

NANAIMO / MID-ISLAND TOURISM BULLETIN

July 2009

A Rocky Year for Tourism!

Tourism operators can be forgiven for feeling battered and bruised this summer with challenges coming their way from every direction. The US market's 20 year low, the Ministry's absorption of Tourism BC, the HST plan, H1N1, Mexican visa issues and cross border challenges—are all having an effect on travel.

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Industry Points of Interest

- ◆ According to the International Air Transport Association, passenger demand in June declined 7.2% over June 2008 while freight demand was down 16.5%. Although available passenger capacity declined by only 4.3%, June revenue on international markets fell by 25%.
- ◆ A poll conducted by IPSOS-Reid in partnership with the Tourism Industry Association of Canada reported that of Canadians who plan on travelling in the next six months, 83% plan to travel within Canada, while 54% plan to travel to the US. Only 12% of travelers intend to visit Europe and only 4% intend to visit Asia.
- ◆ According to Next Generation Consulting, Victoria has been named the number one city in Canada for young professionals, with Vancouver coming in third, after Ottawa. A new 27 city ranking evaluated major Canadian cities based on earning, learning, vitality, cost of living, social capital, as well as around-town and after hours factors.

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2009	2008		2009	2008	
Average Occupancy	74.43%	77.45%	-3.02%	56.07%	65.33%	-9.26%
Average Daily Room Rate	\$121.01	\$118.91	\$2.10	\$107.11	\$101.62	\$5.49
Revenue Per Available Room (RevPAR)	\$90.07	\$92.10	-\$2.03	\$60.06	\$66.39	-\$6.33
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	75,025	73,552	2.00%	341,848	395,966	-13.67%
➤ Passengers	193,522	192,672	0.44%	797,770	910,472	-12.38%
➤ Buses	237	110	115.45%	1,612	497	224.35%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	153,214	149,722	2.33%	716,315	705,691	1.51%
➤ Passengers	447,633	443,274	0.98%	1,965,426	1,943,471	1.13%
➤ Buses	716	803	-10.83%	4,674	5,033	-7.13%
Nanaimo Airport	15,895	16,749	-5.10%	83,673	93,887	-10.88%
Comox Airport	30,958	28,933	7.00%	162,303	183,833	-11.71%

Note: Quotations and reproductions of statistics provided in the Nanaimo Tourism Bulletin are permitted with credits to Chemistry Consulting Group.



VICTORIA LODGING RESULTS

July 2009

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	July 2009	July 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	83.29%	77.93%	69.04%	69.13%	
100 - 150	757	72.95%	84.92%	58.89%	68.54%	
50 - 99	1,126	68.16%	71.06%	55.91%	59.81%	
Less than 50	357	67.77%	74.46%	58.17%	63.99%	
Location						
Downtown/Inner Harbour	3,290	79.98%	77.41%	66.53%	67.67%	
Suburban	486	60.37%	83.40%	46.87%	63.27%	
Gorge Road/Esquimalt	179	67.98%	66.30%	57.14%	59.28%	
Saanich Peninsula/Sidney	444	70.61%	72.35%	57.43%	61.86%	
Tier						
Upper	2,607	82.51%	77.76%	68.31%	68.89%	
Mid	1,370	71.40%	79.95%	59.26%	67.10%	
Lower	422	54.68%	64.64%	42.89%	48.20%	
Lodging Type						
Hotels	3,855	77.80%	77.80%	64.19%	67.13%	
Motels	544	66.28%	72.75%	54.96%	60.52%	
Total Rooms	4,399					
Average Occupancy		76.38%	77.17%	63.06%	66.31%	
ROOM RATE						
Lodging Type	Number of Rooms	July 2009	July 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	\$169.64	\$189.62	\$139.24	\$150.48	
100 - 150	757	\$125.16	\$136.53	\$97.77	\$104.82	
50 - 99	1,126	\$130.29	\$130.69	\$104.46	\$97.11	
Less than 50	357	\$165.60	\$188.46	\$124.71	\$135.43	
Location						
Downtown/Inner Harbour	3,290	\$159.46	\$175.62	\$127.60	\$136.23	
Suburban	486	\$129.44	\$137.29	\$106.45	\$112.75	
Gorge Road/Esquimalt	179	\$109.89	\$121.93	\$78.30	\$81.98	
Saanich Peninsula/Sidney	444	\$137.99	\$138.28	\$122.70	\$105.98	
Tier						
Upper	2,607	\$170.80	\$191.82	\$139.56	\$150.71	
Mid	1,370	\$125.91	\$134.24	\$95.24	\$99.82	
Lower	422	\$102.56	\$104.52	\$93.41	\$75.24	
Lodging Type						
Hotels	3,855	\$158.72	\$173.45	\$127.61	\$135.50	
Motels	544	\$105.81	\$109.44	\$90.10	\$79.75	
Total Rooms	4,399					
Average Room Rate		\$153.04	\$165.94	\$123.59	\$129.18	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	July 2009	July 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	\$141.29	\$147.77	\$96.13	\$104.03	
100 - 150	757	\$91.30	\$115.94	\$57.57	\$71.85	
50 - 99	1,126	\$88.81	\$92.88	\$58.40	\$58.08	
Less than 50	357	\$112.23	\$140.33	\$72.54	\$86.66	
Location						
Downtown/Inner Harbour	3,290	\$127.54	\$135.96	\$84.90	\$92.19	
Suburban	486	\$78.14	\$114.50	\$49.89	\$71.33	
Gorge Road/Esquimalt	179	\$74.70	\$80.84	\$44.74	\$48.60	
Saanich Peninsula/Sidney	444	\$97.44	\$100.05	\$70.47	\$65.56	
Tier						
Upper	2,607	\$140.93	\$149.15	\$95.32	\$103.83	
Mid	1,370	\$89.90	\$107.32	\$56.44	\$66.98	
Lower	422	\$56.08	\$67.56	\$40.07	\$36.26	
Lodging Type						
Hotels	3,855	\$123.49	\$134.94	\$81.92	\$90.96	
Motels	544	\$70.14	\$79.62	\$49.52	\$48.26	
Total Rooms	4,399					
Average REVPAR		\$116.89	\$128.06	\$77.93	\$85.66	

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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