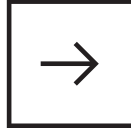




2025 Quarter Two

A Changing Landscape



éy swayel



Good day

It is good to see you all,
thank you for having me.

We honor the Snuneymuxw Nation's enduring connection to this land and are committed to fostering relationships built on respect, collaboration, and mutual growth. As we work together, we aim to elevate the stories of the Snuneymuxw people, embracing opportunities to connect with the land and its rich history. Our dedication to learning, growth, compassion, and reconciliation guide our efforts.





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CHANGING LANDSCAPE



43%

Canadians intend to cancel or decrease travel to the U.S in 2025

61%

Of above intend to explore Canada instead

ON, SK, MB, AB

Primary Market Opportunities



NANAIMO IMPACT

Nanaimo's Market Strengths

- Competitive pricing compared to nearby products
- Identity as a hub city (access)
- Identity as an inclusive and welcoming destination
- New brand awareness in the U.S (Marketing Initiatives, and community personality Tod Maffin)

Opportunities:

- Ontarians' are the most likely to reduce their U.S travel (52%). New direct route from YYZ - YCD presents opportunity.
- Manitoba & Saskatchewan the most likely to travel within Canada (75%), new market opportunity.
- Alberta is already a key demographic, but increasing conversations around inclusion, social safety, and affordability increase our desirability



ADAPTED MESSAGING



INTERNATIONAL VIBES WITH A CANADIAN TWIST

No need for fancy flights or over-the-top tourist traps - just the real deal, with a side of ketchup chips - [LEARN MORE!](#)



EXPLORING CLOSE TO HOME?

Nanaimo delivers international vibes with a proudly Canadian twist - [LEARN MORE!](#)



READY TO MAKE NANAIMO PART OF YOUR 2025 TRAVEL PLANS?

We may say 'sorry' a lot, but we won't apologize for our epic views, fresh markets, and outdoor adventures - [LEARN MORE!](#)



The Value of Tourism: Destination BC Findings



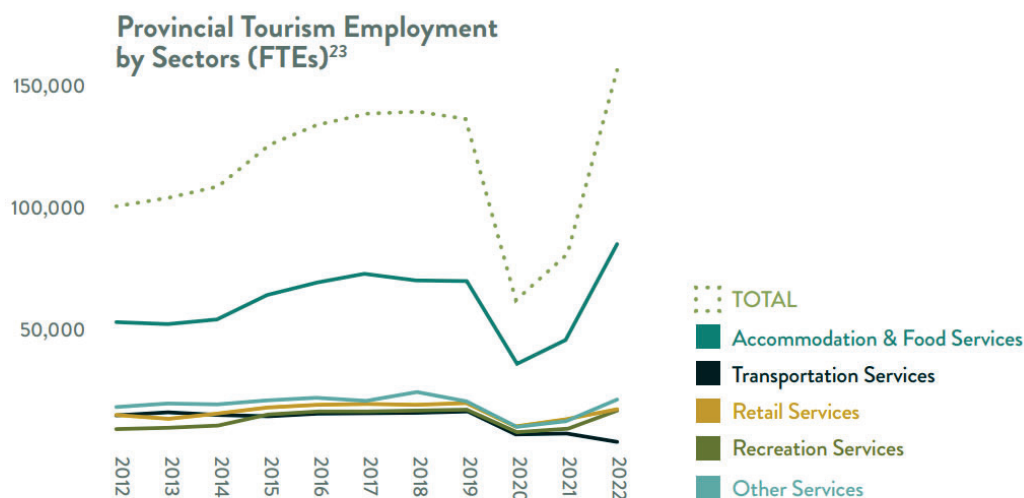
The Vancouver Island (VI) tourism region has 16.6% of the population of BC, about a million residents. 4 Popular destinations in the region include Victoria, Nanaimo, Parksville / Qualicum Beach, Tofino, and Ucluelet, and the numerous surrounding islands. Many travellers enjoy **outdoor activities** and **adventure experiences** as well as **festivals, events**, and **conferences**.

The region is known for its beautiful and varied parks and coastlines. (DBC Regional Profile, 2025)

Tourism Industry Snapshot	2023
Businesses (2022) ⁶	2,700
% of Total Provincial Tourism Businesses ⁷	15.9%
Indigenous Businesses Listed with ITBC (2024) ⁸	114
HelloBC Listings with Accessibility Features ⁹	16%
Employment (2022) ¹⁰	26,300
Regional GDP (2022) ¹¹	\$1.5 billion
Regional Tourism Revenue (2022) ¹²	\$3.2 billion
Room revenue (000s) ¹³	\$776,500
Visitor Centre parties ¹⁴	127,200
Resort Municipality Initiative Communities ¹⁵	Tofino, Ucluelet



Tourism Employment By Sector (VI)



¹⁹Individual Airports

²⁰BC Ferries

²¹Greater Victoria Harbour Authority

²²BC Stats

²³BC Stats. Note: numbers may not add up to the stated total as numbers have been rounded.



