



FOR IMMEDIATE RELEASE

Tourism Nanaimo steps out with new brand that's anything but 'Normal'

The campaign named 'Nanaimo Normal' captures the uniqueness and diversity of the city—because what's normal in Nanaimo might not be the 'norm' where you're from

NANAIMO, BC, May 13, 2024 – Today, [Tourism Nanaimo](#) unveiled its new brand with their campaign, [Nanaimo Normal](#), celebrating the city's eclectic character and unconventional style. The campaign is different to what you might expect from a BC tourist destination. It works to provide a refreshing alternative to the hyper-curated and perfected images that we're used to seeing, not only in tourism, but in advertising and our social feeds. The campaign is also set apart by its focus on people, rather than what many are used to seeing in a tourism campaign including nature, the environment and attractions—though Nanaimo has that too!

“The main selling point for many BC cities is often the beautiful nature that surrounds them. With mountains on one side and the ocean on the other, Nanaimo's no different,” says Carly Pereboom, executive director of Tourism Nanaimo. “But there's quite a bit that sets us apart. Things that might raise an eyebrow elsewhere—like racing motorized bathtubs in the harbour and outlandish street names like Twiggly Wiggly Road—are simply the norm in Nanaimo. Try to label this city or put it in a box, and we'll climb right out.”



Spend any time in Nanaimo, and you'll realize it truly is a place of one-of-a-kind people and experiences. Nanaimo is home to many unexpected attractions that you won't see anywhere else. First and foremost, the campaign spotlights a diverse mix of individuals. It also promotes places and organizations including [Dinghy Dock Floating Pub](#) and the [Nanaimo Art Gallery](#), among many others. The campaign is being launched on a local, provincial and national level to engage locals and attract travellers to the Island city.



“It’s an exciting time to be promoting Nanaimo. We’re seeing more and more young entrepreneurs and creators choosing to make Nanaimo their home, and contributing to a colourful and thriving culture,” says Pereboom. “There’s been a steady reinvestment over the last two years in Nanaimo from restaurants, breweries, and some really beautiful boutique stores. There’s a community built on character and a being yourself attitude, and that’s what this campaign is all about.”

According to the [2023 State of Nanaimo Economy](#), over the past five years, on average over 3,400 new residents relocated to the Regional District of Nanaimo (RDN) annually. More and more individuals are making their home in Nanaimo and starting to build their lives here. In addition, the number of total business licenses issued increased by nine percent over the last decade.



Tourism Nanaimo's new brand campaign 'Nanaimo Normal' kicks off immediately and a collection of short videos can be viewed [here](#). Locals and visitors alike are encouraged to engage and follow along, showing us their authentic selves and demonstrating what #NanaimoNormal means to them.

The campaign will have a number of activations throughout the summer months including a contest that provides an opportunity for locals to be featured and receive \$500 to the charity of their choice. Community members can nominate locals who they feel embody the spirit and character of Nanaimo Normal—someone who is known in the community, unapologetically true to themselves, does good for Nanaimo and deserves to be recognized and celebrated for all they do. The contest is slated to be announced Mon, May 20, 2024, for all the details and the nomination process, check out Tourism Nanaimo's Instagram page [here](#).

Photos, Logos and Brand Assets: High-resolution photos, logos and assets are available via [Google Drive](#).

Social Media: Follow Tourism Nanaimo on [Instagram](#), [Facebook](#), [YouTube](#) and [TikTok](#) for the latest news and updates.

About Tourism Nanaimo: Tourism Nanaimo is the official destination management organization behind Nanaimo BC's tourism industry. The organization is dedicated to promoting the uniqueness and one-of-a-kind experiences waiting to be uncovered in the Vancouver Island city. It achieves this through its newest campaign 'Nanaimo Normal', where locals and travellers alike get a flare for the unexpected—because what's normal in Nanaimo might not be the norm where you're from. The new campaign puts the community front and centre with a diverse mix of people, places and organizations. Marketing on a local, provincial and national level, Tourism Nanaimo is passionate about highlighting a destination where everyone is welcome, where it's culture and rich history is celebrated, and where there's something new to be

experienced around each and every corner. For more information, please visit:
tourismnanaimo.com.

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