

TOURISM IN NANAIMO

BACKGROUND INFORMATION

MEASURING PERFORMANCE

Marketing Campaign - Impressions

2017-2018*: 38,729,296

2018-2019: 29,445,250

Decrease: - 9,284,046

Marketing Campaign - Engagements (Performed an Action - Click, Comment)

2017-2018: 157,399

2018-2019: 200,936

Increase: + 43,537

Marketing Campaign - Conversion (Click to Stakeholder Website)

2017-2018: 9747

2018-2019: 34,721

Increase: +24,974

Visitor Engagement - # Visitors Counselling in Market

2017: 26,685

2018: 33,090

Increase: +6,405

Hotel Occupancy 2018 vs 2017:

Occupancy: +1.45%

RevPar: +\$2.28

Average Room Rate: +\$0.49

*Amount of City investment in \$ has remained the same.

Tourism is an Economic Driver in British Columbia

- Tourism is the first or second economic generator in virtually all communities on Vancouver Island;
- In 2017, Tourism contributed more to the province's GDP than any other industry;
- Annual tourism revenue in BC in 2017 was \$18.4billion.

