

NANAIMO TOURISM BULLETIN

July 2017

July Hotel Performance Down, But Year-to-Date Strong

“Nanaimo saw a 9.63% drop in hotel occupancy in July, but year-to-date numbers are still strong compared to 2016. BC Ferries and Nanaimo Airport numbers continue to outperform 2016. Overall, a good year so far for Nanaimo’s tourism industry!”

Frank Bourree, CMC, Partner

- Chemistry Consulting Group will be hosting our annual networking breakfast in Nanaimo on Friday, September 15th. Our team will present on current trends and issues in the local labour market and then we will hear from guest speaker, Matthew Larsen, Associate with Fasken Martineau. He will be speaking on “Common Employment Law Pitfalls and How to Avoid Them”. Register today! <http://conta.cc/2fRBsei>
- Cities and towns across Canada are watching with interest as the province of Quebec becomes the first jurisdiction in Canada to implement a tourist tax on short-term rentals. Starting October 1st, Airbnb will collect and remit a 3.5% lodging tax on all bookings of under 31 days made through its platform. The funds raised through taxes will be distributed to the provincial tourism offices.
- There are many important tourism industry events coming up in the next couple of months – don’t miss out on these great opportunities for networking and education:
 - [Tourism Vancouver Island Conference](#) – September 19-21 – Sidney, BC
 - [Tourism Victoria / BC Hospitality Foundation Golf Tournament](#) – September 19 – Bear Mountain Golf Course
 - [Tourism Industry Association of BC Summit & AGM](#) – October 12 – Westin Wall Centre, Vancouver Airport

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2017	2016		2017	2016	
Average Occupancy	76.22%	85.84%	-9.63%	69.93%	68.73%	1.20%
Average Daily Room Rate	\$128.90	\$141.89	-\$12.99	\$123.28	\$123.24	\$0.04
Revenue Per Available Room (RevPAR)	\$98.25	\$121.80	-\$23.55	\$86.22	\$84.71	\$1.51
BC Ferries (Tsawwassen–Duke Point)						
Vehicles	89,423	82,244	8.73%	408,196	401,017	1.79%
Passengers	231,000	212,404	8.76%	920,725	902,129	2.06%
Buses	164	129	27.13%	540	505	6.93%
BC Ferries (Horseshoe Bay–Departure Bay)						
Vehicles	157,963	153,861	2.67%	694,763	690,661	0.59%
Passengers	566,165	456,663	23.98%	2,014,558	1,905,056	5.75%
Buses	330	279	18.28%	1,444	1,393	3.66%
Nanaimo Airport						
Vancouver Island Conference Centre (Delegate Days)	153	75	104.00%	10,760	10,682	0.73%

Quotations and reproductions of statistics provided in the Victoria and Nanaimo Tourism Bulletin 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.