

NANAIMO TOURISM BULLETIN

February 2018

Transportation Numbers Up – Occupancy Down!

“While transportation statistics are mostly up from 2017, hotel occupancy is down 7.6 % from February 2017, and 3.59% YTD. Weather conditions have been poor, affecting close-in visitation on weekends. Nanaimo is more than ready for Spring to arrive!”

Frank Bourree, CMC, Partner

- Chemistry Consulting is pleased to announce that we have a new, full-time, Nanaimo-based HR consultant now working with our team. [Sara Bauer](#) has over 15 years-experience in human resources and recruiting across a variety of industries. If you have HR needs for your business, please send Sara an [email](#) to set up a consultation.
- Early Bird registration closes March 31st for the [BC Hospitality Summit](#), taking place in Whistler, April 22-24. Hosted by the BC Hotel Association and ABLE BC, this two day event provides a variety of sessions on key issues facing the hospitality industry, keynote presentations to educate and inspire, and lots of opportunities for networking and socializing. [Register today to save!](#)
- According to a study by Resonance Consultancy, Millennials (20-36 year olds) are now the largest demographic segment, having surpassed Baby Boomers in 2016, and the fastest growing segment of travellers. Of the Millennials surveyed, 61% are married and 58% have children – it is important to realize that this generation is now in a position to have kids of their own!

TOURISM STATISTICS	February		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	59.43%	67.03%	(7.60%)	54.17%	57.76%	(3.59%)
Average Daily Room Rate	\$119.38	\$117.89	\$1.49	\$118.53	\$117.77	\$0.76
Revenue Per Available Room (RevPAR)	\$70.95	\$79.02	(\$8.07)	\$64.21	\$68.02	(\$3.81)
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	40,568	39,040	3.91%	82,117	78,574	4.51%
➤ Passengers	85,006	82,120	3.51%	172,681	163,138	5.85%
➤ Buses	53	68	(22.06%)	95	121	(21.49%)
BC Ferries (Horseshoe Bay – Dep. Bay)						
➤ Vehicles	65,336	62,048	5.30%	131,793	124,978	5.45%
➤ Passengers	175,859	170,766	2.98%	351,823	337,915	4.12%
➤ Buses	100	79	26.58%	183	163	12.27%
Nanaimo Airport	26,843	23,769	12.93%	52,802	49,728	6.18%
Vancouver Island Conference Centre	6	2,381	(99.75%)	3,006	5,381	(44.14%)

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.