26.3K people were employed in tourism on Vancouver Island in 2022



\$886M in tourism industry wages and salaries were paid



Regional Traveller Demographics (VI)

Top Regional Markets:

British Columbia (50%) | Alberta (14%) | Ontario (8%)

Accommodations

Friends & Family (47%) | Hotels (30%) | Motel (4%) | Camping (4%) | Other Commercial Fixed Roof (19%)

Total average trip length:

3.4 Nights (provincial average of 3.6)

Spending

Accommodation (29%) | Food & Beverage (28%) | Transportation (27%) | Recreation & Entertainment (9%) | Retail (8%)



INDUSTRY DATA: How the industry is performing

Tourism Nanaimo is able to monitor the success of the tourism industry in a number of ways, including the following Key Performance Indicators from the Accommodations Sector:



Average Daily Room Rate

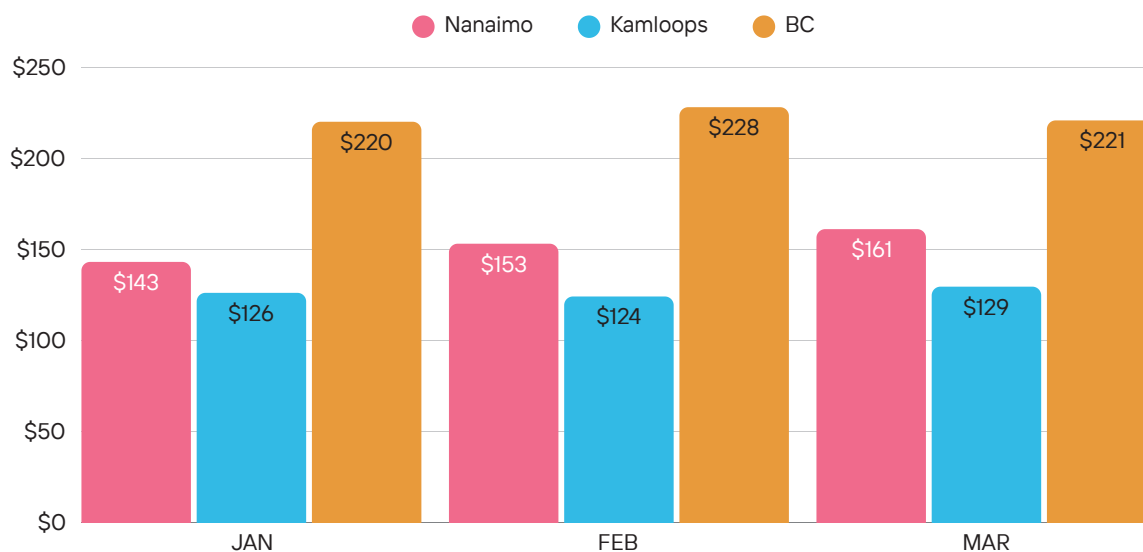


Revenue per Available Room



Occupancy Rate

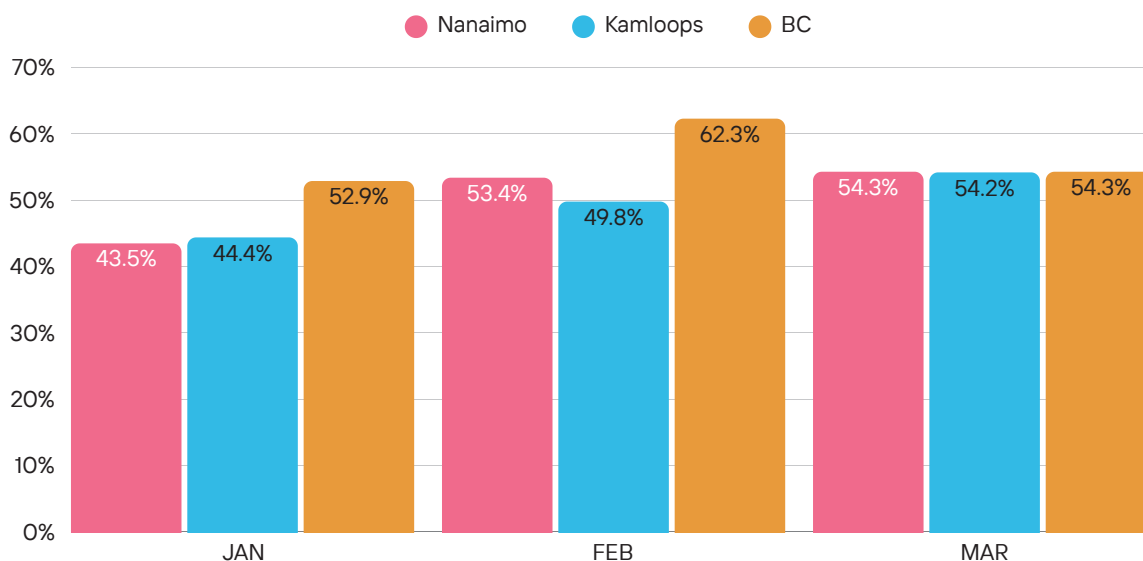
Average Daily Room Rate



Key Insight

Nanaimo cannot charge the same premium price as other destinations, such as Vancouver and Victoria, which creates a huge disparity in Average Daily rates. When compared directly with cities of a more similar size, Nanaimo saw similar rates but did not realize the same growth (Kelowna is included in this analysis)

Occupancy Rate

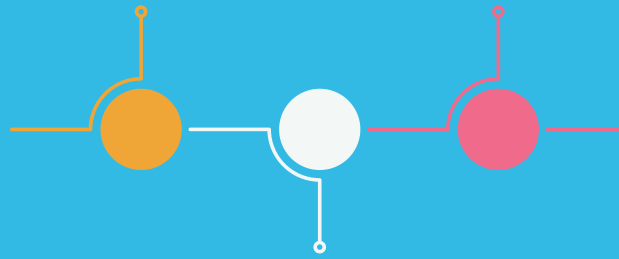


Key Insight

While Nanaimo lags behind the provincial average in Q1, it has somewhat outperformed other destinations of a similar size. Further, the growth change year over year kept relative pace with the province.



JANUARY



MARCH

FEBRUARY

Review of Q1 2025

City Goal Primary Focuses:

Goal C3:

A Healthy Nanaimo: Community Wellbeing and Livability

Goal C4

An Empowered Nanaimo: Reconciliation, Representation, and Inclusion

Goal C5

A Prosperous Nanaimo: Thriving & Resilient Economy

Highlights

Operational

- Hired/Onboarded new Visitor Services Manager, Sports Tourism Coordinator, and Communications & Engagement Manager
- Grant Program redesign

Events

- Presented at IMPACT
- Sponsorship at Women of Influence Award
- Team presence at Tourism Industry Association BC
- 2nd year at Explore Vancouver Island (Travel Trade Mission)

