has low views (38), however, has the highest average time spent on a page (4 minutes 47 seconds). For fresh and consistent web content, I suggest to change this page name to *News and Blogs* and place it in the header. This page would host any articles/videos about Hornby, as well as some internally curated blog posts. A portion of HICEEC's destination marketing budget should go towards contracting a guest blogger to write short blogs appealing to our target audiences' values.

### *Moving to Hornby/Housing/Employment*

The *Moving to Hornby*, *Housing* and *Employment* pages received 134, 179 and 136 respectively. Each page has minimal and repetitive content. I suggest combining the pages under one *Moving to Hornby* category to keep all the information in one place. This would also streamline the footer.

### **Remove**

The following URL's are either outdated or unnecessary:

- <http://hornbyisland.com/myhornbystory/summer-2018-contest-myhornbystory/>
- <http://hornbyisland.com/category/myhornbystory/>
- <http://hornbyisland.com/discover-hornby/>
- <http://hornbyisland.com/discover-hornby/myhornbystory/>

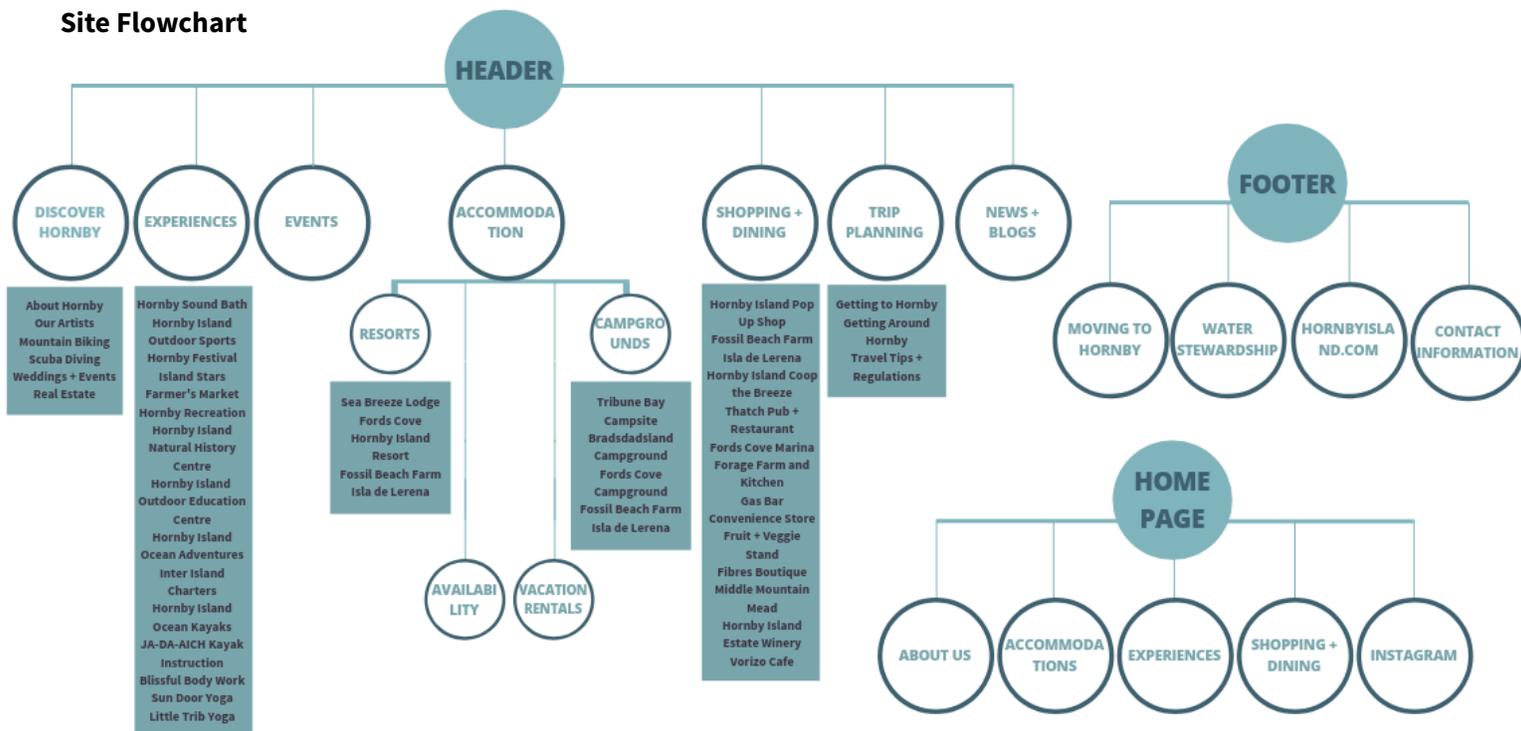
The first two URL's are from the 2018 #myhornbystory contest – they should be removed. The *Discover Hornby* URL leads to a blank page and should also be removed. The #myhornbystory page performs very poorly, with only 44 page views and an 80% bounce rate. Further, it seems the widget is no longer syncing with Instagram and hasn't uploaded a

