

NANAIMO TOURISM BULLETIN

October 2018

Nanaimo Poised to Take Off!

“Tourism has been growing substantially in Nanaimo over the past year and with hotel occupancy at 75.5%, it’s time to build new hotels! The new mayor and council have the opportunity to support the achievement of great things as Nanaimo has incredible potential to grow and build its tourism sector.”

Frank Bourree, FCMC, Partner

- Planning is well underway for the 2019 [BC Tourism Industry Conference](#), taking place in Vancouver, February 27-March 1. Visit the website to check out program information. Also consider making a donation to the [Silent Auction](#) and to nominating a tourism individual or organization for a [BC Tourism Industry Award!](#)
- The federal government is creating an advisory council on tourism to help develop a national strategy in a bid to boost the role of tourism in Canada’s economy. Frank McKenna — ex-premier of New Brunswick, former Canadian ambassador to the U.S. and now deputy chairman of TD Bank — is to chair the new council. In 2017, the tourism industry accounted for 2.06 per cent of the country’s GDP. The Liberal government is eyeing tourism for its untapped potential for economic and job growth.
- Join peers and stakeholders in Victoria for the second annual IMPACT Sustainability Travel & Tourism Conference, January 20-23, 2019. To learn more and register visit [impactnational.ca](#)

| TOURISM STATISTICS | October | | Variance | Year to Date | | Variance |
|---|----------|----------|----------|--------------|-----------|----------|
| | 2018 | 2017 | | 2018 | 2017 | |
| Average Occupancy | 69.30% | 65.90% | 3.40% | 75.55% | 71.97% | 3.58% |
| Average Daily Room Rate | \$126.79 | \$122.60 | \$4.19 | \$133.09 | \$126.23 | \$6.86 |
| Revenue Per Available Room (RevPAR) | \$87.87 | \$79.71 | \$8.16 | \$100.55 | \$90.85 | \$9.70 |
| BC Ferries (Tsawwassen – Duke Point) | | | | | | |
| Vehicles | 62,971 | 61,060 | 3.13% | 649,304 | 636,002 | 2.09% |
| Passengers | 132,460 | 130,882 | 1.21% | 1,481,800 | 1,460,027 | 1.49% |
| Buses | 87 | 101 | (13.86%) | 805 | 857 | (6.07%) |
| BC Ferries (Horseshoe Bay – Departure Bay) | | | | | | |
| Vehicles | 95,248 | 99,166 | (3.95%) | 1,076,636 | 1,082,817 | (0.57%) |
| Passengers | 256,815 | 268,924 | (4.50%) | 2,973,031 | 3,006,747 | (1.12%) |
| Buses | 212 | 207 | 2.42% | 2,312 | 2,291 | 0.92% |
| Nanaimo Airport | 35,702 | 29,787 | 19.86% | 363,958 | 299,057 | 21.70% |
| Vancouver Island Conference Centre | 3,614 | 2,518 | 43.53% | 27,447 | 19,235 | 42.69% |

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.