Platforms & Research

- Rove, STR
- Meltwater
- Bandwango

Advocacy

- Value of Nanaimo to BC at Ministry Meeting





Highlights Cont'd

Marketing PR

- Kin PR - 2025 Strategy Confirmed
- PR Campaign totals (Influencer Marketing, PR)
 - 8m Total Potential Reach
 - \$135k Total Public Relations Value
 - BC Business Magazine Feature
- DBC Co-Op funding awarded

Meetings, Conferences, and Sport

- Sport Tourism Committee Kickoff
- 2 Events attended
- 3 Networking events hosted
- Bandwango Soft Launch
 - 18 Businesses represented
- RFPs Secured
 - National Emergency Nurses Association Conference (2027)
 - BC Narcotics Anonymous Conference(2026)
 - Certified Professional Bookkeepers Ignite Conference (2027)
 - BC Powerlifting Provincials (Oct 2025)

City Plan: Nanaimo Reimagined

Goal C3

A Healthy Nanaimo: Community Wellbeing & Livability

Mandate Root

To strategically invest in destination development initiatives aimed at increasing experiences to draw visitation to the city of Nanaimo.

Related Destination Strategy Goal(s)

- Goal 1: Enhance and diversify Nanaimo's tourism offerings to create a comprehensive, unique visitor experience that captures the essence of the city and its surroundings.
- Goal 2: Transform Nanaimo into a leading accessible tourism destination and a premier hub for sport tourism by 2030.
- Goal 3: Strengthen industry collaboration and align tourism development initiatives across all sectors in Nanaimo to enhance the community's competitive edge as a tourism destination by 2030.

Work Done:

- Promotion and support of Luminous Paths event, collaboration to support future event
- Sport Tourism Coordinator hired, onboarded, and beginning to champion sport tourism
- Redesigned Events & Festivals/Sports Tourism Grant programs for launch in Q2
- Sport Tourism Committee formed
- Sport Tourism Congress attended

City Plan: Nanaimo Reimagined



Goal C4

An Empowered Nanaimo: Reconciliation, Representation, and Inclusion

Mandate Root

To increase overnight visitation to Nanaimo, while managing the destination responsibly through strategic marketing, collaboration with industry partners, and city plans.

