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For immediate release

STRAIT OF BELLE ISLE USERS ADOPT MYLMI APP

Passenger and vehicle traffic show increases

(Happy Valley-Goose Bay) – Passenger and vehicle traffic on the Strait of Belle Isle ferry, the *Qajaq W*, increased in the January to September period, compared to 2023 and 2022, as travelers continue to adopt the MYLMI app to book their travel.

"MYLMI is a quick and easy way for people to arrange their travel, without needing to stop at a ticket office to check in and pick up a paper ticket," says LMI General Manager Capt. Austin Daley. "MYLMI launched in the spring and the growth has been strong, with 55 to 60 percent of travelers using the app in the first few months. We expect that growth to continue, especially as we add new features."

The 2024 season across the Strait of Belle Isle has again been a busy one, with January to September 30 travel numbers surpassing those for the same period in 2022 and 2023.

JAN. 1 TO SEPT. 30	PASSENGERS	PRIVATE VEHICLES	COMMERCIAL	TOUR BUSES
2024	**89,567**	**38,487**	**3,816**	**133**
2023	83,741	35,268	4,145	134
2022	82,555	33,159	4,645	170

"We've seen nearly a 7 percent increase in passenger traffic and just over a 9 percent increase in private vehicle traffic," says Daley. "We peaked at just over 103,000 passengers using the service in 2023 and expect to surpass that number this year."

Reservations are advised for people planning to use the Strait of Belle Isle service, with traffic levels peaking around weekends and holidays. Booking online through the MYLMI app is easy. Go to the *labradormarine.com* webpage, click the *Book Your Trip* feature, and choose *Book Online.*

Full information on LMI's coastal marine service can be found on the LMI website at *https://labradormarine.com* or the MYLMI Facebook page.

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