

NANAIMO TOURISM BULLETIN

August 2018

Nanaimo Experiences a Record High Hotel Occupancy in August!

“The Nanaimo accommodations sector showed record occupancy for the month of August, while the Nanaimo Airport experienced another month of very strong growth in traffic with an increase of 34.59%. Forest Fires, no doubt, diverted travellers from other parts of the province resulting in this positive result for Nanaimo.”

Frank Bourree, FCMC, Partner

- There are changes afoot in the Nanaimo hotel market, with direct impact to the hotel inventory available. On October 31st, the Howard Johnson Harbourside is closing its doors after 56 years of providing accommodation services in Nanaimo. The site of the hotel is expected to be studied to determine a potential future use. Additionally, Marriott Hotels & Resorts has announced that it will build a 172-room Courtyard Hotel on Gordon Street, near the Vancouver Island Conference Centre. The expectation is that the new hotel will boost business to the conference centre and will play a major role in the continued revitalization efforts for the downtown core of the city.
- The IMPACT Tourism & Travel Sustainability Conference is now open for early bird registration. Join peers and stakeholders in Victoria, January 20-23, 2019 for the second annual national discussion on the tourism industry’s impact on Canada’s economic, social, environmental and cultural fabric. To learn more and register for next year’s conference, visit impactnational.ca
- Stats Canada celebrated World Tourism Day with the release of their Q2 2018 tourism indicators. The data shows that tourism continues to perform well and is a vital contributor to the national economy. In the first half of 2018 tourism directly accounted for 733,800 jobs, and \$18.7 billion of Canada’s GDP (an increase of 6.2% over the first half of 2017). Furthermore, tourism spending in the same time frame was \$43.8 billion, an increase of 5.7% over 2017.

TOURISM STATISTICS	August		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	94.49%	93.58%	0.91%	74.79%	74.68%	0.11%
Average Daily Room Rate	\$153.59	\$148.72	\$4.87	\$133.45	\$132.66	\$0.79
Revenue Per Available Room (RevPAR)	\$145.13	\$139.17	\$5.96	\$99.81	\$99.07	\$0.74
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	94,481	95,979	(1.56%)	516,201	504,175	2.39%
Passengers	252,319	253,135	(0.32%)	1,198,548	1,173,860	2.10%
Buses	140	125	12.0%	629	665	(5.41%)
BC Ferries (Horseshoe Bay–Departure Bay)						
Vehicles	168,949	166,172	1.67%	860,837	860,935	(0.01%)
Passengers	505,698	498,531	1.44%	2,401,406	2,413,089	(0.48%)
Buses	362	317	14.20%	1,746	1,758	(0.68%)
Nanaimo Airport	50,686	37,659	34.59%	289,024	239,592	20.63%
Vancouver Island Conference Centre	482	18	2,577.78%	21,232	20,768	2.23%

Quotations and reproductions of statistics provided in the Victoria and Nanaimo Tourism Bulletins are permitted with credits to Chemistry Consulting Group. Note that year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.