



NANAIMO

Tourism Nanaimo

Q1 2026 Progress Report
January - March 2026

Marketing | Meetings & Conference | Sport
Progress. Partnership. Outcomes



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.





TODAY'S REPORT

- 1** 2025 Destination Health
Visitor spending, accommodation performance, and what it means for City revenues
- 2** Q1 2026 - What We Delivered
Conferences hosted, sport events activated, campaigns in market - Q1 Results
- 3** The Pipeline
Confirmed future business : \$2.1M+ in meetings and conferences, national sport bid
- 4** Alignment with City Priorities
How Tourism Nanaimo's work directly supports the City's four strategic pillars



SECTION 1

2025 DESTINATION HEALTH

The foundation that everything else builds on

External visitor dollars entering Nanaimo

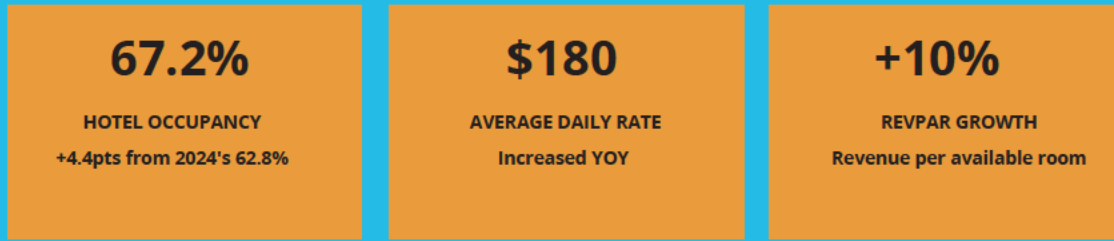
Accommodation Performance

City revenue implications



| 2025 Accommodation Performance

STABLE GROWTH ACROSS THE DESTINATION



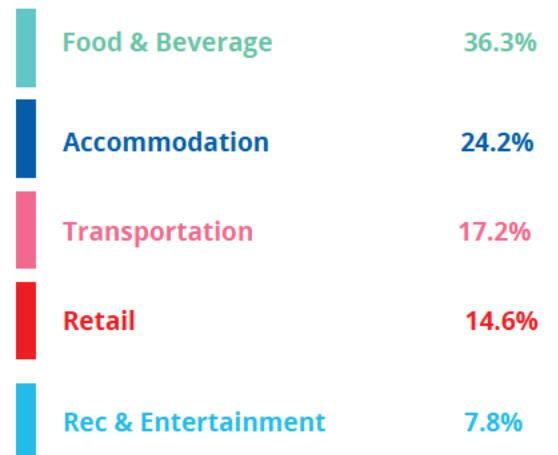
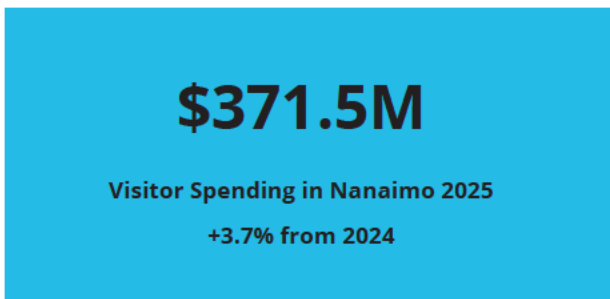
What this tells us

- Nanaimo's accommodation sector is operating at healthy occupancy levels, generating consistent room revenue across the destination.
- The increase in Average Daily Rate signals visitor confidence and willingness to spend, a marker for destination maturity.
- RevPar growth of 10% last year demonstrates that hoteliers are filling rooms AND achieving higher rates simultaneously.



| Visitor Spending - 2025

EXTERNAL DOLLARS. LOCAL IMPACT



ALIGNMENT WITH CITY OF NANAIMO STRATEGIC PLAN

A Prosperous Nanaimo

Thriving & Resilient Economy

- \$525,930 conference impact + \$158,960 sport impact in Q1
- \$371.5M visitor spending → \$1.3M MRDT + \$240K OAP to City
- 1,700+ delegates confirmed for spring/summer 2026
- National sport bid won — city-wide economic activation
- DBC Co-op marketing program completed

A Healthy Nanaimo

Community Wellbeing & Livability

- 7 sport events activating City facilities Q1
- 19 local sport organizations supported via capacity session
- \$30,500 in grants funding community sport events
- Beyond Van Gogh — arts & community promotion
- Voyager Magazine arts & culture editorials

An Empowered Nanaimo

Reconciliation, Representation & Inclusion

- Saysutshun campaign co-developed with Petroglyph Development Group
- Sport Hosting Toolkit includes Snuneymuxw protocols
- CHILL: Hip Hop Battle funded — diverse community event
- Indigenous collaboration in destination storytelling, sector development
- Accessibility embedded in sport event planning, imagery, community messaging

A Connected Nanaimo

Equitable Access & Mobility

- Escape the Noise with BC Ferries, Hullo, Seair, Devon Transport
- Multi-modal connectivity messaging for FIFA period
- Transportation partner meetings with BC Ferries, Hullo, YCD, Transportation Round Table
- Renewed Tourism Nanaimo website launched April 1
- Improved destination information accessibility



Economic Impact In Nanaimo - Why This Matters

TOURISM NANAIMO'S RETURN ON CIVIC INVESTMENT

Visitor Spending

\$52.5M

Up 33.3% over 2025 Jan/Feb

\$371.5M 2025

MRDT

\$1.3M

MRDT funnelled back into
the City of Nanaimo

OAP

\$240K

OAP funding to City for
Housing Projects

Q1 2026 Confirmed Economic Impact

Meetings & Conferences (4 hosted events)	850 delegates	\$525,930
Sport Tourism (tracked via DI Calculator)	7 events hosted	\$158,960
Marketing (campaigns active)	3 campaigns, ~118K website users	Driving forward bookings
Q1 CONFIRMED ECONOMIC ACTIVITY		\$684,890

Pipeline beyond Q1: \$2.1M+ in confirmed future conferences - National sport bid economic impact TBD