new image in over 10 months. With an updated Instagram widget added to the homepage and a tag line above telling visitors to hashtag #myhornbystory, this page becomes irrelevant. It can be removed once the widget is added.

### Not Applicable

Because a large portion of hornbyisland.com’s content is paid advertising and client-generated, many pages were not applicable for this audit. Any content that fell under the category of accommodation, operator, artist, business or real estate may not be edited internally. However, I do suggest reaching out to all advertisers to edit their content and send updated information.

### Site Flowchart



### SOCIAL MEDIA ANALYSIS

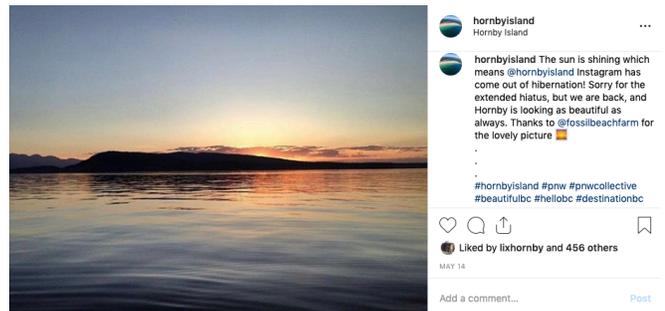
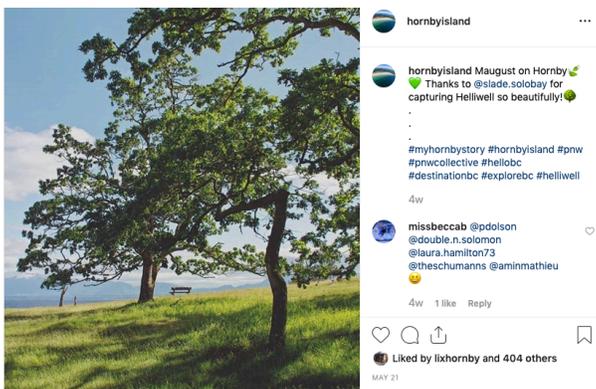
Hornby Island has an Instagram, Facebook and Twitter account. However, Twitter hasn’t been used in 2 years, so this analysis will focus on Instagram and Facebook.

#### Instagram

The @hornbyisland Instagram performs well in terms of content with an average of 455 likes, 10.5 comments, 18 direct messages, and 11.25 saves per post. The average post reaches 4447 accounts (70% non-followers, 30% followers) and generates 70 profile visits. Further, the average post has 6089 impressions, with 3723 impressions coming from hashtags. This suggests that the content resonates with @hornbyisland’s followers. However, in the past month, @hornbyisland has only posted four times. That is significantly lower than the post rate of our competitor, @tourismtofino, who has posted 15 times in the past month. @hornbyisland needs more consistent posting, with at least 10 posts per month.

The page has an audience growth rate of 5.15%, an average post reach of 63.34%, an average engagement rate of 23.43% and a click-through rate of 0.24%. The audience growth rate is low and would increase significantly with an increased post-rate. The click-through rate is also very low – @hornbyisland should post more content with call-to-action. The average post reach and engagement rate is standard.

Of @hornbyisland's past four posts, the post of Tribune Bay performed best. It had 573 likes (compared to 388, 405 and 458), 24 comments (compared to 4, 8 and 6), 31 direct messages (compared to 16, 11 and 14) and 26 saves (compared to 7, 9 and 3). This post is in line with our target audience's values, brand messaging and points of differentiation. Unsurprisingly, posts focusing on Hornby's pristine beaches always perform well. Further, by pointing out how empty the beach is, this post is not only targeting our primary target audience's preference towards a less-touristy vacation but also promoting the shoulder season over July and August. Finally, by asking if anyone has ever experienced the beach this empty, this post also leverages our secondary target audience's competitive desire to experience everything the destination has to offer.



