

NANAIMO / MID-ISLAND TOURISM BULLETIN

January 2010

Will US Visitation Rebound?

Statistics from Stats Canada indicate yet another year (2009) of declines of visitations from the US at 4.0% YTD to BC and 9.2% YTD to Canada. US visitation to BC since 2000 is down 39% (27 million visitors per year). With the Canadian dollar almost at par, continued economic challenges, and border crossing hassles, US visitation is not likely to rebound. Over the longer term, the extensive coverage of the Olympics is expected to stimulate US visitation.

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Industry Points of Interest

- ◆ Based on the Visa card spending, The Vancouver 2010 Games injected \$6.8 million a day into the BC economy over the first 17 days of the games and \$115 million in total. The top country spenders were US (\$61.1 million), China (\$7.8 million), UK (\$5.1 million), and Russia (\$4.3 million).
- ◆ Stats Canada international travel number for December indicate that the total number of visits to Canada declined by 8.6% in December 2009 over the same month in 2008. This includes a decline of 8.5% from the US and 8.9% from other countries. Year to date, number of international visits declined by 9.8% (9.2% US, 12.5% from all other countries). Amongst other countries, the biggest declines included Mexico (36.5%) and Japan (28.4%), while the gains appeared in numbers from Switzerland (up 1.5%), Philippines (up 0.6%), and China (up 0.2%).

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2010	2009		2010	2009	
Average Occupancy	42.04%	39.06%	2.98%	42.04%	39.06%	2.98%
Average Daily Room Rate	\$98.87	\$95.44	\$3.43	\$98.87	\$95.44	\$3.43
Revenue Per Available Room (RevPAR)	\$41.56	\$37.28	\$4.28	\$41.56	\$37.28	\$4.28
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	35,887	36,739	(2.32%)	35,887	36,739	(2.32%)
➤ Passengers	78,926	82,379	(4.19%)	78,926	82,379	(4.19%)
➤ Buses	53	216	(75.46%)	53	216	(75.46%)
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	69,392	74,959	(7.43%)	69,392	74,959	(7.43%)
➤ Passengers	190,999	193,717	(1.40%)	190,999	193,717	(1.40%)
➤ Buses	483	575	(16.00%)	483	575	(16.00%)
Nanaimo Airport	10,588	6,699	58.05%	10,588	6,699	58.05%
Comox Airport	21,681	19,291	12.39%	21,681	19,291	12.39%

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



VICTORIA LODGING RESULTS

January 2010

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2010	Jan 2009	YTD 2010	YTD 2009
Number of Rooms					
Greater than 150	2,096	36.43%	38.76%	36.43%	38.76%
100 - 150	651	37.22%	39.09%	37.22%	39.09%
50 - 99	1,097	40.82%	39.20%	40.82%	39.20%
Less than 50	312	48.09%	40.27%	48.09%	40.27%
Location					
Downtown/Inner Harbour	3,066	38.13%	38.98%	38.13%	38.98%
Suburban	486	32.36%	33.71%	32.36%	33.71%
Gorge Road/Esquimalt	164	34.01%	39.45%	34.01%	39.45%
Saanich Peninsula/Sidney	440	50.11%	45.20%	50.11%	45.20%
Tier					
Upper	2,540	38.04%	40.09%	38.04%	40.09%
Mid	1,252	40.43%	40.21%	40.43%	40.21%
Lower	364	35.78%	28.86%	35.78%	28.86%
Lodging Type					
Hotels	3,718	37.99%	39.37%	37.99%	39.37%
Motels	438	43.41%	36.71%	43.41%	36.71%
Total Rooms	4,156				
Average Occupancy		38.56%	39.05%	38.56%	39.05%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2010	Jan 2009	YTD 2010	YTD 2009
Number of Rooms					
Greater than 150	2,096	\$109.52	\$107.23	\$109.52	\$107.23
100 - 150	651	\$82.19	\$78.69	\$82.19	\$78.69
50 - 99	1,097	\$77.71	\$76.03	\$77.71	\$76.03
Less than 50	312	\$90.29	\$99.81	\$90.29	\$99.81
Location					
Downtown/Inner Harbour	3,066	\$99.55	\$96.72	\$99.55	\$96.72
Suburban	486	\$84.56	\$84.64	\$84.56	\$84.64
Gorge Road/Esquimalt	164	\$58.07	\$66.60	\$58.07	\$66.60
Saanich Peninsula/Sidney	440	\$85.76	\$90.93	\$85.76	\$90.93
Tier					
Upper	2,540	\$110.33	\$107.52	\$110.33	\$107.52
Mid	1,252	\$75.73	\$75.15	\$75.73	\$75.15
Lower	364	\$53.23	\$58.33	\$53.23	\$58.33
Lodging Type					
Hotels	3,718	\$99.29	\$97.55	\$99.29	\$97.55
Motels	438	\$60.88	\$63.76	\$60.88	\$63.76
Total Rooms	4,156				
Average Room Rate		\$94.73	\$93.64	\$94.73	\$93.64
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2010	Jan 2009	YTD 2010	YTD 2009
Number of Rooms					
Greater than 150	2,096	\$39.90	\$41.56	\$39.90	\$41.56
100 - 150	651	\$30.59	\$30.76	\$30.59	\$30.76
50 - 99	1,097	\$31.72	\$29.81	\$31.72	\$29.81
Less than 50	312	\$43.41	\$40.19	\$43.41	\$40.19
Location					
Downtown/Inner Harbour	3,066	\$37.96	\$37.71	\$37.96	\$37.71
Suburban	486	\$27.36	\$28.53	\$27.36	\$28.53
Gorge Road/Esquimalt	164	\$19.75	\$26.27	\$19.75	\$26.27
Saanich Peninsula/Sidney	440	\$42.97	\$41.11	\$42.97	\$41.11
Tier					
Upper	2,540	\$41.97	\$43.11	\$41.97	\$43.11
Mid	1,252	\$30.61	\$30.22	\$30.61	\$30.22
Lower	364	\$19.04	\$16.83	\$19.04	\$16.83
Lodging Type					
Hotels	3,718	\$37.72	\$38.41	\$37.72	\$38.41
Motels	438	\$26.43	\$23.41	\$26.43	\$23.41
Total Rooms	4,156				
Average REVPAR		\$36.53	\$36.57	\$36.53	\$36.57

Note: Comparative figures may vary due to an increase/decrease in the number of available rooms.

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