

# NANAIMO/MID-ISLAND TOURISM BULLETIN

## July 2007

### Nanaimo Tourism Industry Stable and Growing

Nanaimo hotels posted an 80.91% occupancy during July and BC Ferries vehicle and passenger numbers were strong. US visitation is stabilizing and the strong domestic market continues to benefit this region.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

#### Industry Points of Interest

- ◆ A poll of 2,364 American leisure travelers co-sponsored by Gourmet magazine, the Travel Industry Association and International Culinary Tourism Association shows a growing interest in the culinary travel market. Sixty percent of travelers indicated interest in participating in such activities as cooking classes, winery tours, visiting farmer's markets and attending food and wine festivals while on vacation. The travelers mostly fall in the 35 to 54 age bracket; they tend to spend \$1,194 per trip, \$425 of which goes to food-related activities.
- ◆ Average daily rates in Canada rose 3.6% in April 2007, while occupancy levels remained on par with April 2006. Revenues per available room rose 3.5% over the previous year.
- ◆ Women travelers are becoming an increasingly important Asian travel market. About 40% of Asian trips are made by women, and this ratio is expected to increase over the next 10 years.
- ◆ Readers of Travel & Leisure magazine have named Vancouver Island "The Best Island in the Continental US and Canada," in the magazine's annual World's Best Awards readers' survey. Vancouver Island was also voted the sixth best island in the world in the company of exceptional island destinations such as Bali, Maui, Kauai, Galapagos, and Santorini. Victoria was also popular, placing ninth among favourite US and Canadian cities, while Vancouver took seventh place.

TOURISM STATISTICS	JULY		Variance	YEAR TO DATE		Variance
	2007	2006		2007	2006	
<b>Average Occupancy</b>	80.91%	80.51%	0.40%	66.60%	63.64%	2.96%
<b>Average Daily Room Rate</b>	\$123.59	\$118.11	\$5.48	\$99.04	\$93.71	\$5.33
<b>Revenue Per Available Room (RevPAR)</b>	\$100.00	\$95.09	\$4.91	\$65.96	\$59.64	\$6.32
<b>BC Ferries (Tsawwassen – Duke Point)</b>						
➤ Vehicles	71,750	68,880	4.17%	340,161	322,130	5.60%
➤ Passengers	188,698	184,977	2.01%	793,698	760,487	4.37%
➤ Buses*	115	100	-15.00%	528	527	0.19%
<b>BC Ferries (Horseshoe Bay – Departure Bay)</b>						
➤ Vehicles	154,482	157,662	-2.02%	747,624	740,382	0.98%
➤ Passengers	457,722	472,456	-3.12%	2,039,026	2,045,022	-0.29%
➤ Buses	831	897	-7.36%	4,958	5,315	-6.72%
<b>Nanaimo Airport</b>	13,678	14,316	-4.46%	74,886	80,722	-7.23%
<b>Comox Airport</b>	30,120	23,641	27.41%	168,597	130,482	29.21%

*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.*

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# VICTORIA LODGING RESULTS

## July, 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2007	July 2006	YTD 2007	YTD 2006
<b>Number of Rooms</b>					
Greater than 150	2,159	81.39%	75.79%	72.74%	73.69%
100 - 150	757	90.06%	85.42%	73.17%	68.37%
50 - 99	1,052	78.07%	55.09%	61.27%	60.42%
Less than 50	356	80.37%	74.52%	67.94%	65.15%
<b>Location</b>					
Downtown/Inner Harbour	3,204	83.43%	76.62%	72.54%	71.09%
Suburban	488	81.03%	82.43%	64.30%	63.92%
Gorge Road/Esquimalt	237	75.65%	70.78%	55.93%	56.45%
Saanich Peninsula/Sidney	395	75.57%	74.80%	61.90%	61.50%
<b>Tier</b>					
Upper	2,478	81.50%	76.22%	73.12%	72.87%
Mid	1,365	87.09%	82.50%	71.14%	68.62%
Lower	481	70.28%	64.15%	49.31%	50.04%
<b>Lodging Type</b>					
Hotels	3,727	82.64%	77.03%	70.60%	69.51%
Motels	597	78.10%	72.99%	62.35%	60.34%
<b>Total Rooms</b>	<b>4,324</b>				
<b>Average Occupancy</b>		82.02%	76.51%	69.48%	68.32%
ROOM RATE					
Lodging Type	Number of Rooms	July 2007	July 2006	YTD 2007	YTD 2006
<b>Number of Rooms</b>					
Greater than 150	2,159	\$199.73	\$193.92	\$148.29	\$141.23
100 - 150	757	\$136.77	\$129.51	\$102.28	\$98.26
50 - 99	1,052	\$127.06	\$125.87	\$91.16	\$90.41
Less than 50	356	\$183.16	\$182.44	\$134.19	\$127.04
<b>Location</b>					
Downtown/Inner Harbour	3,204	\$182.28	\$177.09	\$134.56	\$129.32
Suburban	488	\$134.68	\$121.34	\$106.82	\$92.98
Gorge Road/Esquimalt	237	\$113.21	\$105.35	\$73.78	\$73.35
Saanich Peninsula/Sidney	395	\$134.48	\$131.96	\$105.83	\$97.33
<b>Tier</b>					
Upper	2,478	\$200.94	\$194.65	\$148.96	\$141.90
Mid	1,365	\$136.17	\$132.96	\$98.51	\$95.69
Lower	481	\$98.46	\$95.98	\$70.96	\$68.61
<b>Lodging Type</b>					
Hotels	3,727	\$179.15	\$169.23	\$132.76	\$125.29
Motels	597	\$105.43	\$107.39	\$76.47	\$76.05
<b>Total Rooms</b>	<b>4,324</b>				
<b>Average Room Rate</b>		\$169.46	\$161.63	\$125.91	\$119.64
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2007	July 2006	YTD 2007	YTD 2006
<b>Number of Rooms</b>					
Greater than 150	2,159	\$162.56	\$146.98	\$107.86	\$104.07
100 - 150	757	\$123.18	\$110.63	\$74.84	\$67.18
50 - 99	1,052	\$99.20	\$69.34	\$55.85	\$54.63
Less than 50	356	\$147.21	\$135.95	\$91.16	\$82.76
<b>Location</b>					
Downtown/Inner Harbour	3,204	\$152.08	\$135.68	\$97.61	\$91.93
Suburban	488	\$109.13	\$100.02	\$68.68	\$59.43
Gorge Road/Esquimalt	237	\$85.64	\$74.57	\$41.27	\$41.40
Saanich Peninsula/Sidney	395	\$101.63	\$98.70	\$65.50	\$59.86
<b>Tier</b>					
Upper	2,478	\$163.76	\$148.37	\$108.92	\$103.40
Mid	1,365	\$118.60	\$109.69	\$70.08	\$65.67
Lower	481	\$69.20	\$61.57	\$34.99	\$34.33
<b>Lodging Type</b>					
Hotels	3,727	\$148.06	\$130.35	\$93.73	\$87.09
Motels	597	\$82.34	\$78.39	\$47.68	\$45.89
<b>Total Rooms</b>	<b>4,324</b>				
<b>Average REVPAR</b>		\$138.99	\$123.66	\$87.48	\$81.74

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

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