## Facebook

The Hornby Island Facebook page is well-established with 7989 followers. However, due to a shift in social media preferences and a steady decline in posts, the page is performing poorly. In the last month, there has been one post with a reach of 907 and 5 likes, and 27 new net likes (42 likes, 15 unlikes). That means that the page has a 0.34% audience growth rate. Facebook should be linked with Instagram for more consistent and relevant posts.

From the past four posts, the average post reach is 24.13%, the average engagement rate is 0.5% and the click-through-rate is 1.58%. Instagram out-performs Facebook in all metrics except the click-through-rate. Facebook is much more user-friendly for call-to-action posts, such as articles, website links and events.

## Other Social Media Channels

Hornby Island could be capitalizing on other social media channels to communicate with our target audiences, such as Twitter, YouTube and TripAdvisor. Hornby has a Twitter account but it hasn't been used since 2017. All Instagram posts should be shared to Facebook and Twitter for consistent content. A YouTube channel should be established to curate a 'playlist' with Hornby videos. A link to Hornby's TripAdvisor's and YouTube page should be added to the site.

## OTHER CONTENT

Finally, I recommend that a portion of HICEEC's destination marketing budget go towards a Hornby Island video to be made in the fall. Please find the creative brief attached.

# IMPLEMENTATION

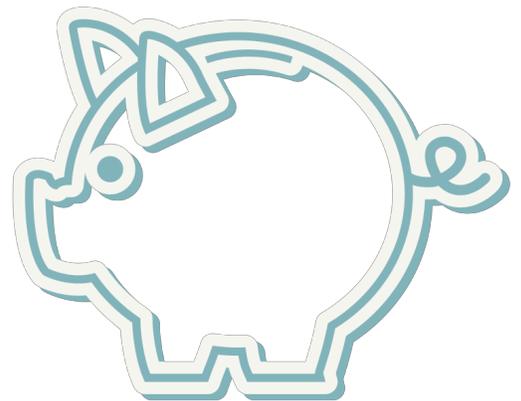
The changes to [hornbyisland.com](http://hornbyisland.com) should be implemented by late-July to market the fall season to our primary target audience. Please find a detailed outline of the suggested changes, complete with written content and imagery, to be used by [hornbyisland.com](http://hornbyisland.com)'s web developer.

For the implementation of the social media campaign, find the Hornby Island Social Media Calendar attached detailing the date, platform and suggested content for each post throughout July, August and September. I will be responsible for all Instagram posts, while James Emerson can be responsible for any unique Facebook content.

## BUDGET

<b>SHOULDER SEASON TOURISM</b>	<i>Cost</i>
Fall Promotional Video	
Videographer	1000
Misc video costs	150
Website Update	
Web developer	\$1,000
<b>EXTEND ECONOMIC REACH</b>	
Blog Posts	
\$40 per post x 6	\$250
Social Media Posts	
Boosted posts	\$100
	\$2,500

- Videographer cost based on estimate from Zsophin Sheehy
- Miscellaneous video costs may include ferries, props, food, etc.
- Web developer cost based on quote from Nathan Wallace
- Blog post costs based on standard \$0.10 per word and roughly 400 words
- A small portion to go towards boosting social media posts



## MONITORS + CONTROLS

The primary goal of this content marketing plan is to increase shoulder season tourism, while the secondary goal is to extend economic reach and decrease environmental impact of those already on the island. The financial impact of this campaign will be difficult to track as we don't have access to financial information from Hornby's businesses/ organizations. However, in lieu of financial metrics, we will rely on other metrics as key performance indicators. Specifically, we will look at web analytics, social media statistics and ferry ridership.

Website traffic is a good barometer of content performance when analyzed in conjunction with data gathered from social media accounts. Once a month, Google Analytics and social media statistics will be evaluated to ensure that content is performing well with our target audience. Further, with no significant increase in the number of full-time residents and assuming that locals' ferry ridership remains fairly consistent, an increase in ferry ridership over the fall, winter and spring seasons would be suggestive of an increase in visitors. 2019/2020 monthly ridership data will be compared to 2018/2019 data to measure the effectiveness of this plan.

