

NANAIMO TOURISM BULLETIN

January 2019

Nanaimo Visitation Strong!

“Hotel occupancy of 62% is up from 48.5% in 2018 due to the closure of the Howard Johnson. We are now hearing strong rumours of TWO new hotels planned for downtown Nanaimo.”

Frank Bourree, FCMC, Partner

- The tourism industry in BC contributed \$9 billion to provincial GDP in 2017, an increase of 6.7% over the previous year, and well above overall provincial growth of 4%. The government forecasts the industry to grow by 6% annually over the next several years. This information was shared by the Minister of Tourism, Arts & Culture, the Honourable Lisa Beare, with the delegates of the BC Tourism Industry Conference last week in Vancouver. Minister Beare announced a new [Strategic Framework for Tourism](#) to guide year-round tourism growth and protect the environment.
- Chemistry Consulting would like to congratulate Tourism Nanaimo and the Nanaimo Hospitality Association for their Mountain Biking Tourism campaign which was recognized as a finalist in the Innovation category of the BC Tourism Industry Awards! This campaign was an excellent example of collaboration and consultation between the tourism agencies and the local community.
- Hosted by the BC Hotel Association and ABLE BC, the **BC Hospitality Summit** will take place in Kelowna on April 8th and 9th. Early bird registration has been extended until March 18th with the chance to win a pair of tickets to a 2019/2020 season Canucks game for all those who register in the early bird time frame. Visit the website www.bchospitalitysummit.com for more information on the program, BC Hospitality Awards and other conference events.

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	62.55%	49.41%	13.14%	62.55%	53.17%	9.38%
Average Daily Room Rate	\$124.32	\$117.61	\$6.71	\$124.32	\$122.29	\$2.03
Revenue Per Available Room (RevPAR)	\$77.76	\$58.11	\$19.65	\$77.76	\$65.02	\$12.74
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	41,898	41,549	0.84%	41,898	41,549	0.84%
Passengers	85,389	87,675	(2.61%)	85,389	87,675	(2.61%)
Buses	43	42	2.38%	43	42	2.38%
BC Ferries (Horseshoe Bay – Departure Bay)						
Vehicles	67,895	66,457	2.16%	67,895	66,457	2.16%
Passengers	180,188	175,964	2.40%	180,188	175,964	2.40%
Buses	79	83	(4.82%)	79	83	(4.82%)
Nanaimo Airport	32,294	25,959	24.40%	32,294	25,959	24.40%
Vancouver Island Conference Centre	420	3,003	(86.01%)	420	3,003	(86.01%)

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.

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