

NANAIMO/MID-ISLAND TOURISM BULLETIN

February 2007

Rain and Wind Mark February 2007

Rain and very windy conditions put a damper on hotel occupancy during February. Tourism operators and local restaurants were disappointed with the affects of the very wet season on the business.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

Industry Points of Interest

- ◆ According to Yesawich, Pepperdine, Brown & Russell's "Portrait of Affluent Travelers", one-in-four affluent leisure travelers (adults who reside in households with an annual household income of \$150,000+/year) are interested in visiting Vancouver (23%) within the next two years. Among the top of the list were Las Vegas (41%), Maui (39%) and New York City (37%).
- ◆ According to the 3rd annual "Canadian Travel Intention" study conducted by the hotel Association of Canada, in 2007 11% more Canadians intend to travel within Canada than in 2006, which is a steady increase over the past few years - 57% Canadians said they would travel in Canada in 2005, 67% in 2006 and 78% in 2007.
- ◆ A total of 163 cruise ships are scheduled to visit Victoria in 2007, a drop from 184 ships in 2006, brining 324,000 passengers to Victoria. The decline in numbers this year is due to the Royal Caribbean Vision of the Seas making its stops in Prince Rupert instead of Victoria.
- ◆ Following two years of losses, Canada's hoteliers can expect to earn a profit of \$236 million in 2007, according the Conference Board's new Canadian Industrial Outlook: Canada's Accommodation Industry-Winter 2007.

TOURISM STATISTICS	FEBRUARY		Variance	YEAR TO DATE		Variance
	2007	2006		2007	2006	
Average Occupancy	60.75%	57.42%	3.33%	55.10%	49.08%	6.02%
Average Daily Room Rate	\$84.92	\$78.35	\$6.57	\$84.53	\$79.07	\$5.46
Revenue Per Available Room (RevPAR)	\$51.59	\$44.99	\$6.60	\$46.58	\$38.81	\$7.77
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	333,478	32,934	1.65%	69,435	65,283	6.36%
➤ Passengers	71,774	72,263	-0.68%	150,064	173,257	4.75%
➤ Buses*	46	67	-31.34%	75	99	-24.24%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	79,771	77,375	3.10%	155,874	153,124	1.80%
➤ Passengers	207,464	203,176	2.11%	409,377	401,891	1.86%
➤ Buses*	596	554	7.58%	1,201	1,198	0.25%
Nanaimo Airport	7,875	9,599	-17.96%	16,776	18,496	-9.30%
Comox Airport	19,796	16,260	21.75%	39,280	33,197	18.32%

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 Inc. and Grant Thornton LLP.

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VICTORIA LODGING RESULTS

February, 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2007	Feb 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	63.27%	70.02%	52.47%	57.61%
100 - 150	757	64.26%	61.55%	56.45%	52.69%
50 - 99	1,145	53.50%	42.94%	48.02%	47.81%
Less than 50	357	58.58%	59.06%	51.88%	52.96%
Location					
Downtown/Inner Harbour	3,205	63.04%	66.82%	52.86%	55.48%
Suburban	488	51.82%	53.60%	50.68%	46.91%
Gorge Road/Esquimalt	330	53.41%	56.92%	47.21%	46.79%
Saanich Peninsula/Sidney	395	56.86%	55.67%	50.22%	51.45%
Tier					
Upper	2,479	63.68%	68.92%	54.13%	57.76%
Mid	1,365	61.86%	62.73%	54.23%	53.21%
Lower	574	43.75%	45.91%	38.10%	38.54%
Lodging Type					
Hotels	3,821	60.73%	64.12%	51.76%	53.71%
Motels	597	59.28%	60.59%	53.27%	52.55%
Total Rooms	4,418				
Average Occupancy		60.53%	63.66%	51.96%	53.56%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2007	Feb 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$110.96	\$104.25	\$111.98	\$103.84
100 - 150	757	\$79.76	\$75.98	\$77.85	\$75.73
50 - 99	1,145	\$66.87	\$64.61	\$66.52	\$64.10
Less than 50	357	\$98.97	\$93.79	\$95.01	\$92.07
Location					
Downtown/Inner Harbour	3,205	\$100.87	\$95.10	\$100.42	\$94.32
Suburban	488	\$81.03	\$73.36	\$76.34	\$72.85
Gorge Road/Esquimalt	330	\$54.92	\$53.54	\$53.84	\$52.42
Saanich Peninsula/Sidney	395	\$80.39	\$74.41	\$78.04	\$75.88
Tier					
Upper	2,479	\$111.37	\$104.78	\$111.23	\$104.24
Mid	1,365	\$74.58	\$70.72	\$73.49	\$70.02
Lower	574	\$52.72	\$51.11	\$52.22	\$49.90
Lodging Type					
Hotels	3,821	\$99.62	\$92.94	\$98.21	\$92.30
Motels	597	\$59.00	\$57.04	\$58.87	\$56.60
Total Rooms	4,418				
Average Room Rate		\$94.25	\$88.54	\$92.82	\$87.79
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2007	Feb 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$70.21	\$72.99	\$58.75	\$59.82
100 - 150	757	\$51.25	\$46.77	\$43.95	\$39.90
50 - 99	1,145	\$35.78	\$27.74	\$31.94	\$30.65
Less than 50	357	\$57.98	\$55.39	\$49.29	\$48.76
Location					
Downtown/Inner Harbour	3,205	\$63.59	\$63.55	\$53.09	\$52.33
Suburban	488	\$41.99	\$39.32	\$38.69	\$34.18
Gorge Road/Esquimalt	330	\$29.33	\$30.47	\$25.41	\$24.53
Saanich Peninsula/Sidney	395	\$45.71	\$41.42	\$39.19	\$39.04
Tier					
Upper	2,479	\$70.92	\$72.21	\$60.20	\$60.21
Mid	1,365	\$46.14	\$44.36	\$39.86	\$37.26
Lower	574	\$23.07	\$23.47	\$19.90	\$19.23
Lodging Type					
Hotels	3,821	\$60.50	\$59.59	\$50.84	\$49.57
Motels	597	\$34.97	\$34.56	\$31.36	\$29.74
Total Rooms	4,418				
Average REVPAR		\$57.05	\$56.37	\$48.23	\$47.02

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

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