

# NANAIMO/MID-ISLAND TOURISM BULLETIN

## August 2007

### Nanaimo Tourism on an Upswing

Nanaimo tourism industry is performing very well this year, despite poor weather conditions, the US dollar and border crossing challenges.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

#### Industry Points of Interest

- ◆ Americans made only 1.1 million overnight trips to Canada in July – a 7.1% decline over June. Overnight car travel dropped 6.4%, while travel by plane fell 5.5%. Overall, travel from the US dropped to 2.1 million trips in July, down 5.2% from the previous month and the lowest level since 1972. Travel from countries other than the US fell by 1.4% to 376,000 overnight trips. Travel from Mexico showed the largest decline (down 12.1%), while travel from Hong Kong had the largest gain (up 8.4%).
- ◆ According to the Statistics Canada, Tourism generated about \$19.4 billion in government revenue in 2006, up from \$15 billion in 2000. Government tourism revenue rose at an annual average rate of 4.5% during this period, while spending by tourists increased at an average rate of 3.8%.
- ◆ Canadian Tourism Human Resource Council survey states that the tourism sector employed 1.66 million people in 2006, which represents 10.1% of all employment in Canada and shows an increase of 9,600 employees over the previous year. Employment in the sector is projected to increase at an annual aggregated compound growth rate of 1.8% compared to 1.1% in the overall economy.
- ◆ According to Investors Group recent survey, 44% of Canadians plan a trip to the US this year.
- ◆ Five years ago the travel deficit with the US was \$1.5 billion, now it stands at \$7 billion.

TOURISM STATISTICS	AUGUST		Variance	YEAR TO DATE		Variance
	2007	2006		2007	2006	
<b>Average Occupancy</b>	85.29%	83.30%	1.99%	69.00%	66.15%	2.85%
<b>Average Daily Room Rate</b>	\$128.25	\$120.80	\$7.45	\$103.69	\$98.07	\$5.62
<b>Revenue Per Available Room (RevPAR)</b>	\$109.38	\$100.63	\$8.75	\$71.55	\$64.87	\$6.68
<b>BC Ferries (Tsawwassen – Duke Point)</b>						
➤ Vehicles	73,789	76,370	-3.38%	413,950	398,500	3.88%
➤ Passengers	196,777	204,668	-3.86%	990,475	965,155	2.62%
➤ Buses*	61	57	7.02%	589	584	0.86%
<b>BC Ferries (Horseshoe Bay – Departure Bay)</b>						
➤ Vehicles	175,231	174,357	0.50%	922,855	914,739	0.89%
➤ Passengers	529,830	529,761	0.01%	2,568,856	2,574,783	-0.23%
➤ Buses	853	872	-2.18%	5,811	6,187	-6.08%
<b>Nanaimo Airport</b>	n/a	15,242	n/a	n/a	95,964	n/a
<b>Comox Airport</b>	36,734	25,930	41.67%	205,331	156,412	31.28%

*Note: Comparative figures may vary due to an increase/decrease in the number of available rooms. Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group Inc.*

**Frank Bourree, CMC**

Principal

Chemistry Consulting Group Inc.

400 – 1207 Douglas Street, Victoria, BC V8W 2E7

Phone: 250.382.3303 ext 208 Fax: 250.383.4142 Email: [fbourree@chemistryconsulting.ca](mailto:fbourree@chemistryconsulting.ca)

