

# NANAIMO/MID-ISLAND TOURISM BULLETIN

## October 2006

### October Performance Strong!

Nanaimo Tourism industry performed well during the month of October partly due to good weather conditions. Strong performance by BC Ferries and airports contributed to higher numbers of domestic tourists to offset the decline in US visitations.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

- ◆ Chemistry Consulting Group Inc. opened our new head office at 400-1207 Douglas Street. Along with our sister company GT Hiring Solutions (2005) Inc., we now have 10 offices and 25 staff on Vancouver Island and the Lower Mainland. We will continue to provide business and human resource consulting to Government agencies and the tourism industry.
- ◆ The BC & Yukon Hotel Association in partnership with Chemistry Consulting is launching [www.RoomserviceCanada.ca](http://www.RoomserviceCanada.ca) with a goal to provide 300 Filipino housekeepers and cooks to BC hotels through 2007-2008. For more information go to the website or contact Christine Stoneman at (250) 382-3303.
- ◆ The Canadian government's announcement of the elimination of the GST Visitor Rebate Program, which offers GST tax rebates on short term accommodation, certain tour packages, goods exported from Canada by non-residents and on certain properties and services used for conventions held in Canada, has sent ripples throughout the industry. According to the analysis developed by the Council of Tourism Association, tour companies face either absorbing the added costs within the operation or pass the added cost on to the consumer. Either scenario would result in significant losses to tour operators.

TOURISM STATISTICS	October		Variance	YEAR TO DATE		Variance
	2006	2005		2006	2005	
<b>Average Occupancy</b>	59.14%	57.60%	1.54%	66.34%	68.10%	-1.76%
<b>Average Daily Room Rate</b>	\$89.60	\$86.12	\$3.48	\$97.94	\$91.54	\$6.40
<b>Revenue Per Available Room (RevPAR)</b>	\$52.99	\$49.61	\$3.38	\$64.97	\$62.34	\$2.63
<b>BC Ferries (Tsawwassen – Duke Point)</b>						
➤ Vehicles	47,536	43,857	8.39%	501,263	490,473	2.20%
➤ Passengers	108,066	100,919	7.08%	1,197,973	1,176,355	1.84%
➤ Buses*	90	119	-24.37%	734	993	-26.08%
<b>BC Ferries (Horseshoe Bay – Departure Bay)</b>						
➤ Vehicles	105,868	98,745	7.21%	1,142,874	1,127,258	1.39%
➤ Passengers	284,080	264,800	7.28%	3,192,970	3,094,348	3.19%
➤ Buses*	783	890	-12.02%	7,905	9,195	-14.03%
<b>Nanaimo Airport</b>	11,449	12,038	-4.89%	119,087	106,148	12.19%
<b>Comox Airport</b>	20,428	16,860	21.16%	197,554	175,963	12.27%

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. and Grant Thornton LLP.

Note: Starting in 2006, BC Ferries changed its method of counting buses and vehicles. Smaller shuttle buses are now included in vehicle counts and not in bus counts. The comparable data for 2005 has not be re-stated for this change. As a result the variances from 2005 are not reflective of the actual trend.

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# VICTORIA LODGING RESULTS

## October 2006

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2006	October 2005	YTD 2006	YTD 2005	
<b>Number of Rooms</b>						
Greater than 150	1,803	76.13%	71.76%	76.11%	75.42%	
100 - 150	757	64.91%	58.56%	71.24%	69.38%	
50 - 99	1,116	40.62%	49.79%	62.36%	60.98%	
Less than 50	356	59.92%	53.43%	67.07%	64.03%	
<b>Location</b>						
Downtown/Inner Harbour	2,925	70.51%	65.88%	73.40%	71.91%	
Suburban	381	63.84%	56.47%	67.45%	66.48%	
Gorge Road/Esquimalt	331	45.64%	45.85%	58.02%	58.76%	
Saanich Peninsula/Sidney	395	54.64%	44.94%	63.37%	60.43%	
<b>Tier</b>						
Upper	2,171	75.01%	70.80%	75.36%	74.54%	
Mid	1,287	63.19%	57.00%	70.99%	69.14%	
Lower	574	40.20%	39.03%	51.66%	51.64%	
<b>Lodging Type</b>						
Hotels	3,513	68.69%	64.53%	72.03%	70.80%	
Motels	519	49.97%	44.91%	61.22%	61.22%	
<b>Total Rooms</b>	<b>4,032</b>					
<b>Average Occupancy</b>		66.28%	61.92%	70.63%	69.53%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2006	October 2005	YTD 2006	YTD 2005	
<b>Number of Rooms</b>						
Greater than 150	1,803	\$131.86	\$125.14	\$150.67	\$149.78	
100 - 150	757	\$91.13	\$86.14	\$104.34	\$103.17	
50 - 99	1,116	\$81.47	\$78.47	\$96.99	\$95.41	
Less than 50	356	\$121.64	\$104.44	\$138.93	\$121.55	
<b>Location</b>						
Downtown/Inner Harbour	2,925	\$121.17	\$114.93	\$138.34	\$137.02	
Suburban	381	\$83.06	\$80.74	\$98.39	\$96.83	
Gorge Road/Esquimalt	331	\$64.57	\$61.36	\$79.02	\$77.97	
Saanich Peninsula/Sidney	395	\$94.31	\$74.88	\$104.63	\$84.97	
<b>Tier</b>						
Upper	2,171	\$132.53	\$123.89	\$151.34	\$148.24	
Mid	1,287	\$86.68	\$83.56	\$102.79	\$102.60	
Lower	574	\$60.23	\$60.19	\$74.30	\$72.48	
<b>Lodging Type</b>						
Hotels	3,513	\$116.68	\$110.70	\$133.66	\$132.27	
Motels	519	\$71.89	\$68.76	\$82.19	\$79.83	
<b>Total Rooms</b>	<b>4,032</b>					
<b>Average Room Rate</b>		\$112.34	\$106.66	\$127.88	\$126.12	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2006	October 2005	YTD 2006	YTD 2005	
<b>Number of Rooms</b>						
Greater than 150	1,803	\$100.39	\$89.80	\$114.67	\$112.97	
100 - 150	757	\$59.15	\$50.44	\$74.33	\$71.58	
50 - 99	1,116	\$33.09	\$39.07	\$60.48	\$58.19	
Less than 50	356	\$72.89	\$55.80	\$93.17	\$77.82	
<b>Location</b>						
Downtown/Inner Harbour	2,925	\$85.43	\$75.71	\$101.54	\$98.53	
Suburban	381	\$53.02	\$45.59	\$66.36	\$64.37	
Gorge Road/Esquimalt	331	\$29.47	\$28.13	\$45.85	\$45.82	
Saanich Peninsula/Sidney	395	\$51.54	\$33.65	\$66.30	\$51.34	
<b>Tier</b>						
Upper	2,171	\$99.41	\$87.71	\$114.04	\$110.50	
Mid	1,287	\$54.78	\$47.63	\$72.97	\$70.94	
Lower	574	\$24.22	\$23.49	\$38.39	\$37.43	
<b>Lodging Type</b>						
Hotels	3,513	\$80.15	\$71.43	\$96.27	\$93.65	
Motels	519	\$35.92	\$30.88	\$50.32	\$48.87	
<b>Total Rooms</b>	<b>4,032</b>					
<b>Average REVPAR</b>		\$74.46	\$66.05	\$90.32	\$87.69	

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

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