

NANAIMO / MID-ISLAND TOURISM BULLETIN

September 2009

Hotel Performance Poor Despite Good Weather

Great weather and strong results for the BC Ferries did not help Nanaimo hotels with occupancy performance. As revenue per available room dropped \$14.98 in September, BC Ferries saw some recovery from what has been a difficult year.

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Industry Points of Interest

- ◆ According to Statistics Canada, over 525,000 jobs in the tourism sector can be directly attributed to tourism demand. A further 1.1 million jobs depend on tourism.
- ◆ International Travel, Advance Information survey by Statistics Canada reports that US automobile and non-automobile trips to Canada in August 2009 decreased by 14.6% over August 2008. Overall, US visitation to Canada was down by 12.7% during August. During the same period, visitors from other countries declined by 14.2%.
- ◆ CTC Tourism Snapshot reports that there were only 2.4 million overnights to the US, down 6% on the same period last year. Year-to-date, there has been an 8% decrease (12.5 million trips). At the same time, international travelers accounted for 2.3 million overnight stays in Canada, a 13% decline on August 2008.
- ◆ The new visa requirements and ongoing H1N1 flu virus woes meant only 14,200 overnight trips from Mexico to Canada in August 2009, a drop of 55%. In total, trips from Mexico between January and August 2009 tumbled 29% over the same period in 2008. On the other hand, visits from China to Canada rose 12% over August 2008.

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2009	2008		2009	2008	
Average Occupancy	62.37%	76.43%	(14.06%)	58.98%	68.30%	(9.32%)
Average Daily Room Rate	\$110.82	\$110.04	\$0.78	\$109.65	\$105.40	\$4.25
Revenue Per Available Room (RevPAR)	\$69.12	\$84.10	(\$14.98)	\$64.67	\$71.99	(\$7.32)
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	60,480	56,404	7.23%	486,403	534,708	(9.03%)
➤ Passengers	132,595	124,789	6.26%	1,153,410	1,263,055	(8.68%)
➤ Buses	176	251	(29.88%)	1,991	1,094	81.99%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	120,684	111,039	8.69%	1,004,491	979,247	2.58%
➤ Passengers	319,693	295,850	8.06%	2,787,431	2,745,048	1.54%
➤ Buses	771	837	(7.89%)	6,244	6,695	(6.74%)
Nanaimo Airport	14,563	13,738	6.01%	114,886	124,894	(8.01%)
Comox Airport	26,786	24,661	8.62%	221,739	238,855	(7.17%)

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



VICTORIA LODGING RESULTS

September 2009

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Sep 2009	Sep 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	81.17%	78.75%	72.31%	72.33%	
100 - 150	757	69.35%	74.62%	61.74%	71.54%	
50 - 99	1,128	64.19%	65.25%	58.58%	62.73%	
Less than 50	355	71.18%	67.53%	61.68%	66.71%	
Location						
Downtown/Inner Harbour	3,291	78.55%	77.06%	69.76%	70.88%	
Suburban	486	59.90%	66.34%	50.33%	66.21%	
Gorge Road/Esquimalt	179	47.24%	59.94%	57.33%	61.56%	
Saanich Peninsula/Sidney	443	66.23%	61.86%	59.98%	64.12%	
Tier						
Upper	2,607	80.92%	78.38%	71.63%	72.04%	
Mid	1,370	68.81%	71.56%	62.07%	69.83%	
Lower	422	47.86%	53.21%	45.17%	51.67%	
Lodging Type						
Hotels	3,855	75.55%	75.81%	67.33%	70.30%	
Motels	544	62.79%	59.51%	57.52%	62.77%	
Total Rooms	4,399					
Average Occupancy		73.98%	73.78%	66.12%	69.37%	
ROOM RATE						
Lodging Type	Number of Rooms	Sep 2009	Sep 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	\$165.09	\$181.69	\$146.65	\$159.64	
100 - 150	757	\$115.92	\$123.10	\$103.84	\$111.48	
50 - 99	1,128	\$116.48	\$118.16	\$108.65	\$105.00	
Less than 50	355	\$149.80	\$166.94	\$134.43	\$148.02	
Location						
Downtown/Inner Harbour	3,291	\$151.08	\$164.80	\$134.76	\$145.47	
Suburban	486	\$122.92	\$130.00	\$111.42	\$117.98	
Gorge Road/Esquimalt	179	\$92.70	\$103.19	\$84.34	\$89.47	
Saanich Peninsula/Sidney	443	\$130.12	\$126.97	\$126.09	\$114.02	
Tier						
Upper	2,607	\$165.64	\$181.75	\$147.06	\$160.31	
Mid	1,370	\$110.28	\$118.15	\$101.09	\$107.35	
Lower	422	\$94.00	\$96.78	\$95.01	\$82.00	
Lodging Type						
Hotels	3,855	\$150.89	\$162.62	\$134.67	\$144.41	
Motels	544	\$96.24	\$100.49	\$93.16	\$86.16	
Total Rooms	4,399					
Average Room Rate		\$145.16	\$156.39	\$130.22	\$137.86	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Sep 2009	Sep 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	\$134.00	\$143.09	\$106.04	\$115.47	
100 - 150	757	\$80.40	\$91.86	\$64.10	\$79.76	
50 - 99	1,128	\$74.77	\$77.10	\$63.65	\$65.86	
Less than 50	355	\$106.63	\$112.73	\$82.92	\$98.74	
Location						
Downtown/Inner Harbour	3,291	\$118.68	\$126.99	\$94.01	\$103.11	
Suburban	486	\$73.63	\$86.24	\$56.07	\$78.12	
Gorge Road/Esquimalt	179	\$43.80	\$61.86	\$48.35	\$55.08	
Saanich Peninsula/Sidney	443	\$86.18	\$78.55	\$75.63	\$73.11	
Tier						
Upper	2,607	\$134.03	\$142.45	\$105.34	\$115.49	
Mid	1,370	\$75.88	\$84.55	\$62.75	\$74.97	
Lower	422	\$44.99	\$51.49	\$42.92	\$42.37	
Lodging Type						
Hotels	3,855	\$114.01	\$123.29	\$90.67	\$101.52	
Motels	544	\$60.43	\$59.81	\$53.59	\$54.08	
Total Rooms	4,399					
Average REVPAR		\$107.38	\$115.39	\$86.10	\$95.63	

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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