

NANAIMO TOURISM BULLETIN

March 2019

Continued Strong Performance Supports Increased Inventory

“Transportation and accommodation indicators demonstrate continued growth for the tourism industry in Nanaimo, and support the construction of the new Courtyard by Marriott hotel in the downtown area near the Conference Centre. Ground will break soon on this project which will include 172 rooms, a luxury spa, large pool, fitness centre and street-level café. Rumour has it that a second hotel development might also be in the works for the city!”

Frank Bourree, FCMC, Partner

- Congratulations to Tourism Nanaimo and the Nanaimo Hospitality Association for being recognized as a finalist in the Innovation category of the 2019 BC Tourism Industry Awards. These two groups, working with the Nanaimo Mountain Bike Club, collaborated on a very successful campaign featuring influencer marketing and paid social advertising tactics to increase awareness of the amazing mountain biking opportunities that the Nanaimo region has to offer. www.RideNanaimo.ca and <https://www.youtube.com/watch?v=-LDkBrkwwxw>
- According to Destination BC research, international visitor arrivals to B.C. increased 2.1% during the first two months of 2019. Growth was led by the U.S. (+2.2%) and Asia-Pacific (+2.8%).
- Mark your calendars for **Tourism Week**, May 26 to June 1. Join tourism colleagues and organizations from across Canada in celebrating tourism’s contributions to the national economy. Your business can support the cause by sharing community tourism activities on social media using the hashtags #BCTourismMatters and #TourismMatters, and by sending DBC and TIABC photos, videos and stories for their power of tourism initiatives.

TOURISM STATISTICS	March		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	75.76%	70.08%	5.68%	68.39%	66.43%	1.96%
Average Daily Room Rate	\$134.21	\$127.74	\$6.47	\$129.15	\$126.65	\$2.50
Revenue Per Available Room (RevPAR)	\$101.68	\$89.52	\$12.16	\$88.32	\$84.14	\$4.18
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	58,841	56,814	3.57%	139,742	137,715	1.47%
➤ Passengers	131,089	126,274	3.81%	298,476	293,661	1.64%
➤ Buses	44	49	(10.20%)	138	143	(3.50%)
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	88,074	89,348	(1.43%)	216,600	217,874	(0.58%)
➤ Passengers	249,318	247,963	0.55%	594,252	592,897	0.23%
➤ Buses	101	100	1.00%	271	270	0.37%
Nanaimo Airport	37,895	33,057	14.64%	98,847	85,859	15.13%
Vancouver Island Conference Centre	751	133	464.66%	3,406	3,587	(5.05%)

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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