

NANAIMO TOURISM BULLETIN

July 2018

July occupancy rate soars over last year!

“Last month we predicted that the strong performance reflected in Nanaimo’s June accommodation indicators would continue and July stats have proven this to be true as the community experienced a significant 9.2% increase in its July occupancy rate resulting in an even more significant \$32 increase in RevPAR. Although ferry traffic was down somewhat, the Nanaimo Airport reported a 32% increase in passenger traffic – almost 12,000 more people.

Frank Bourree, FCMC, Partner

- Vancouver Island welcomed a new hotel a few weeks ago when the 81-unit Microtel Inn & Suites opened in Oyster Bay just north of Ladysmith and south of the Nanaimo Airport. Developed by the Stz’uminus First Nation and MaterBUILT Hotels, the property operates under the Wyndham brand. The operator is planning to develop a range of partnerships with other tourism operators and serve as a catalyst for growth in the area.
- Vancouver Island’s trail resources continue to expand. In late July, the Cowichan Valley Regional District announced that construction on the Saltair Rail with Trail project had started. Located within the E&N Railway corridor, this 4.3-kilometre section of trail is the newest addition to the 120 km Cowichan Valley Trail Completion Initiative. When completed in late 2018, the Saltair Rail With Trail project will connect the communities of Ladysmith, Saltair and Chemainus with more than 15 kilometres of non-motorized trail.
- Check out this beautiful video of Vancouver Island made this summer and posted on the internet by Gunter Kiphard, a videographer and visitor from Germany. <http://victoriabuzz.com/2018/07/german-tourist-epic-video-vancouver-island/>.

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	85.46%	76.22%	9.24%	72.01%	69.93%	2.07%
Average Daily Room Rate	\$151.24	\$128.90	\$22.34	\$129.71	\$123.28	\$6.42
Revenue Per Available Room (RevPAR)	\$129.25	\$98.25	\$31.00	\$93.40	\$86.22	\$7.18
BC Ferries (Tsawwassen–Duke Point)						
Vehicles	87,560	89,423	-2.08%	421,720	408,196	3.31%
Passengers	225,052	231,000	-2.57%	946,229	920,725	2.77%
Buses	163	164	-0.61%	489	540	-9.44%
BC Ferries (Horseshoe Bay–Departure Bay)						
Vehicles	154,921	157,963	-1.93%	691,888	694,763	-0.41%
Passengers	451,892	466,165	-3.06%	1,895,708	1,914,558	-0.98%
Buses	305	330	-7.58%	1,384	1,441	-3.96%
Nanaimo Airport	46,954	35,009	34.12%	238,338	201,993	17.99%
Vancouver Island Conference Centre (Delegate Days)	285	153	86.27%	20,750	11,013	88.41%

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.