

NANAIMO TOURISM BULLETIN

July 2019

- Don't miss out on the opportunity to participate in one of the "Grow with Google" workshops offered by Destination BC in partnership with Google. This program is on a mission to help small businesses grow and succeed online and features many free Google tools and resources to help you succeed in the digital world. Visit the DBC [Learning Centre](#) for details and registration for upcoming workshops near you.
- The Steve Smith Bike Park in Nanaimo played host to a qualifying event for the Red Bull Pump Track World Championship. The park, which was opened just two years ago, has provided Nanaimo with the opportunity to host events such as this which bring participants and spectators from all over BC to the city.
- The Vancouver Island Economic Summit will take place in Nanaimo, October 23 -24, 2019. This annual conference provides Island business owners and operators the opportunity to learn more about the local economy – what drives it, where are the challenges and what are any new initiatives? To learn more and to register visit the [website](#).

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	86.63%	85.45%	1.18%	74.48%	74.33%	0.16%
Average Daily Room Rate	\$168.29	\$161.13	\$7.16	\$136.56	\$135.41	\$1.15
Revenue Per Available Room (RevPAR)	\$145.80	\$137.69	\$8.11	\$101.71	\$100.64	\$1.07
BC Ferries (Tsawwassen–Duke Point)						
Vehicles	86,311	87,560	-1.43%	423,704	424,953	-0.29%
Passengers	219,436	225,052	-2.50%	942,598	948,214	-0.59%
Buses	104	163	-36.20%	417	476	-12.39%
BC Ferries (Horseshoe Bay–Departure Bay)						
Vehicles	155,020	154,921	0.06%	695,328	695,229	0.01%
Passengers	448,546	451,892	-0.74%	1,909,099	1,912,445	-0.17%
Buses	274	305	-10.16%	1,317	1,348	-2.30%
Nanaimo Airport	49,497	46,954	5.42%	266,345	238,338	11.75%
Vancouver Island Conference Centre (Delegate Days)	4	285	-98.60%	8,088	20,750	-61.02%

Quotation and reproduction of statistics in the Victoria Tourism Bulletin are permitted with credit to Chemistry Consulting Group. Note that year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

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