

# NANAIMO TOURISM BULLETIN

January 2018

## 2018 Tourism Activity Off and Running!

*“Following a year of positive tourism growth in 2017, we’re pleased to report that Nanaimo’s tourism indicators were largely up in January 2018 compared to January 2017. BC Ferries’ passenger and vehicle counts are up notably on both routes -- with an average of 500 more ferry passengers per day traveling in and out of Nanaimo compared to January of last year. Increased transportation activity is reflected in the accommodation indicators which show increased in occupancy, ADR and RevPAR – all in all, a good start to 2018.”*

Frank Bourree, CMC, Partner

- Congratulations to Nanaimo which was recently named as host location for the August 4<sup>th</sup> Red Bull Pump Track World Championships - Canadian Pump Track Qualifier. This achievement was due to the Stevie Smith Foundation, Mayor & Council, City staff and the Greater Nanaimo community, who worked together to develop the Steve Smith Jump Park and Pump Track which opened last summer. The Nanaimo Mountain Bike Tourism Committee will liaise with the Steve Smith Foundation and Red Bull to make competitors’ visits to Nanaimo memorable. The winner of the qualifier event will go on to represent Canada at the World Championships in Switzerland this September.
- Activity at the Nanaimo Airport continues to grow and this bodes well for the tourism sector. For example, Westjet has recently added another Nanaimo-Vancouver flight and announced that it will be adding additional flights to Nanaimo from Calgary this summer. In response to growing demand, the Airport recently announced a 20-year, \$55 million expansion.
- Along with a commitment to provide \$95.5 M in annual funding to Destination Canada, the Government of Canada has set out a new tourism vision with the following growth targets: 1) Canada will compete to be one of the Top Ten most visited countries in the world by 2025; 2) The number of international overnight visitors to Canada will increase by 30% by 2021; and, 3) The number of tourists from China will double by 2021. In order to achieve these goals, a range of actions will be taken under the three pillars of Marketing, Access and Product – that is, building on our strong international brand, making it easier to get here, and renewing and developing new, innovative and experiential products.

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	49.41%	48.58%	0.83%	49.41%	48.58%	0.83%
Average Daily Room Rate	\$117.61	\$114.28	\$3.33	\$117.61	\$114.28	\$3.33
Revenue Per Available Room (RevPAR)	\$58.11	\$55.52	\$2.59	\$58.11	\$55.52	\$2.59
<b>BC Ferries (Tsawwassen – Duke Point)</b>						
Vehicles	41,549	39,534	5.10%	41,549	39,534	5.10%
Passengers	87,675	81,018	8.22%	87,675	81,018	8.22%
Buses	42	53	(20.75%)	42	53	(20.75%)
<b>BC Ferries (Horseshoe Bay – Departure Bay)</b>						
Vehicles	66,457	62,930	5.60%	66,457	62,930	5.60%
Passengers	175,964	167,149	5.27%	175,964	167,149	5.27%
Buses	83	84	(1.19%)	83	84	(1.19%)
Nanaimo Airport	25,959	25,303	2.59%	25,959	25,303	2.59%
Vancouver Island Conference Centre	3,000	2,489	20.53%	3,000	2,489	20.53%

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.