Related Destination Strategy Goal(s)

- Goal 1: Enhance and diversify Nanaimo's tourism offerings to create a comprehensive, unique visitor experience that captures the essence of the city and its surroundings.
- Goal 2: Transform Nanaimo into a leading accessible tourism destination and a premier hub for sport tourism by 2030.
- Goal 3: Strengthen industry collaboration and align tourism development initiatives across all sectors in Nanaimo to enhance the community's competitive edge as a tourism destination by 2030
- Goal 5: Establish Nanaimo as a model city for inclusivity and support in tourism, fostering strong partnerships and community cohesion by 2030.

Work Done:

- Collaborated with Snuneymuxw First Nation on Visitor Guide to include **place names** and promote **Indigenous Tourism Experiences**
- **New art** added to Visitor Centre through DBC's Indigenous Art Grant, **Artists Dr. William Good and W. Joel Good** supported by **Aunalee Good**
- Redesigned **Events & Festivals/Sports Tourism Grant** programs for launch in Q2 (focus on inclusion)
- Designated outreach and **support allocated** for Snuneymuxw Days
- **Inclusive marketing** training for Tourism Nanaimo Staff

City Plan: Nanaimo Reimagined



Goal C5

A Prosperous Nanaimo: Thriving & Resilient Economy

Mandate Root

To increase overnight visitation to Nanaimo, while managing the destination responsibly through strategic marketing, collaboration with industry partners, and city plans.

Related Destination Strategy Goal(s)

- Goal 2: Transform Nanaimo into a leading accessible tourism destination and a premier hub for sport tourism by 2030.
- Goal 3: Strengthen industry collaboration and align tourism development initiatives across all sectors in Nanaimo to enhance the community's competitive edge as a tourism destination by 2030.
- Goal 4: Elevate the brand visibility and recognition of Nanaimo as a vibrant cultural hub and premier destination for meetings and events by 2030.



City Plan: Nanaimo Reimagined

Work Done:

- Research platforms **Rove** and **STR** introduced
- Marketing platforms of **Meltwater** and **Snapsea** introduced
 - Meltwater: Media monitoring
 - Snapsea: Assets storage (shareable with partners/stakeholders)
- Attended **Explore Vancouver Island** in partnership with Hullo, Marriott, and Nanaimo Casino
 - Additional outreach to restaurants to provide Trade information and opportunity
- **Dedicated resources** for Snuneymuxw First Nations priorities and ongoing communication/support for initiatives.
- Advocated to the **Ministry of Tourism, Arts, Culture and Sport** for continued/increased support in Nanaimo
- Continued **Team Nanaimo** approach to Conferences/Events
 - 3 Conferences secured
 - 1 Event Attended
 - 3 Networking Events Hosted
- Redesign of stakeholder newsletter and other resources for businesses
 - Tod Maffin Communications Kit
 - Front Line Hotelier Binder
- Kin PR: **Business BC Mag** and other campaigns
- Continued Marketing
 - Always on
 - Promotion of Luminous Paths,
 - Itineraries positioning Nanaimo as an arts & culture destination,
 - 3 hosted influencer itineraries with themes of food, music, and art. Collaboration with multiple businesses to elevate destination experience and business engagement.
- Visitor Guide Update
- Reinvigoration of the Ambassador program/training provided for cruise season

Prospect for Q2 2025

City Goal Primary Focuses

Goal C2:

A Connected Nanaimo: Equitable Access & Mobility

Goal C4:

An Empowered Nanaimo: Reconciliation, Representation, and Inclusive

Goal C5:

A Prosperous Nanaimo: Thriving & Resilient Economy

APRIL

MAY

JUNE



Key Tactics Q2

C2

Connected Nanaimo

- Transportation Project
- Visitor Guide Update

C4

Empowered Nanaimo

- Pride Sponsorship
- Inclusive Service Workshops
- Sport Tourism Committee
- Snuneymuxw Days
- Stakeholder Engagement

C5

Prosperous Nanaimo

- Grant Launch and 1st Intake
- Nanaimo Unlocked Pass Launch
- Travel Media Association of Canada
- Conference
- Corporate Website
- Cruise Ship Welcomes
 - (April 21, May 15, June 22)
- First Intake of Grant Program
- New Visitor Services Kiosk



As we move through 2025, Tourism Nanaimo continues to build on a foundation of:



Collaboration

Strengthening ties with industry, local businesses, and Indigenous partners



Responsibility

Centering inclusive, sustainable tourism development



Innovation

Launching new tools, grants, and visitor experiences



Growth

Securing events, expanding reach, and amplifying Nanaimo's voice

Together, we are not just promoting a destination –
We are shaping a resilient, inclusive, and thriving tourism future for Nanaimo.

THANK YOU

Carly Pereboom

Executive Director, Tourism Nanaimo

