

NANAIMO TOURISM BULLETIN

February 2020




Chemistry Consulting is pleased to be a part of Tourism Vancouver Island’s **Vancouver Island Coastal Tourism Resiliency Project** which will provide tourism businesses with practical assistance as they navigate the current crisis, through to their eventual recovery, post-pandemic. The first phase of the program will match businesses with Tourism Advisors to help navigate available resources and relief measures. Advisors will have access to subject matter experts and, as business needs evolve, provide one-on-one coaching and advisory services to facilitate business adaptation and recovery. For more information and to register, please visit this [website](#).

TOURISM STATISTICS	February		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	66.68%	64.40%	2.28%	59.60%	63.43%	(3.83%)
Average Daily Room Rate	\$127.81	\$123.82	\$3.99	\$127.08	\$124.08	\$3.00
Revenue Per Available Room (RevPAR)	\$85.22	\$79.74	\$5.48	\$75.74	\$78.70	(\$2.96)
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	45,696	39,003	17.16%	86,260	80,901	6.62%
➤ Passengers	93,259	81,998	13.73%	175,465	167,387	4.83%
➤ Buses	42	51	(17.65%)	89	94	(5.32%)
BC Ferries (Horseshoe Bay – Dep. Bay)						
➤ Vehicles	69,645	60,631	14.87%	127,434	128,526	(0.85%)
➤ Passengers	185,079	164,746	12.34%	335,844	344,934	(2.64%)
➤ Buses	86	91	(5.49%)	161	170	(5.29%)
Vancouver Island Conference Centre	2,009	2,235	(10.1%)	3,016	2,655	13.60%

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group. Note: Year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

Could your business benefit from HR support?

We can help - contact us today!

-  Human Resources Services
-  Conference & Event Management
-  Executive Search & Recruitment
-  Immigration Consulting