



Tourism Nanaimo Update

Jenn Houtby-Ferguson
August 30, 2021




Welcoming Visitors



- As of July 1st Nanaimo began welcoming visitors from across Canada
- Fully vaccinated American citizens and permanent residents began arriving in BC on August 9th
- Fully vaccinated international travellers **may** begin arriving as early as September 7th
- Tourism Nanaimo continues to highlight #knowbeforeyougo and COVID safety messaging

SNAPSHOT OF BC TRAVEL



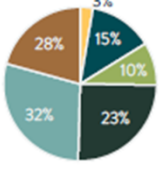
BC DOMESTIC VISITATION¹

From Previous Week ↑ +16.6%

From 2020 ↓ -1.5%

From 2019 ↓ -10.1%

BC REGIONAL SHARE
Current Week

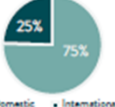


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BC ACCOMMODATION OVERVIEW²

| | Occupancy Rate | Average Daily Rate (ADR) | RevPAR |
|--------------------|----------------|--------------------------|-----------------|
| Current Week | 70.9% | \$198.90 | \$141.04 |
| From Previous Week | ↑ +2.2pts | ↑ +5.1% | ↑ +8.4% |
| From 2020 | ↑ +22.8pts | ↑ +25.7% | ↑ +85.3% |
| From 2019 | ↓ -13.3pts | ↓ -14.8% | ↓ -28.2% |

BC AIR OVERVIEW³

| | Air Bookings to BC | Share of Air Bookings to BC |
|--------------------|--------------------|---|
| Current Week | 33,596 |  |
| From Previous Week | ↓ -12.3% | |
| From 2020 | ↑ +211.4% | |
| From 2019 | ↓ -47.1% | |


Air Capacity to BC (From Previous Week) ↑ +6.0%

BC RESIDENT OVERVIEW⁴

| | Overnight Trip Intentions in BC (Next 4 Weeks) | Comfort Welcoming Overnight Travellers from BC |
|--------------------|--|--|
| Current Week | 45% | 64% |
| From Previous Week | ↑ +3% | ↑ +1% |

SOURCES


- Environics Analytics Weekly COVID Tracker Report, Week Ending August 1, 2021
Note: Total BC Regional Share may exceed 100% due to travel in multiple regions
- 2021 STR, STR Global Ltd., July 25 - 31, 2021
- Forward Keys, Air Bookings July 26 - August 1, 2021 with 12 month look-ahead window; Air Capacity: August 2 - August 8, 2021
- Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 31, Insights West, July 31, 2021



DESTINATION BRITISH COLUMBIA*

CONTACT US
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SNAPSHOT OF BC TRAVEL



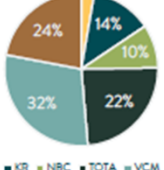
BC DOMESTIC VISITATION¹

From Previous Week ↓ -2.0%

From 2020 ↑ +7.6%

From 2019 ↑ +1.3%

BC REGIONAL SHARE
Current Week




■ CCC ■ KR ■ NBC ■ TOTA ■ VCM ■ VI

BC ACCOMMODATION OVERVIEW²

| | Occupancy Rate | Average Daily Rate (ADR) | RevPAR |
|--------------------|----------------|--------------------------|-----------------|
| Current Week | 71.6% | \$205.33 | \$147.10 |
| From Previous Week | ↑ +0.7pts | ↑ +3.2% | ↑ +4.3% |
| From 2020 | ↑ +21.9pts | ↑ +27.0% | ↑ +82.7% |
| From 2019 | ↓ -12.4pts | ↓ -13.1% | ↓ -25.9% |

BC AIR OVERVIEW³

| | Air Bookings to BC | Share of Air Bookings to BC |
|--------------------|--------------------|---|
| Current Week | 29,710 |  |
| From Previous Week | ↓ -12.7% | |
| From 2020 | ↑ +121.4% | |
| From 2019 | ↓ -54.01% | |


Air Capacity to BC (From Previous Week) ↑ +3.2%

BC RESIDENT OVERVIEW⁴

| | Overnight Trip Intentions in BC (Next 4 Weeks) | Comfort Welcoming Overnight Travellers from BC |
|--------------------|--|--|
| Current Week | 37% | 49% |
| From Previous Week | ↓ -8% | ↓ -15% |

SOURCES

- Environics Analytics Weekly COVID Tracker Report, Week Ending August 8, 2021
Note: Total BC Regional Share may exceed 100% due to travel in multiple regions
- 2021 STR, STR Global Ltd., August 1 - 7, 2021
- Forward Keys, Air Bookings August 2 - 8, 2021 with 12 month look-ahead window; Air Capacity: August 16 - August 22, 2021
- Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 32, Insights West, August 4-8, 2021



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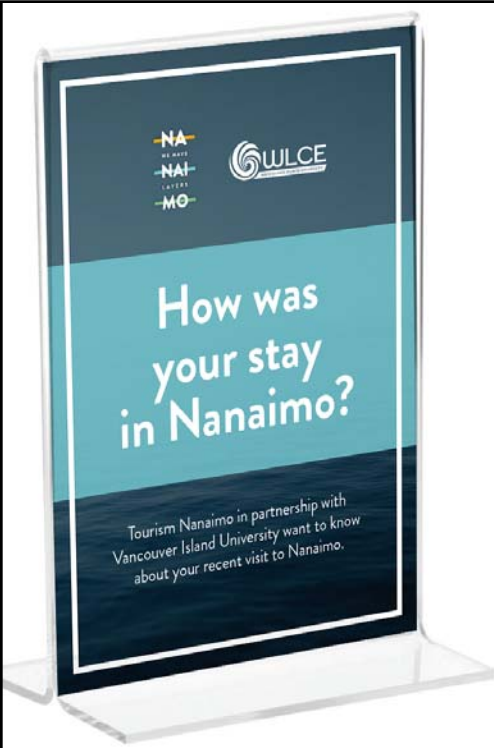




Fall Marketing Highlights

- Working collaboratively with the NHA
- TV, radio and other innovative ideas like the SkyTrain in Vancouver
- Consumer marketing eblasts
- New photography shoots completed in June and July
- VISA Campaign (postponed from 2020) will restart this fall
- New content: written, BC Ale Trail + COVID imaging





Other Initiatives



- Brand strategy development work is underway
- dialogic workshop with the Tourism Working Group (Aug 17)
- Stakeholder and community sessions this fall + visitor intercepts (August and October)
- Visitor Experience Survey with VIU is underway, seasonal reporting
- Continued work with the NHA on the Sport Tourism Strategy
- Revisiting Tourism Tuesdays for fall (COVID permitting)



Questions?

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