

VICTORIA TOURISM BULLETIN

February 2008

Victoria Hotel Occupancy Off to a Slow Start

Cold rainy weather conditions, the US and Canadian economy and border issues likely caused a downturn in local hotel occupancy in February. Also contributing to a poor month for downtown hotels was the lack of conference business.

Frank Bourree, Christine Stoneman, Charles Shier – Chemistry Consulting Group Inc.

Industry Points of Interest

- ◆ Canada's international travel deficit reached \$10.3 billion in 2007, according to the Canadian Press, which is substantially more than the previous high of \$6.7 billion in 2006.
- ◆ According to the World Travel & Tourism Council, travel and tourism created over 231 million jobs worldwide in 2007, out of which China alone accounted for 72 million jobs. In 2007 China's travel and tourism industry contributed 12.2% of GDP and generated US\$439 billion, positioning this China's industry as the 4th largest in the world, after US, Japan and Germany.
- ◆ Travel & Tourism Competitiveness Report by World Economic Forum named Canada as the 7th most attractive environment for developing tourism. The measure is based the categories such as policy rules and regulations; safety and security; health and hygiene; transport and tourism infrastructure; and human capital. Switzerland ranked 1st followed by Australia, Germany, Iceland, and the US.
- ◆ According to Statistics Canada, international travel to Canada hit a record low in January dropping to 2,375,000 trips (1.4% decline from December). The record high of 391,000 trips from overseas countries was offset by the record low travel from the US. Overnight trips to Canada from the US fell 1.8%.
- ◆ North American Indigenous Games scheduled to take place in the Cowichan Valley from August 3-10, 2008, will showcase 16 sporting events. It expects to draw 9,000 participants, 5,000 spectators and bring in an estimated \$30 million in economic impact.

- ◆ February Sunshine 97.0 hours (norm: 89.4 hours) ◆ February Precipitation 41.8 mm (norm: 99.3 mm)

TOURISM STATISTICS	FEBRUARY		Variance	YEAR-TO-DATE		Variance
	2008	2007		2008	2007	
Average Occupancy	57.38%	60.53%	-3.15%	48.28%	51.94%	-3.66%
Average Daily Room Rate	\$97.17	\$94.25	\$2.92	\$96.23	\$93.14	\$3.09
Revenue Per Available Room (RevPAR)	\$55.75	\$57.05	-\$1.30	\$46.46	\$48.38	-\$1.92
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	116,348	113,821	2.22%	226,898	224,892	0.89%
➤ Passengers	322,050	311,006	3.55%	627,129	619,119	1.29%
➤ Buses	1,072	1,141	-6.05%	2,120	2,288	-7.34%
Victoria International Airport	114,124	105,777	7.89%	223,408	208,765	7.01%
Victoria Conference Centre (Delegate Days)	3,000	10,656	-71.85%	3,332	12,456	-73.25%



VICTORIA LODGING RESULTS

February 2008

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2008	Feb 2007	YTD 2008	YTD 2007
Number of Rooms					
Greater than 150	2,159	59.01%	63.27%	47.52%	52.47%
100 - 150	757	59.45%	64.26%	51.10%	56.45%
50 - 99	1,072	52.47%	53.50%	47.45%	48.02%
Less than 50	351	57.85%	58.58%	48.94%	51.64%
Location					
Downtown/Inner Harbour	3,284	57.38%	63.04%	47.66%	52.86%
Suburban	486	56.53%	51.82%	45.54%	50.68%
Gorge Road/Esquimalt	179	59.80%	53.41%	52.51%	47.21%
Saanich Peninsula/Sidney	390	57.29%	56.86%	54.24%	50.08%
Tier					
Upper	2,553	58.81%	63.68%	48.66%	54.07%
Mid	1,364	60.30%	61.86%	51.78%	54.23%
Lower	422	39.27%	43.75%	35.12%	38.10%
Lodging Type					
Hotels	3,801	57.56%	60.73%	48.18%	51.74%
Motels	538	56.07%	59.28%	49.01%	53.27%
Total Rooms	4,339				
Average Occupancy		57.38%	60.53%	48.28%	51.94%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2008	Feb 2007	YTD 2008	YTD 2007
Number of Rooms					
Greater than 150	2,159	\$111.22	\$110.96	\$112.43	\$111.98
100 - 150	757	\$81.79	\$79.76	\$81.44	\$77.85
50 - 99	1,072	\$74.81	\$66.87	\$73.61	\$66.52
Less than 50	351	\$105.02	\$98.97	\$105.30	\$98.76
Location					
Downtown/Inner Harbour	3,284	\$100.75	\$100.87	\$101.51	\$100.42
Suburban	486	\$92.11	\$81.03	\$82.86	\$76.34
Gorge Road/Esquimalt	179	\$60.27	\$54.92	\$60.96	\$53.84
Saanich Peninsula/Sidney	390	\$90.86	\$80.39	\$86.35	\$82.18
Tier					
Upper	2,553	\$112.30	\$111.37	\$112.14	\$111.67
Mid	1,364	\$77.76	\$74.58	\$78.05	\$73.49
Lower	422	\$56.40	\$52.72	\$56.40	\$52.22
Lodging Type					
Hotels	3,801	\$101.76	\$99.62	\$100.75	\$98.56
Motels	538	\$63.85	\$59.00	\$64.07	\$58.87
Total Rooms	4,339				
Average Room Rate		\$97.17	\$94.25	\$96.23	\$93.14
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2008	Feb 2007	YTD 2008	YTD 2007
Number of Rooms					
Greater than 150	2,159	\$65.63	\$70.21	\$53.43	\$58.75
100 - 150	757	\$48.62	\$51.25	\$41.61	\$43.95
50 - 99	1,072	\$39.25	\$35.78	\$34.93	\$31.94
Less than 50	351	\$60.76	\$57.98	\$51.53	\$51.00
Location					
Downtown/Inner Harbour	3,284	\$57.81	\$63.59	\$48.37	\$53.09
Suburban	486	\$52.07	\$41.99	\$37.73	\$38.69
Gorge Road/Esquimalt	179	\$36.04	\$29.33	\$32.01	\$25.41
Saanich Peninsula/Sidney	390	\$52.05	\$45.71	\$46.84	\$41.16
Tier					
Upper	2,553	\$66.04	\$70.92	\$54.57	\$60.38
Mid	1,364	\$46.89	\$46.14	\$40.41	\$39.86
Lower	422	\$22.15	\$23.07	\$19.81	\$19.90
Lodging Type					
Hotels	3,801	\$58.58	\$60.50	\$48.54	\$50.99
Motels	538	\$35.80	\$34.97	\$31.40	\$31.36
Total Rooms	4,339				
Average REVPAR		\$55.75	\$57.05	\$46.46	\$48.38

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

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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: fbouree@chemistryconsulting.ca

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BUSINESS & HUMAN RESOURCE CONSULTING