# APPENDICES

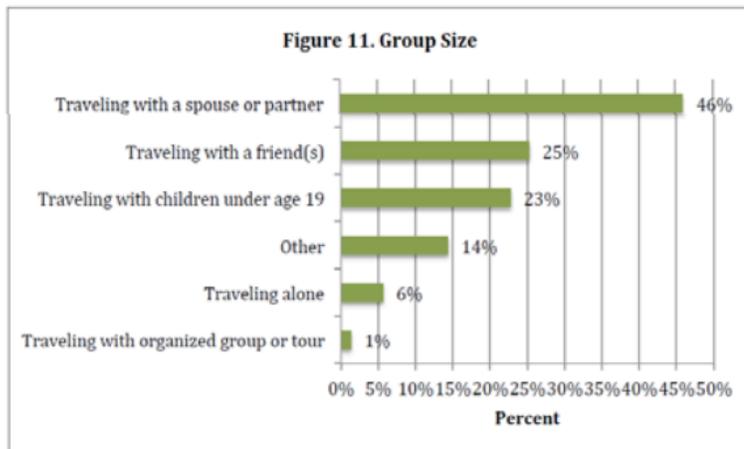
## APPENDIX A

Top five markets of origin (2014)	Share in Vancouver Island	
	Visitation	Spending
1 British Columbia	62%	41%
2 Washington	7%	6%
3 Alberta	6%	11%
4 Australia	2%	4%
5 Ontario	2%	4%

## APPENDIX B

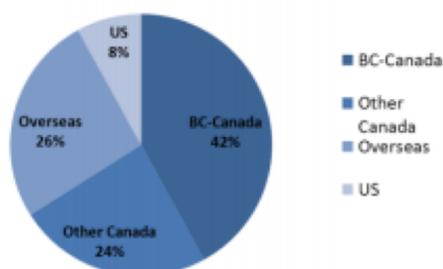
	Average spending per visitor	Average nights	Average spending per visitor per night
All travellers in Vancouver Island	\$399	3.6	\$112
BC residents	\$260	2.7	\$95
Other Canadian residents	\$739	6.9	\$108
US residents	\$468	3.0	\$157
Other international residents**	\$750	6.1	\$124

## APPENDIX C

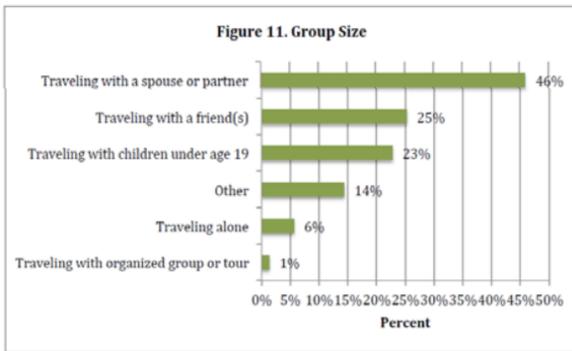


## APPENDIX D

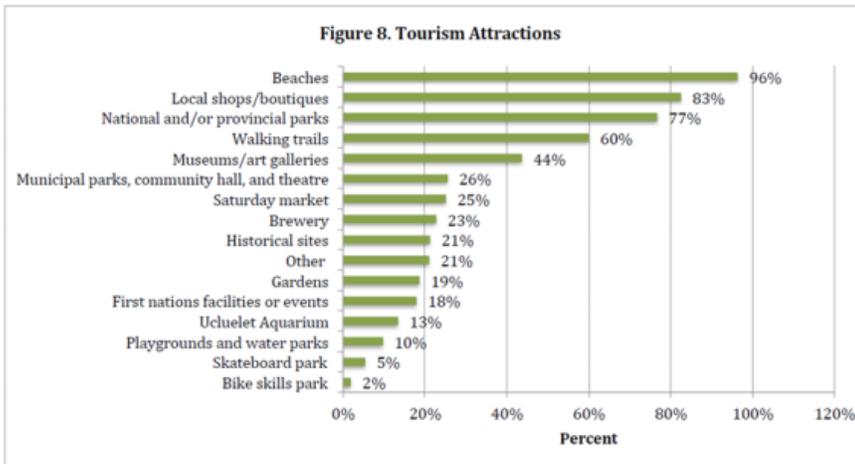
**Long Beach Unit Visitor Origin, 2011**



