

NANAIMO TOURISM BULLETIN

November 2017

2017 Looking Very Strong To Date!

“With one more month of data to follow, it appears that 2017 was again a fantastic year for our tourism industry. The growth we have experienced in the past four years is now putting significant pressure on wages and benefits, transportation issues, workforce housing and labour shortages. I think that 2018 will provide to be a very interesting year as international and domestic tourism continue to grow.”

Frank Bourree, CMC, Partner

- Last chance to register for the IMPACT Sustainability Travel & Tourism Conference taking place in Victoria, January 21-24, 2018. The conference is driven by a desire to align all segments and stakeholders of Canada’s tourism industry behind a plan to achieve long-lasting economic, cultural, social and environmental sustainability. Visit [the website](#) to learn more about this “Impact”-ful event.
- Registration is open for the BC Tourism Industry Conference! This important industry event is taking place in Kelowna, March 7-9, 2018. Delegates who register before the Early Bird deadline of January 31st will be entered to win an amazing ski and stay package from Big White. Visit www.bctourismconference.ca for details and to register.
- Southern Vancouver Island has experienced another month of unemployment decline, hitting a national low of 3.4% unemployment. This comes at a time when the tourism industry is seeing continued growth in visitation. In Canada, the tourism industry is made up of 1.78 million workers and over 200,000 employers. It is estimated that by the year 2020, there will be over 100,000 unfilled jobs in tourism across Canada. Employers are facing challenges in finding not only the appropriate candidates for their vacant positions, but in some cases, particularly during peak season, finding any candidates at all.

| TOURISM STATISTICS | November | | Variance | Year to Date | | Variance |
|---|----------|----------|----------|--------------|-----------|----------|
| | 2017 | 2016 | | 2017 | 2016 | |
| Average Occupancy | 65.67% | 67.35% | (1.68%) | 72.51% | 72.66% | (0.15%) |
| Average Daily Room Rate | \$119.83 | \$119.11 | \$0.72 | \$126.75 | \$126.68 | \$0.07 |
| Revenue Per Available Room (RevPAR) | \$78.69 | \$80.22 | (\$1.53) | \$91.91 | \$92.05 | (\$0.14) |
| BC Ferries (Tsawwassen – Duke Point) | | | | | | |
| Vehicles | 47,564 | 48,518 | (1.97%) | 683,566 | 684,520 | (0.14%) |
| Passengers | 98,582 | 102,111 | (3.46%) | 1,558,609 | 1,562,138 | (0.23%) |
| Buses | 35 | 50 | (30.00%) | 892 | 907 | (1.65%) |
| BC Ferries (Horseshoe Bay – Departure Bay) | | | | | | |
| Vehicles | 78,564 | 77,132 | 1.86% | 1,161,381 | 1,159,949 | 0.12% |
| Passengers | 206,897 | 203,689 | 1.57% | 3,313,644 | 3,310,436 | 0.10% |
| Buses | 111 | 116 | (4.31%) | 2,405 | 2,410 | (0.21%) |
| Nanaimo Airport | 28,740 | 26,399 | 8.87% | 327,797 | 311,459 | 5.25% |
| Vancouver Island Conference Centre | 6,970 | 6,500 | 7.23% | 26,205 | 23,783 | 10.18% |

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.