

NANAIMO / MID-ISLAND TOURISM BULLETIN

December 2007

2007 A Great Year!

Despite the recent press coverage, 2007 was a very good year for Victoria's tourism industry. On almost every score we performed better than in 2006. A strong domestic market made up for the decline in US visitation. The question is: will this keep up through 2008?

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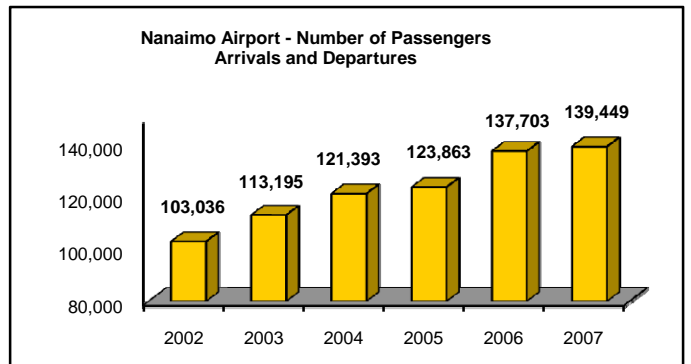
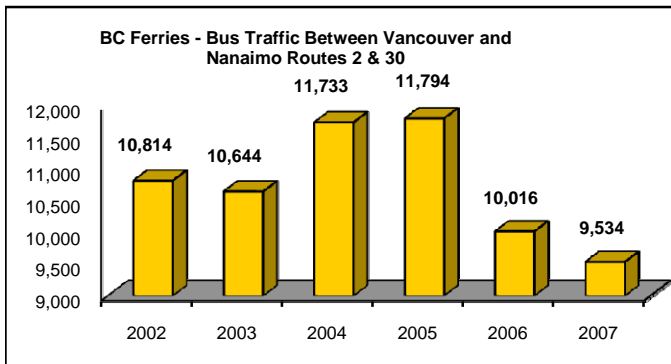
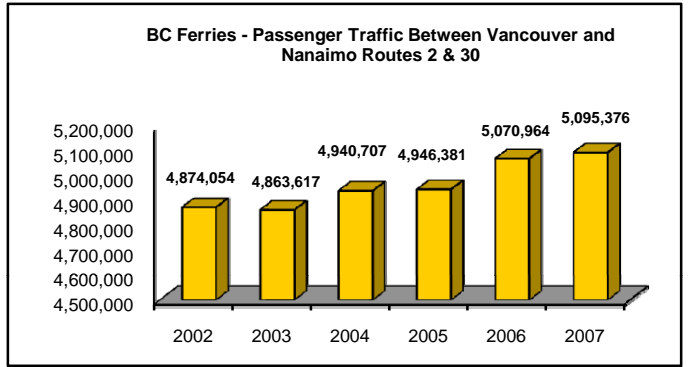
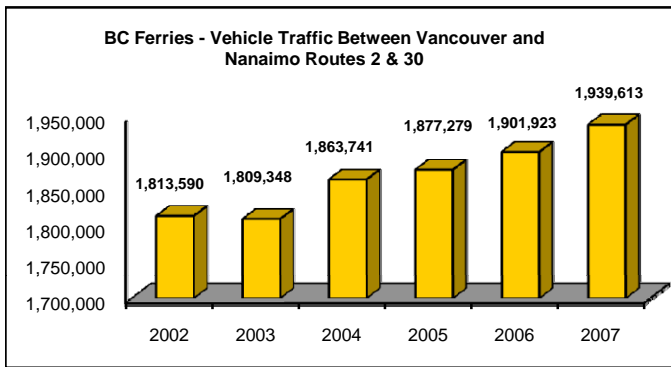
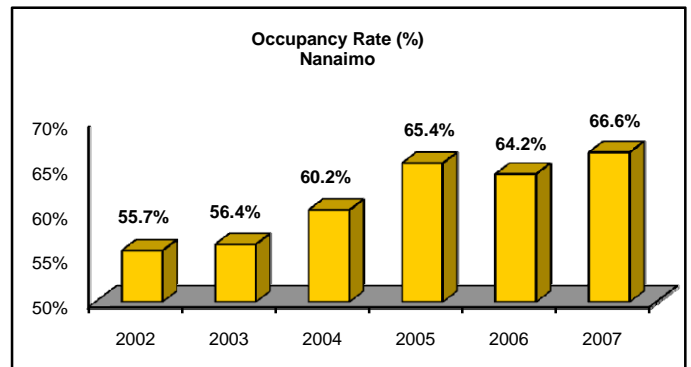
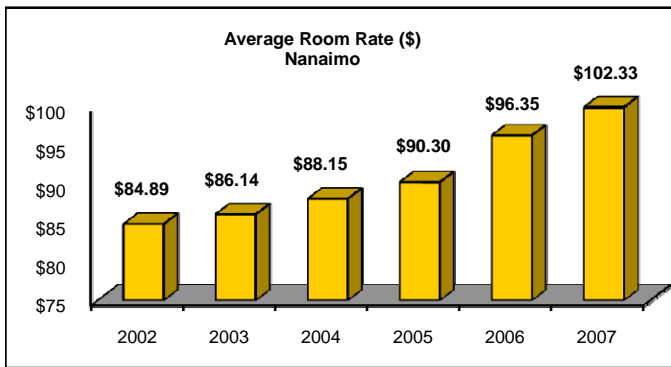
Industry Points of Interest