# VICTORIA LODGING RESULTS

## August 2007

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	August 2007	August 2006	YTD 2007	YTD 2006	
<b>Number of Rooms</b>						
Greater than 150	2,159	86.45%	85.49%	74.49%	75.20%	
100 - 150	757	91.37%	89.47%	75.49%	71.06%	
50 - 99	994	81.51%	59.55%	63.57%	62.73%	
Less than 50	356	87.15%	81.94%	70.39%	67.33%	
<b>Location</b>						
Downtown/Inner Harbour	3,204	87.68%	85.59%	74.47%	72.94%	
Suburban	488	84.62%	84.64%	66.89%	66.57%	
Gorge Road/Esquimalt	179	79.11%	74.20%	57.71%	58.80%	
Saanich Peninsula/Sidney	395	79.65%	78.79%	64.16%	63.76%	
<b>Tier</b>						
Upper	2,478	86.59%	85.42%	74.84%	74.47%	
Mid	1,365	89.68%	87.84%	73.50%	71.10%	
Lower	423	73.00%	69.33%	51.66%	52.55%	
<b>Lodging Type</b>						
Hotels	3,727	86.80%	85.12%	72.63%	71.52%	
Motels	539	82.26%	75.65%	64.67%	62.30%	
<b>Total Rooms</b>	<b>4,266</b>					
<b>Average Occupancy</b>		86.23%	83.90%	71.56%	70.32%	
ROOM RATE						
Lodging Type	Number of Rooms	August 2007	August 2006	YTD 2007	YTD 2006	
<b>Number of Rooms</b>						
Greater than 150	2,159	\$205.05	\$197.41	\$156.69	\$149.38	
100 - 150	757	\$138.97	\$133.40	\$107.95	\$103.91	
50 - 99	994	\$132.62	\$129.00	\$97.22	\$96.66	
Less than 50	356	\$198.70	\$188.86	\$144.40	\$136.84	
<b>Location</b>						
Downtown/Inner Harbour	3,204	\$187.73	\$181.16	\$142.55	\$137.10	
Suburban	488	\$135.53	\$124.23	\$111.45	\$98.05	
Gorge Road/Esquimalt	179	\$123.59	\$108.41	\$79.01	\$79.20	
Saanich Peninsula/Sidney	395	\$149.52	\$135.08	\$112.75	\$103.44	
<b>Tier</b>						
Upper	2,478	\$207.67	\$198.75	\$157.62	\$150.23	
Mid	1,365	\$140.29	\$136.34	\$105.01	\$102.18	
Lower	423	\$99.08	\$99.50	\$74.91	\$73.92	
<b>Lodging Type</b>						
Hotels	3,727	\$185.19	\$173.68	\$140.61	\$132.70	
Motels	539	\$110.06	\$109.32	\$81.45	\$81.21	
<b>Total Rooms</b>	<b>4,266</b>					
<b>Average Room Rate</b>		\$176.14	\$166.21	\$133.42	\$126.78	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	August 2007	August 2006	YTD 2007	YTD 2006	
<b>Number of Rooms</b>						
Greater than 150	2,159	\$177.26	\$168.77	\$116.71	\$112.33	
100 - 150	757	\$126.97	\$119.35	\$81.49	\$73.83	
50 - 99	994	\$108.09	\$76.83	\$61.80	\$60.64	
Less than 50	356	\$173.17	\$154.76	\$101.64	\$92.14	
<b>Location</b>						
Downtown/Inner Harbour	3,204	\$164.61	\$155.06	\$106.16	\$100.00	
Suburban	488	\$114.69	\$105.15	\$74.54	\$65.27	
Gorge Road/Esquimalt	179	\$97.78	\$80.44	\$45.59	\$46.57	
Saanich Peninsula/Sidney	395	\$119.09	\$106.43	\$72.34	\$65.96	
<b>Tier</b>						
Upper	2,478	\$179.82	\$169.76	\$117.96	\$111.88	
Mid	1,365	\$125.81	\$119.76	\$77.19	\$72.65	
Lower	423	\$72.34	\$68.99	\$38.70	\$38.84	
<b>Lodging Type</b>						
Hotels	3,727	\$160.75	\$147.84	\$102.12	\$94.90	
Motels	539	\$90.53	\$82.70	\$52.67	\$50.59	
<b>Total Rooms</b>	<b>4,266</b>					
<b>Average REVPAR</b>		\$151.88	\$139.45	\$95.47	\$89.16	

Note: Comparative figures may vary due to an increase/decrease in the number of available rooms.

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

Frank Bourree, CMC  
Principal  
Chemistry Consulting Group Inc.  
400 - 1207 Douglas Street, Victoria, BC V8W 2E7  
Phone: 250.382.3303 ext 208 Fax: 250.383.4142  
Email: fbouree@chemistryconsulting.ca

**chemistry**  
BUSINESS & HUMAN RESOURCE CONSULTING