

NANAIMO TOURISM BULLETIN

September 2019

- The BC Tourism Industry Conference has issued a Call for Presentations with a deadline for submissions of November 15th. For more information, please [click here](#) to visit the conference website.
- The Nanaimo city council has signalled a desire to bring back an economic development corporation for the city and recently endorsed a consultant's report that recommended the city implement a hybrid economic development model and create an economic development task force. Under the hybrid model, if realized, an in-house economic development arm for the city would be created as well as a city-owned economic development corporation dubbed Nanaimo Prosperity Agency.
- Destination BC has recently released its latest [Value of Tourism Report](#), providing insight into the economic value the tourism industry contributes to the province. The publication summarizes 10 years of tourism revenue, gross domestic product, and business and employment data. Visitor volume and associated expenditures by both domestic and international markets of origin are also covered.

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	89.93%	89.93%	-	77.54%	77.54%	-
Average Daily Room Rate	\$149.74	\$143.04	\$6.70	\$141.93	\$141.14	\$0.79
Revenue Per Available Room (RevPAR)	\$134.66	\$128.64	\$6.02	\$110.05	\$109.44	\$0.61
BC Ferries (Tsawwassen – Duke Point)						
Vehicles	68,598	70,132	(2.19%)	587,031	586,333	0.12%
Passengers	144,323	150,792	(4.29%)	1,338,858	1,349,340	(0.78%)
Buses	58	89	(34.83%)	600	718	(16.43%)
BC Ferries (Horseshoe Bay – Departure Bay)						
Vehicles	119,371	120,551	(0.98%)	981,293	981,388	(0.01%)
Passengers	309,897	314,810	(1.56%)	2,714,914	2,716,216	(0.05%)
Buses	347	354	(1.98%)	1,951	2,100	(7.10%)
Nanaimo Airport	43,471	36,406	19.41%	370,871	325,430	13.96%
Vancouver Island Conference Centre	575	2,601	(77.89%)	10,298	12,324	(16.44%)

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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