

NANAIMO / MID-ISLAND TOURISM BULLETIN

May 2008

US Market Continues to Be a Concern

It is now clear from statistics to date and the survey information below that this will be an off year for US tourists. Operators will now have to make the best of it from other foreign markets and domestic visitations.

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Industry Points of Interest

- ◆ A national survey by Access America, a travel insurance and assistance provider, has found that summer vacations will likely be down 7% this year compared to 2007. Though 57% of respondents who took a vacation last year say they plan to travel again this summer, 41% say they will not travel—and most of those (55%) point to the uncertain economy.
- ◆ According to the Ipsos Public Affairs survey, among 33% of Americans who are planning a summer vacation this year, nearly half (48%) say the uncertain economy has caused them to scale back their plans, either by planning to eat out less (27%), staying closer to home (24%), or taking a shorter vacation than planned (12%).
- ◆ In the Foodservice Facts 2008, Canadian Restaurant and Foodservices Association reports that between 2004 and 2007, sales at *drinking places* dropped 8.4% due to a decline in units and a drop in consumer demand, a trend that will continue into 2008 as sales fall a further 3.0%.

TOURISM STATISTICS	MAY		Variance	YEAR TO DATE		Variance
	2008	2007		2008	2007	
Average Occupancy	65.27%	70.32%	-5.05%	62.10%	61.32%	0.78%
Average Daily Room Rate	\$101.49	\$99.58	\$1.91	\$96.08	\$90.70	\$5.38
Revenue Per Available Room (RevPAR)	\$66.24	\$70.02	-\$3.78	\$59.67	\$55.62	\$4.05
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	68,010	51,443	32.20%	242,715	213,265	13.81%
➤ Passengers	153,165	116,799	31.14%	537,482	478,058	12.43%
➤ Buses*	95	113	-15.93%	297	351	-15.38%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	102,544	112,192	-8.60%	452,383	472,645	-4.29%
➤ Passengers	286,824	301,552	-4.88%	1,214,844	1,257,560	-3.40%
➤ Buses	888	714	24.37%	3,424	3,306	3.57%
Nanaimo Airport	14,329	12,188	17.57%	62,385	49,558	25.88%
Comox Airport	27,646	25,672	7.69%	128,564	113,765	13.01%



VICTORIA LODGING RESULTS

May 2008

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	May 2008	May 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	80.30%	82.45%	64.25%	68.88%	
100 - 150	757	76.29%	79.63%	62.65%	68.44%	
50 - 99	1,073	64.59%	64.46%	55.42%	57.49%	
Less than 50	351	72.93%	72.22%	59.36%	63.55%	
Location						
Downtown/Inner Harbour	3,285	78.02%	81.33%	62.80%	68.55%	
Suburban	486	72.14%	69.77%	56.53%	59.44%	
Gorge Road/Esquimalt	179	57.54%	52.26%	56.55%	53.21%	
Saanich Peninsula/Sidney	390	62.52%	65.59%	57.90%	57.70%	
Tier						
Upper	2,553	79.51%	82.17%	64.09%	69.42%	
Mid	1,364	74.64%	78.06%	62.23%	66.62%	
Lower	423	50.19%	48.11%	42.41%	45.32%	
Lodging Type						
Hotels	3,802	76.74%	78.90%	62.13%	66.45%	
Motels	538	63.66%	61.01%	56.22%	58.89%	
Total Rooms	4,340					
Average Occupancy		75.12%	76.48%	61.40%	65.42%	
ROOM RATE						
Lodging Type	Number of Rooms	May 2008	May 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	\$166.20	\$161.99	\$132.60	\$129.31	
100 - 150	757	\$110.62	\$105.85	\$91.16	\$88.49	
50 - 99	1,073	\$104.58	\$101.15	\$83.46	\$77.84	
Less than 50	351	\$143.65	\$143.30	\$117.83	\$114.53	
Location						
Downtown/Inner Harbour	3,285	\$149.59	\$147.36	\$118.75	\$116.53	
Suburban	486	\$115.60	\$109.74	\$101.40	\$93.57	
Gorge Road/Esquimalt	179	\$86.13	\$79.07	\$69.43	\$62.60	
Saanich Peninsula/Sidney	390	\$116.95	\$110.45	\$95.39	\$93.30	
Tier						
Upper	2,553	\$166.39	\$163.14	\$132.55	\$129.65	
Mid	1,364	\$104.73	\$103.46	\$86.21	\$84.12	
Lower	423	\$79.65	\$76.85	\$63.03	\$60.63	
Lodging Type						
Hotels	3,802	\$148.55	\$144.16	\$118.82	\$115.15	
Motels	538	\$81.32	\$80.12	\$68.54	\$65.57	
Total Rooms	4,340					
Average Room Rate		\$141.49	\$137.25	\$113.11	\$109.12	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	May 2008	May 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	\$133.46	\$133.56	\$85.19	\$89.07	
100 - 150	757	\$84.39	\$84.29	\$57.12	\$60.56	
50 - 99	1,073	\$67.54	\$65.20	\$46.26	\$44.75	
Less than 50	351	\$104.76	\$103.49	\$69.94	\$72.78	
Location						
Downtown/Inner Harbour	3,285	\$116.70	\$119.85	\$74.57	\$79.88	
Suburban	486	\$83.39	\$76.57	\$57.32	\$55.62	
Gorge Road/Esquimalt	179	\$49.56	\$41.32	\$39.26	\$33.31	
Saanich Peninsula/Sidney	390	\$73.12	\$72.45	\$55.23	\$53.83	
Tier						
Upper	2,553	\$132.29	\$134.05	\$84.96	\$90.00	
Mid	1,364	\$78.17	\$80.76	\$53.64	\$56.04	
Lower	423	\$39.97	\$36.97	\$26.73	\$27.48	
Lodging Type						
Hotels	3,802	\$114.00	\$113.74	\$73.82	\$76.51	
Motels	538	\$51.77	\$48.88	\$38.53	\$38.61	
Total Rooms	4,340					
Average REVPAR		\$106.28	\$104.97	\$69.44	\$71.39	

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.

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