- ◆ Air Canada's load factors reached 81% in 2007, up .02% overall from 2006. WestJet experienced an increase in load factors of 2.5% for the year, reaching a total of 81.7%.
- ◆ Despite a weak US dollar, a record 12.8 million people are expected to take cruises this year to top destinations such as the Caribbean and Alaska. The Cruise Lines International Association Inc, which represents 24 cruise lines and 16,000 travel agents, estimates 12.6 million people took cruises in 2007, a 4.6% increase from the previous year.
- ◆ In October, total international overnight travel to Canada increased 1.6%, registering 1.3 million trips, compared to the same month last year. Inbound travel from the US increased 1.8% as close to 940,700 Americans visited Canada (US overnight auto trips increased 0.8% and non-auto trips increased 3.2%). Year-to-date, US travel to Canada totaled 12.0 million trips, a decrease of 2.9% over 2006.
- ◆ According to the latest Statscan Service Bulletin, International Travel for November 2007, inbound tourism from Mexico was up 31.6% compared to November 2006, while inbound tourism from Spain was even higher at 43.6%. Between January and November 2007, visitors from Mexico, Spain and South America (excluding Brazil) totaled 374,160, compared to 303,749 from Germany and 348,100 from France.

TOURISM STATISTICS	December		Variance	YEAR TO DATE		Variance
	2007	2006		2007	2006	
Average Occupancy	49.27%	48.98%	0.29%	66.59%	64.22%	2.37%
Average Daily Room Rate	\$93.11	\$86.66	\$6.45	\$102.33	\$96.35	\$5.98
Revenue Per Available Room (RevPAR)	\$45.88	\$42.45	\$3.43	\$68.14	\$61.88	\$6.26
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	47,302	44,020	7.46%	616,242	579,425	6.35%
➤ Passengers	115,609	107,564	7.48%	1,447,637	1,381,631	4.78%
➤ Buses*	51	47	8.51%	865	836	3.47%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	91,147	94,998	-4.05%	1,323,371	1,322,522	0.06%
➤ Passengers	259,079	270,776	-4.32%	3,647,739	3,689,367	-1.13%
➤ Buses	640	664	-3.61%	8,669	9,180	-5.57%
Nanaimo Airport	11,170	10,463	6.76%	139,449	137,703	1.27%
Comox Airport	26,581	23,454	13.33%	310,450	283,612	30.11%



2007 Year in Review Tourism Statistics – Nanaimo



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