

Inn-vest in our town

The research shows Riverview has the potential to support an economy to mid-scale hotel brand targeting price-sensitive leisure travelers, families, and

sports teams. With no existing hotels, Riverview represents a prime opportunity for a first-mover advantage in the hospitality sector.



DESIRED AMENITIES

60-room limited-service hotel, complimentary breakfast, market pantry, fitness room, guest laundry, and possible swimming pool.



STRATEGIC LOCATION

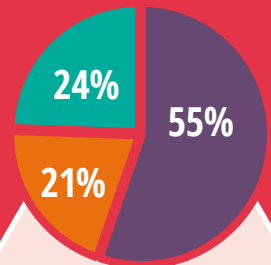
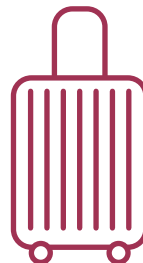
Direct access to Moncton via two bridges

Gateway to Fundy & Hopewell Rocks (600K+ annual tourists via Route 114)

15 minutes away from Greater Moncton Roméo LeBlanc International Airport



A GREAT PLACE TO...
visit



SEGMENTS AND DEMAND

Commercial Travelers

Meetings and Groups

Leisure Vacationers



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DEMAND GENERATORS

- New Riverview Recreation Complex (sports tourism)
- NAV CANADA (training-related stays)
- 1,000+ local businesses fueling commercial stays
- Avenir Centre events and other local festivals
- Growing local population



SITE CONSIDERATIONS

- Waterfront views
- Building visibility
- Traffic flow
- Commercial zoned land



Market-wide occupancy growth is steady, positioning Riverview for a strong entry into the regional hotel market. Unmet demand in town and strategic pricing will allow a new hotel to capture significant market share, especially in the leisure and group travel segments. A midscale hotel in Riverview will fill an underserved market, attract a diverse traveler base, and generate strong occupancy and revenue growth.

WE'RE TRENDING

Strong business travel from IT, logistics, & aerospace sectors

High event demand from local venues

Air travel rebounded post-pandemic

2024 occupancy: 66.1%, projected to hit **70% by 2030**

Moncton CMA:
#2 fastest growing CMA in Canada (2024)

BEST STAY FOR YOUR PAY

To remain competitive, Riverview would be priced slightly below market average and expected to start at \$150.93/night in 2024 dollars and grow 3% per year.



SOURCES



We have a grant for that

The Town's Commercial Development Grant Program offers targeted incentives, including a bonus specifically for new hotel operations.

Visit townofriverview.ca/develop.

