

NANAIMO TOURISM BULLETIN

December 2018

Will Consistent Strong Industry Performance Lead to Increased Investment in Nanaimo?

“2018 has proven to be another year of healthy performance for Nanaimo’s tourism sector. We have seen growth in hotel occupancy of 1.45% for the year, and RevPAR climbed \$2.28. The Nanaimo Airport and Vancouver Island Conference Centre also had a very strong year. Nanaimo seems poised to attract the investment needed to develop new tourism product as well as hotel room inventory. With Tourism Vancouver Island on board with a 5-year contract for the marketing of the region, we look forward to seeing what 2019 will bring.”

Frank Bourree, FCMC, Partner

- President and CEO of Expedia Group Inc., Mark Okerstrom, will be the opening presenter at the 2019 BC Tourism Industry Conference. This year’s conference is taking place at the JW Marriott parq Vancouver, February 27-March 1. [Visit the website](#) to check out the full program and to register. Everyone’s favourite, the Welcome Reception, will be hosted by Destination BC at Science World and the BC Tourism Awards Gala is being sponsored by Indigenous Tourism BC.
- Tourism Vancouver Island has been awarded a 5-year contract to deliver tourism marketing services to the City of Nanaimo. This multi-year contract will provide some stability to the City’s tourism industry which has suffered some turmoil in recent years. Tourism Vancouver Island will have responsibility for marketing of the region as well as operation of the visitor centre on Northfield Road.

TOURISM STATISTICS	December		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	69.92%	53.73%	16.19%	75.48%	74.03%	1.45%
Average Daily Room Rate	\$124.80	\$116.34	\$8.46	\$132.37	\$131.88	\$0.49
Revenue Per Available Room (RevPAR)	\$87.26	\$62.51	\$24.75	\$99.91	\$97.63	\$2.28
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	53,003	53,607	(1.13%)	755,693	737,173	2.51%
Passengers	122,634	126,272	(2.88%)	1,715,482	1,684,881	1.82%
Buses	47	41	14.63%	917	933	(1.71%)
BC Ferries (Horseshoe Bay – Departure Bay)						
Vehicles	86,493	88,351	(2.10%)	1,242,502	1,249,732	(0.58%)
Passengers	245,722	252,755	(2.78%)	3,430,293	3,466,399	(1.04%)
Buses	67	82	(18.29%)	2,522	2,484	1.53%
Nanaimo Airport	38,453	30,387	26.54%	435,349	358,184	21.54%
Vancouver Island Conference Centre	120	300	(60.00%)	35,481	26,505	33.87%

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.