## APPENDIX E



## APPENDIX F

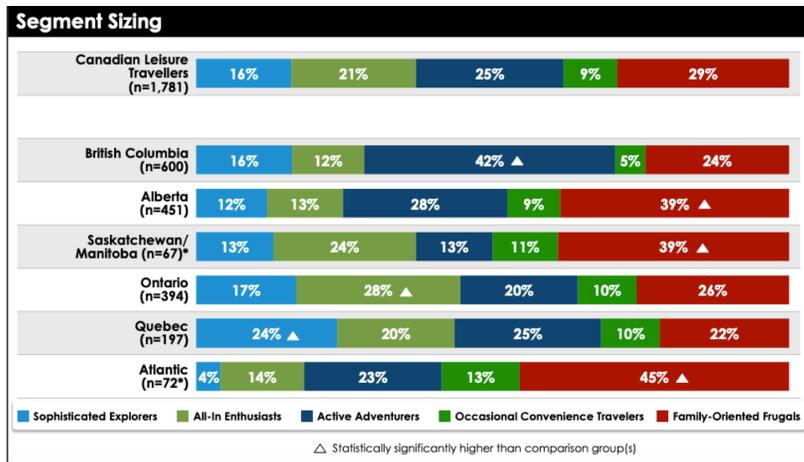


## APPENDIX G

EQ type (Parks %)	Image	Source	Description	They are	Most likely to be seen at	Travel values
<b>Cultural Explorers (23%)</b>		Tourism Tofino Parks' Canada	You are a very active traveler who enjoys frequent weekend escapes. Always on the move, you immerse yourself in nature, local culture and history	<ul style="list-style-type: none"> <li>positive</li> <li>open-minded</li> <li>curious</li> <li>risk-taker</li> <li>flexible</li> <li>easy-going</li> <li>energetic</li> <li>creative</li> </ul>	<ul style="list-style-type: none"> <li>heritage sites</li> <li>cultural events</li> <li>museums</li> <li>festivals</li> <li>B&amp;Bs</li> <li>hostels</li> </ul>	<ul style="list-style-type: none"> <li>companion experiences – prefer traveling with like-minded people</li> <li>living history/culture – enjoy ancient history and modern culture</li> <li>learning travel – seek to learn everything about a place, time, or culture</li> <li>constant exploration – always plan for the next outing</li> </ul>
<b>Rejuvenator (13%)</b>		Parks' Canada	For you, travel is a chance to totally disconnect and get away from it all. When you travel, you want to stay in top hotels where you're most comfortable, secure.	<ul style="list-style-type: none"> <li>family-oriented</li> <li>traditional</li> <li>ambitious</li> <li>impulsive</li> <li>relaxed</li> <li>discriminating</li> <li>social</li> </ul>	<ul style="list-style-type: none"> <li>family resorts</li> <li>spas</li> <li>hotel</li> <li>restaurants</li> <li>casinos</li> <li>tourist hot spots</li> <li>organized tours</li> </ul>	<ul style="list-style-type: none"> <li>comfort – prefer familiar surroundings</li> <li>shared experiences – like sharing experiences with close friends/family</li> <li>escape – seek a getaway from everyday stresses and responsibilities</li> <li>pampering – enjoy being cared for</li> </ul>
<b>No Hassle Travellers (17%)</b>		Parks' Canada	A bit of an escapist, you search for worry-free and secure travel. You look for relaxation, simplicity, and a chance to experience the outdoors with family and friends.	<ul style="list-style-type: none"> <li>flexible</li> <li>rational</li> <li>spiritual</li> <li>careful</li> <li>energetic</li> <li>open-minded</li> <li>discriminating consumer</li> </ul>	<ul style="list-style-type: none"> <li>festivals</li> <li>theatres</li> <li>museums</li> <li>parks</li> <li>group tours</li> <li>outdoors</li> </ul>	<ul style="list-style-type: none"> <li>escape – seek a getaway from everyday stresses and responsibilities</li> <li>group travel – enjoy socializing with others</li> <li>nature – like purity and serenity of open spaces</li> <li>security – prefer safety of familiar places</li> </ul>

