

# NANAIMO TOURISM BULLETIN

August 2017

## Time for a New Hotel!

*“With the ongoing strong performance in the hotel sector, it is clearly time for a new hotel in Nanaimo! A strong economy, a beneficial Canadian/US exchange rate, and increased destination awareness drove BC Ferries and Nanaimo Airport numbers up!”*

Frank Bourree, CMC, Partner

- We offer our congratulations to Dave Petryk who has announced his retirement from his position as CEO of Tourism Vancouver Island effective December 1, 2018. Dave has served and guided the tourism community on Vancouver Island very well for over 17 years and has had an outstanding career in tourism. We wish him all the best in his future adventures - Enjoy your travels Dave!
- The Federal Government recently announced that it is set to invest \$18 million into a new trail along Vancouver Island's West Coast. The Pacific Traverse Trail will be a paved path which will run between Tofino, B.C. and Ucluelet, covering a distance of about 25 km. The trail, scheduled for opening in the summer of 2020, will run parallel to the Pacific Rim Highway and will be used by cyclists and walkers.
- At the recent Tourism Vancouver Island Conference and AGM hosted in Sidney, September 19-21, the 2017/18 Board of Directors was announced. Arthur Wong, GM of Parksville's Beach Club Resort was elected to the position of Vice-Chair while Ian McPhee of Prince of Whales Whale Watching was re-elected as Board Chair. Other board members include Janet Clouson, Salt Spring Island Tourism; Janet Docherty, Merridale Ciderworks Corp.; Lara Greasley, Comox Valley Economic Development and Tourism; Andrew Jones, Kingfisher Wilderness Adventures; Lillian Hunt, U'Mista Cultural Centre/Aboriginal Tourism Association of BC; Raymond Chan, RCA Consulting; Jen Bogwald, MNP LLP; and, Jim Owens of JTO Hospitality Group.

TOURISM STATISTICS	August		Variance	Year to Date		Variance
	2017	2016		2017	2016	
Average Occupancy	93.58%	90.24%	3.34%	72.86%	71.48%	1.38%
Average Daily Room Rate	\$148.72	\$143.33	\$5.39	\$127.33	\$126.48	\$0.85
Revenue Per Available Room (RevPAR)	\$139.17	\$129.34	\$9.83	\$92.77	\$90.41	\$2.36
<b>BC Ferries (Tsawwassen – Duke Point)</b>						
Vehicles	95,979	87,170	10.11%	504,175	495,366	1.78%
Passengers	253,135	228,177	10.94%	1,173,860	1,148,902	2.17%
Buses	125	106	17.9%	665	646	2.94%
<b>BC Ferries (Horseshoe Bay–Departure Bay)</b>						
Vehicles	166,172	160,198	3.73%	860,935	854,961	0.70%
Passengers	498,531	480,821	3.68%	2,513,089	2,495,379	0.71%
Buses	317	266	19.17%	1,761	1,710	2.98%
<b>Nanaimo Airport</b>	37,659	35,922	4.84%	239,592	237,915	0.70%
<b>Vancouver Island Conference Centre</b>	18	16	12.50%	10,778	10,776	0.02%

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.