

NANAIMO/MID-ISLAND TOURISM BULLETIN

March 2007

Spring Has Sprung!

Tourism operators are optimistic about a strong spring and summer season following months of rain and wind. Nanaimo operators are enthusiastic about the cruise ship season starting to gain momentum.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

Industry Points of Interest

- ◆ Young travelers aged 16-24 are the travel industry's fastest growing sector, according to new statistics from the World Youth Student & Educational Travel Confederation (WYSE). Representing over 20% of all international visitors, WYSE said "adventurous young backpackers stay longer, spend more, seek out alternative destinations and enjoy a wider mix of travel experiences" compared with average tourists.
- ◆ According to the Statistics Canada, domestic tourism spending in Canada rose 2.0% in the fourth quarter, bringing the annual gain to 7.7%, the strongest annual advance since 1997. Tourism spending in Canada reached \$66.9 billion in 2006 with Canadians accounting for the three-fourths of the total. Domestic demand for accommodation services was up 10%, the strongest annual increase in nine years.
- ◆ World Travel and Tourism is expected to generate in excess of US\$7 trillion in 2007, and rise to over US\$13 trillion over the coming decade, according to the World Travel and Tourism Council's Tourism Satellite Account research. The TSA results show Travel and Tourism demand growing at a rate of 3.9% in 2007.
- ◆ Canada Foodservice Industry represents 3.8% of Canada's GDP, consists of 62,600 restaurants, bars and cafeterias and employs 1,009,000 Canadians.

TOURISM STATISTICS	MARCH		Variance	YEAR TO DATE		Variance
	2007	2006		2007	2006	
Average Occupancy	65.89%	62.01%	3.88%	58.82%	53.53%	5.29%
Average Daily Room Rate	\$88.45	\$83.69	\$4.76	\$86.04	\$80.91	\$5.13
Revenue Per Available Room (RevPAR)	\$58.28	\$51.90	\$6.38	\$50.61	\$43.31	\$7.30
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	45,235	43,377	4.28%	114,670	108,660	5.53%
➤ Passengers	104,537	100,977	3.53%	254,601	244,234	4.24%
➤ Buses*	70	60	16.67%	145	159	-8.81%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	101,231	98,136	3.15%	257,105	251,260	2.33%
➤ Passengers	272,441	265,094	2.77%	681,818	666,985	2.22%
➤ Buses*	682	671	1.64%	1,883	1,869	0.75%
Nanaimo Airport	9,276	10,873	-14.69%	26,052	29,369	-11.29%
Comox Airport	22,857	18,180	25.73%	62,137	51,377	20.94%

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.

Frank Bourree, CMC

Principal

Chemistry Consulting Group Inc.

400 – 1207 Douglas Street, Victoria, BC V8W 2E7

Phone: 250.382.3303 ext 208 Fax: 250.383.4142 Email: fbourree@chemistryconsulting.ca

VICTORIA LODGING RESULTS

March, 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2007	Mar 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	76.51%	75.07%	61.26%	63.63%
100 - 150	757	74.63%	62.37%	62.71%	56.02%
50 - 99	1,145	64.87%	47.03%	54.00%	52.59%
Less than 50	357	69.88%	67.80%	58.34%	58.13%
Location					
Downtown/Inner Harbour	3,205	75.74%	71.59%	60.82%	61.04%
Suburban	488	63.64%	55.79%	56.97%	49.97%
Gorge Road/Esquimalt	330	63.37%	61.46%	52.77%	51.85%
Saanich Peninsula/Sidney	395	66.31%	62.12%	55.93%	55.12%
Tier					
Upper	2,479	76.72%	73.07%	62.44%	63.05%
Mid	1,365	73.50%	68.03%	61.17%	58.31%
Lower	574	52.93%	51.14%	43.21%	42.88%
Lodging Type					
Hotels	3,821	73.32%	69.17%	59.42%	59.04%
Motels	597	68.24%	62.68%	58.98%	56.04%
Total Rooms	4,418				
Average Occupancy		72.63%	68.33%	59.36%	58.66%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2007	Mar 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$115.39	\$108.68	\$113.02	\$105.81
100 - 150	757	\$84.44	\$78.44	\$80.55	\$76.77
50 - 99	1,145	\$70.11	\$67.26	\$68.42	\$65.38
Less than 50	357	\$102.18	\$98.09	\$98.09	\$94.52
Location					
Downtown/Inner Harbour	3,205	\$104.52	\$99.22	\$102.32	\$96.30
Suburban	488	\$89.55	\$74.15	\$75.74	\$73.35
Gorge Road/Esquimalt	330	\$57.01	\$55.85	\$55.15	\$53.82
Saanich Peninsula/Sidney	395	\$85.66	\$78.35	\$81.24	\$76.84
Tier					
Upper	2,479	\$116.11	\$109.65	\$112.97	\$106.40
Mid	1,365	\$78.14	\$74.48	\$75.87	\$71.82
Lower	574	\$54.79	\$50.99	\$53.31	\$50.35
Lodging Type					
Hotels	3,821	\$103.85	\$96.68	\$99.96	\$94.07
Motels	597	\$61.20	\$58.82	\$60.20	\$57.46
Total Rooms	4,418				
Average Room Rate		\$98.43	\$92.21	\$94.72	\$89.56
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2007	Mar 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$88.28	\$81.59	\$69.24	\$67.32
100 - 150	757	\$63.01	\$48.92	\$50.51	\$43.01
50 - 99	1,145	\$45.48	\$31.63	\$36.95	\$34.38
Less than 50	357	\$71.41	\$66.50	\$57.23	\$54.95
Location					
Downtown/Inner Harbour	3,205	\$79.16	\$71.03	\$62.23	\$58.79
Suburban	488	\$56.99	\$41.37	\$43.15	\$36.65
Gorge Road/Esquimalt	330	\$36.13	\$34.32	\$29.10	\$27.90
Saanich Peninsula/Sidney	395	\$56.80	\$48.67	\$45.44	\$42.36
Tier					
Upper	2,479	\$89.08	\$80.12	\$70.54	\$67.08
Mid	1,365	\$57.43	\$50.67	\$46.41	\$41.88
Lower	574	\$29.00	\$26.07	\$23.03	\$21.59
Lodging Type					
Hotels	3,821	\$76.14	\$66.87	\$59.39	\$55.54
Motels	597	\$41.76	\$36.87	\$35.51	\$32.20
Total Rooms	4,418				
Average REVPAR		\$71.50	\$63.01	\$56.23	\$52.53

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

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