

NANAIMO TOURISM BULLETIN

April 2019

- The Island North Film Commission, Creative BC, Tourism Vancouver Island, Tourism Nanaimo and Parksville-Qualicum Beach Tourism have collaborated to promote the filming locations for the popular Hallmark series, Chesapeake Bay, which has been filming in the region for four seasons. Fans of the show are encouraged to visit the filming locations and can plan their travels with information found on the [Tourism Vancouver Island website](#)
- The Canadian government has launched a new Federal Tourism Growth Strategy designed to boost international visits to Canada during non-peak seasons and get visitors to see the country beyond Canada's biggest cities. The plan includes a \$58.5 million Experiences Fund that will be distributed over two years to help communities create or improve tourism facilities and experiences. Destination Greater Victoria is pleased to see the investment and support for the sector and hopes to access some of the funds to support its goals of building off-season business.
- The launch of the Commercial Street Night Market will take place on Thursday, June 20. Join the fun with over 130 artisan vendors, food and beverage purveyors, and at least a half dozen food trucks. Entertainment will be continuous at Diana Krall Plaza and the Modern Café.

TOURISM STATISTICS	April		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	82.81%	80.86%	1.95%	66.82%	66.41%	0.41%
Average Daily Room Rate	\$137.37	\$129.59	\$7.79	\$121.54	\$119.46	\$2.07
Revenue Per Available Room (RevPAR)	\$113.76	\$104.78	\$8.98	\$81.21	\$79.34	\$1.87
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	60,704	57,242	6.05%	200,446	196,173	2.18%
Passengers	127,422	120,871	5.42%	425,898	419,826	1.45%
Buses	50	34	47.06%	188	178	5.62%
BC Ferries (Horseshoe Bay – Departure Bay)						
Vehicles	94,225	91,383	3.11%	310,825	312,524	(0.54%)
Passengers	249,790	239,503	4.30%	844,042	839,289	0.57%
Buses	170	144	18.06%	441	427	3.28%
Nanaimo Airport	37,538	32,612	15.10%	136,385	118,471	15.12%
Vancouver Island Conference Centre	1,072	408	162.75%	4,478	3,995	12.09%

Quotation and reproduction of statistics in the Victoria Tourism Bulletin are permitted with credit to Chemistry Consulting Group. Note that year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

Could you or your business benefit from HR support?

We can help - contact Chemistry today!

- HR reviews
- HR policies/procedures
- Compensation reviews
- Job descriptions
- Organizational charts
- Staff training /workshops
- Staff/employee turnover
- 360° reviews
- Terminations/outplacement
- Succession planning

“The team at Chemistry Consulting is an asset to our community and to any organization in search of excellent corporate level HR expertise and support.”

Judi Carter, GM, Origin at Longwood

