

VICTORIA TOURISM BULLETIN

July 2008

July a Disappointment for the Tourism Industry

Due to declining occupancy rates in July, hotels dropped their room rates, resulting in lacklustre financial performance. Competition was fierce for fewer US and Lower Mainland visitors. BC Ferries continues to post lower than expected vehicle and passenger numbers.

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Industry Points of Interest

- ◆ According to Nova Scotia Tourism, number of visitors to Nova Scotia in July dropped 13%. Year-to-Date numbers were down as well—US visitors down 15%, Canadian visitors down 3%, Room sold down 3%, Air & Auto visitors down 12%.
- ◆ *European Consumer & Travel Trade Research*, a recently published study from the Canadian Tourism Commission tourism department, provides marketing tips and business development advice for businesses aiming to attract visitors from Great Britain, France and Germany. In the largest overseas market for Canada—Great Britain, the study reports that while Canada ranks 3rd overall for British global travelers (after US and Australia), it ranks first among repeat travelers.
- ◆ Canadian Tourism Commission reports that international travelers made just over 2 million overnight trips to Canada in June 2008, a decline of 8.9% over the same month in 2007. At the same time, 52.7% of Canadians polled in June 2008 said they were planning a leisure trip between May and September 2008, down from 68.9% a year earlier.
- ◆ July Sunshine 336 hours (norm: 321.1 hours) ◆ July Precipitation 10.5 mm (norm: 19.5 mm)

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2008	2007		2008	2007	
Average Occupancy	77.17%	82.02%	-4.85%	66.31%	69.48%	-3.17%
Average Daily Room Rate	\$165.94	\$169.46	-\$3.52	\$129.22	\$125.91	\$3.31
Revenue Per Available Room (RevPAR)	\$128.06	\$138.99	-\$10.93	\$85.69	\$87.48	-\$1.79
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	203,478	221,590	-8.17%	1,061,581	1,099,393	-3.44%
➤ Passengers	714,400	779,574	-8.36%	3,314,785	3,436,395	-3.54%
➤ Buses	3,781	4,149	-8.87%	15,725	17,124	-8.17%
Victoria International Airport	140,759	133,311	5.59%	888,994	846,018	5.08%
Victoria Conference Centre (Delegate Days)	5,856	1,040	463.08%	55,746	70,221	-20.61%

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



VICTORIA LODGING RESULTS

July 2008

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	July 2008	July 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	77.93%	81.39%	69.13%	72.74%	
100 - 150	757	84.92%	90.06%	68.54%	73.17%	
50 - 99	1,072	71.06%	78.07%	59.81%	61.27%	
Less than 50	353	74.46%	80.37%	63.99%	67.94%	
Location						
Downtown/Inner Harbour	3,286	77.41%	83.43%	67.67%	72.54%	
Suburban	486	83.40%	81.03%	63.27%	64.30%	
Gorge Road/Esquimalt	179	66.30%	75.65%	59.28%	55.93%	
Saanich Peninsula/Sidney	390	72.35%	75.57%	61.86%	61.90%	
Tier						
Upper	2,553	77.76%	81.50%	68.89%	73.12%	
Mid	1,366	79.95%	87.09%	67.10%	71.14%	
Lower	422	64.64%	70.28%	48.20%	49.31%	
Lodging Type						
Hotels	3,801	77.80%	82.64%	67.13%	70.60%	
Motels	540	72.75%	78.10%	60.52%	62.35%	
Total Rooms	4,341					
Average Occupancy		77.17%	82.02%	66.31%	69.48%	
ROOM RATE						
Lodging Type	Number of Rooms	July 2008	July 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	\$189.62	\$199.73	\$150.48	\$148.29	
100 - 150	757	\$136.53	\$136.77	\$104.82	\$102.28	
50 - 99	1,072	\$130.69	\$127.06	\$97.11	\$91.16	
Less than 50	353	\$188.46	\$183.16	\$135.98	\$134.19	
Location						
Downtown/Inner Harbour	3,286	\$175.62	\$182.28	\$136.28	\$134.56	
Suburban	486	\$137.29	\$134.68	\$112.75	\$106.82	
Gorge Road/Esquimalt	179	\$121.93	\$113.21	\$81.98	\$73.78	
Saanich Peninsula/Sidney	390	\$138.28	\$134.48	\$105.98	\$105.83	
Tier						
Upper	2,553	\$191.82	\$200.94	\$150.71	\$148.96	
Mid	1,366	\$134.24	\$136.17	\$99.95	\$98.51	
Lower	422	\$104.52	\$98.46	\$75.24	\$70.96	
Lodging Type						
Hotels	3,801	\$173.45	\$179.15	\$135.55	\$132.76	
Motels	540	\$109.44	\$105.43	\$79.75	\$76.47	
Total Rooms	4,341					
Average Room Rate		\$165.94	\$169.46	\$129.22	\$125.91	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	July 2008	July 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	\$147.77	\$162.56	\$104.03	\$107.86	
100 - 150	757	\$115.94	\$123.18	\$71.85	\$74.84	
50 - 99	1,072	\$92.88	\$99.20	\$58.08	\$55.85	
Less than 50	353	\$140.33	\$147.21	\$87.01	\$91.16	
Location						
Downtown/Inner Harbour	3,286	\$135.96	\$152.08	\$92.23	\$97.61	
Suburban	486	\$114.50	\$109.13	\$71.33	\$68.68	
Gorge Road/Esquimalt	179	\$80.84	\$85.64	\$48.60	\$41.27	
Saanich Peninsula/Sidney	390	\$100.05	\$101.63	\$65.56	\$65.50	
Tier						
Upper	2,553	\$149.15	\$163.76	\$103.83	\$108.92	
Mid	1,366	\$107.32	\$118.60	\$67.06	\$70.08	
Lower	422	\$67.56	\$69.20	\$36.26	\$34.99	
Lodging Type						
Hotels	3,801	\$134.94	\$148.06	\$91.00	\$93.73	
Motels	540	\$79.62	\$82.34	\$48.26	\$47.68	
Total Rooms	4,341					
Average REVPAR		\$128.06	\$138.99	\$85.69	\$87.48	

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

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