

NANAIMO / MID-ISLAND TOURISM BULLETIN

June 2008

June Hotel Stats Drop in Nanaimo!

June proved to be a very disappointing month for Nanaimo hoteliers. Occupancy declined by 7.75% and BC Ferries posted serious declines of vehicles (14.3%), and passengers (11.86%). Weather, BC Ferries fare increases and fuel prices are likely causes. Let's hope July and August stats recover.

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Industry Points of Interest

- ◆ Canada was the most popular international destination among respondents of a Visa Inc survey. The survey included 1,000 card holders who live in the US and have travelled outside the country in the past three years. Among the 50 % who said they plan to travel abroad within a year, one in five are planning a high-cost trip. Among the other 50%, who said they are not planning international travel, most cited high costs and the uncertain state of the US economy.
- ◆ NEXTGEN traveler survey of 2,500 travelers and users of mobile technology, conducted by YPartnership and PhoCusWright, found that 75% would travel more if they had more money, 33% access the internet via their cell phone, 56% have taken a virtual tour of a hotel or resort online, 38% have built trip itineraries online, and 33% have written a travel review online.
- ◆ According to the Canadian Restaurant and Foodservice Association, commercial foodservice sales in Canada advanced 8.0% in April 2008, following a 1.0% increase in April 2007. Foodservice sales in BC rebounded in April 2008 with a 6.5% increase following a 2.5% decline in March. Growth was led by gains at caterers and full-service restaurants.

TOURISM STATISTICS	June		Variance	Year to Date		Variance
	2008	2007		2008	2007	
Average Occupancy	70.20%	77.95%	-7.75%	63.46%	64.11%	-0.65%
Average Daily Room Rate	\$108.38	\$105.22	\$3.16	\$98.37	\$93.66	\$4.71
Revenue Per Available Room (RevPAR)	\$76.08	\$82.02	-\$5.94	\$62.43	\$60.05	\$2.38
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	79,699	55,194	44.40%	322,414	268,459	20.10%
➤ Passengers	180,318	127,017	41.96%	717,800	605,075	18.63%
➤ Buses	90	62	45.16%	387	413	-6.30%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	103,586	120,497	-14.03%	555,969	593,142	-6.27%
➤ Passengers	285,353	323,744	-11.86%	1,500,197	1,581,304	-5.13%
➤ Buses	806	821	-1.83%	4,230	4,127	2.50%
Nanaimo Airport	14,753	11,650	26.64%	77,138	61,208	26.03%
Comox Airport	26,336	24,712	6.57%	154,900	138,477	11.86%

Note: Quotations and reproductions of statistics provided in the Nanaimo Tourism Bulletin are permitted with credits to Chemistry Consulting Group.

