

NANAIMO TOURISM BULLETIN

April 2018

Accommodation indicators up after slow start

“After a slow first quarter for Nanaimo’s accommodation sector, both April and year-to-date accommodation indicators have improved relative to the same periods last year. The April occupancy rate was up by almost 2% to just over 74% for the month. The ongoing strong performance of the Nanaimo Airport (up 10.6% YTD) continues to confirm the need for and value of current airport expansion activities.”

Frank Bourree, CMC, Partner

- As an MRDT community, Nanaimo accommodators collect the 2% MRDT (hotel room tax). These funds are returned to the community by the province to support tourism initiatives. Some of these funds are used by the Nanaimo Hospitality Association (NHA) to support festivals and events (including sporting events) that attract visitors to the community. In 2017, a total of 24 MRDT-funded F&Es received a total of \$230,000. These events provided a combined total of 76 days of activity spread over 10 months (not including one event which took place over 10.5 months) and attracted approximately 4,330 participants and 39,400 attendees or spectators.
- An article in *HospitalityNews* reports that research which compared world economic growth and TripAdvisor growth confirms that TripAdvisor has an enormous impact on travel – influencing more than 433 million trips in 2017 representing \$546 billion U.S. in travel spending. In fact, travel-related spending influenced by TripAdvisor has outpaced growth in overall travel and tourism spending for the last ten years.
- The most recent *B.C. Economic Briefing* published by Central 1 Credit Union reports that ‘2018 is shaping up to be another strong year for B.C.’s tourism sector. Propelled by a surge in American visitors since August, international tourist inflows to the province remained elevated at a stellar 495,100 persons (seasonally-adjusted) in March. Year-over year, visits rose five per cent, with the underlying trend 13 per cent above previous cycle highs observed in the early 2000s’.

TOURISM STATISTICS	April		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	74.27%	72.45%	1.82%	65.70%	65.22%	0.49%
Average Daily Room Rate	\$123.10	\$122.10	\$0.99	\$118.14	\$117.81	\$0.33
Revenue Per Available Room (RevPAR)	\$91.42	\$88.46	\$2.96	\$77.62	\$76.83	\$0.79
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	57,242	55,783	2.62%	196,173	188,257	4.20%
Passengers	120,871	122,154	(1.05%)	419,826	406,804	3.20%
Buses	34	60	(43.33%)	178	229	(22.27%)
BC Ferries (Horseshoe Bay – Departure Bay)						
Vehicles	91,383	95,297	(4.11%)	312,524	308,178	1.41%
Passengers	239,503	256,635	(6.68%)	839,289	839,257	0.00%
Buses	144	168	(14.29%)	427	454	(5.95%)
Nanaimo Airport	32,612	29,237	11.54%	118,471	107,145	10.57%
Vancouver Island Conference Centre	408	3,202	(87.26%)	3,995	8,391	(52.39%)

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.