

NANAIMO TOURISM BULLETIN

September 2018

September Shows Continued Strong Results for Nanaimo's Tourism Industry!

"Hotel room rate and occupancy are holding steady for Nanaimo. Airport and BC Ferries remain strong. At some point very soon, Nanaimo will need new hotels to accommodate increased tourism growth."

Frank Bourree, FCMC, Partner

- Early Bird registration fees are available for The IMPACT Tourism & Travel Sustainability Conference until **November 12th**. 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
- According to a report recently released by the Indigenous Tourism Association of BC, there are 401 Indigenous Tourism businesses in the province, a dramatic 33% increase over 2014. These businesses are responsible for 7,400 direct full-time jobs and \$705 million in direct gross domestic output (2016 figure).
- Congratulations to the recent winners of the Tourism Vancouver Island Awards: Spirit of the West Adventures, the Remarkable Experience of the Year Award; Kingfisher Oceanside Resort & Spa, Innovator of the Year Award; Dan Brady, Tourism Employee of the Year; Campbell River Whale Watching, Tourism Sustainability Award; and, Inn at Laurel Point, Employer of the Year award.

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	88.25%	83.30%	4.95%	76.24%	75.70%	0.54%
Average Daily Room Rate	\$135.68	\$131.31	\$4.37	\$133.72	\$133.20	\$0.52
Revenue Per Available Room (RevPAR)	\$119.74	\$109.38	\$10.36	\$101.95	\$100.83	\$1.12
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	70,132	70,767	(0.90%)	586,333	574,942	1.98%
Passengers	150,792	155,285	(2.89%)	1,349,340	1,329,145	1.52%
Buses	89	91	(2.20%)	718	756	(5.03%)
BC Ferries (Horseshoe Bay – Departure Bay)						
Vehicles	120,551	122,716	(1.76%)	981,388	983,651	(0.23%)
Passengers	314,810	324,734	(3.06%)	2,716,216	2,737,823	(0.79%)
Buses	354	326	8.59%	2,100	2,084	0.77%
Nanaimo Airport	39,232	29,678	32.19%	328,256	269,270	21.91%
Vancouver Island Conference Centre	2,601	4,050	(35.78%)	23,833	16,717	42.57%

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.