

NANAIMO TOURISM BULLETIN

November 2018

Nanaimo's "New Normal"

"November 2018 marks the first month of hotel stats reported without the Howard Johnson. With the closure of this property, Nanaimo has lost 100 rooms from its hotel inventory. The resulting increase in occupancy and rate are the "new normal" for the City and provide further evidence that Nanaimo is ready to support additional hotel room inventory."

Frank Bourree, FCMC, Partner

- Registration is open for the 2019 [BC Tourism Industry Conference](#) with early bird rates available only until January 31st! This conference is taking place at the JW Marriott parq Vancouver, February 27-March 1. Visit the website to check out program information. AND... don't miss the opportunity to nominate a deserving tourism individual or organization for a [BC Tourism Industry Award](#)...nominations close January 11th.
- In early December, the federal government announced the designation of a 5,025 km² Northern and Southern Resident Killer Whale critical habitat (CH) zone off the southwest coast of Vancouver Island. This is an extension of a CH zone in the Juan de Fuca strait. When the latter was created, the recreational fishing restrictions seriously impacted marine-based tourism in the area as well as associated land-based economic activity. In response, 17 Vancouver Island Chambers of Commerce have come together to protect this industry that plays such an important role in their economy. The group is working with the federal government to ensure that the impacts of any further fishing closures or restrictions to marine-based activities are fully investigated and understood before decisions are made.

| TOURISM STATISTICS | November | | Variance | Year to Date | | Variance |
|---|----------|----------|----------|--------------|-----------|----------|
| | 2018 | 2017 | | 2018 | 2017 | |
| Average Occupancy | 80.53% | 65.67% | 14.86% | 75.90% | 74.69% | 1.21% |
| Average Daily Room Rate | \$130.62 | \$119.83 | \$10.79 | \$132.90 | \$132.08 | \$0.82 |
| Revenue Per Available Room (RevPAR) | \$105.19 | \$78.69 | \$26.50 | \$100.87 | \$98.65 | \$2.22 |
| BC Ferries (Tsawwassen – Duke Point) | | | | | | |
| Vehicles | 53,386 | 47,564 | 12.24% | 702,690 | 683,566 | 2.80% |
| Passengers | 111,048 | 98,582 | 12.65% | 1,592,848 | 1,558,609 | 2.20% |
| Buses | 65 | 35 | 85.71% | 870 | 892 | (2.47%) |
| BC Ferries (Horseshoe Bay – Departure Bay) | | | | | | |
| Vehicles | 79,373 | 78,564 | 1.03% | 1,156,009 | 1,161,381 | (0.46%) |
| Passengers | 211,540 | 206,897 | 2.24% | 3,184,571 | 3,213,644 | (0.90%) |
| Buses | 143 | 111 | 28.83% | 2,455 | 2,402 | 2.21% |
| Nanaimo Airport | 32,938 | 28,740 | 14.61% | 396,896 | 327,797 | 21.08% |
| Vancouver Island Conference Centre | 7,914 | 6,970 | 13.54% | 35,361 | 26,205 | 34.94% |

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.