Source: CTC, EQ Quiz <http://quiz.canada.travel/caen/all-traveller-types>

## APPENDIX H

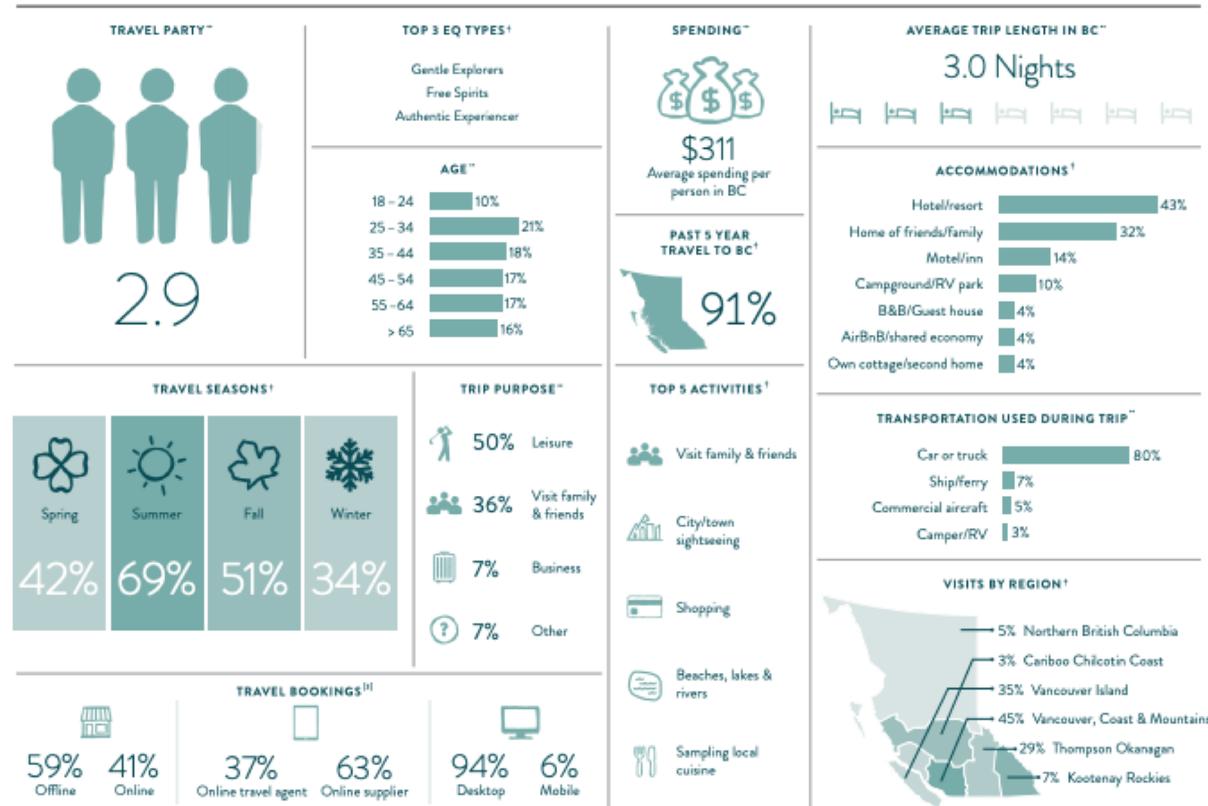


## APPENDIX I

Segment	Demographics	Trip Characteristics	Vacation Preferences
<b>Active Adventurers (25%)</b> 	<ul style="list-style-type: none"> <li>Slightly more male (56%)</li> <li>Smaller household size (2.8)</li> <li>Less likely to have children (39%)</li> <li>Higher income</li> <li>The largest segment in BC (42%)</li> </ul>	<ul style="list-style-type: none"> <li>Frequent travellers (Avg. of 5.4 trips/year)</li> <li>More likely to have travelled within home province/territory, to the U.S. and outside North America in past year</li> </ul>	<ul style="list-style-type: none"> <li>Greater interest in engaging with nature and participating in outdoor sports</li> <li>Interested in trying new things and participating in adventure activities that take them out of their comfort zone</li> <li>Sports and outdoor activities are important while on vacation</li> </ul>
<b>Family Oriented Frugals (29%)</b> 	<ul style="list-style-type: none"> <li>Slightly more female (57%)</li> <li>Lower income</li> </ul>	<ul style="list-style-type: none"> <li>Less frequent travellers (Avg. of 3.4 trips per year)</li> </ul>	<ul style="list-style-type: none"> <li>Compared to the other segments, English being spoken and passport not required to visit are more important decision factors</li> <li>Most interested in visiting a beach resort</li> </ul>

## APPENDIX J

### TRAVELLER CHARACTERISTICS



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