

VICTORIA TOURISM BULLETIN

June 2008

June Hotel Stats Rebound!

Despite concerns about declining tourism numbers, June hotel occupancy was 79.99%, up 2.7% over June 2007. Hotel room rates are also up \$4.52. BC Ferries continues to post declines on the Swartz Bay-Tsawwassen run likely due to the fare increases and fuel prices. Hopefully June and August will be strong.

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Industry Points of Interest

- ◆ Canada was the most popular international destination among respondents of a Visa Inc survey. The survey included 1,000 card holders who live in the US and have travelled outside the country in the past three years. Among the 50 % who said they plan to travel abroad within a year, one in five are planning a high-cost trip. Among the other 50%, who said they are not planning international travel, most cited high costs and the uncertain state of the US economy.
- ◆ NEXTGEN traveler survey of 2,500 travelers and users of mobile technology, conducted by YPartnership and PhoCusWright, found that 75% would travel more if they had more money, 33% access the internet via their cell phone, 56% have taken a virtual tour of a hotel or resort online, 38% have built trip itineraries online, and 33% have written a travel review online.
- ◆ According to the Canadian Restaurant and Foodservice Association, commercial foodservice sales in Canada advanced 8.0% in April 2008, following a 1.0% increase in April 2007. Foodservice sales in BC rebounded in April 2008 with a 6.5% increase following a 2.5% decline in March. Growth was led by gains at caterers and full-service restaurants.
- ◆ June Sunshine 240.5 hours (norm: 251.1 hours)
- ◆ June Precipitation 27.2 mm (norm: 32 mm)

TOURISM STATISTICS	June		Variance	Year to Date		Variance
	2008	2007		2008	2007	
Average Occupancy	79.99%	77.21%	2.78%	64.46%	67.38%	-2.92%
Average Daily Room Rate	\$155.28	\$150.76	\$4.52	\$121.73	\$117.02	\$4.71
Revenue Per Available Room (RevPAR)	\$124.21	\$116.41	\$7.80	\$78.47	\$78.85	-\$0.38
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	173,882	178,606	-2.64%	858,103	877,803	-2.24%
➤ Passengers	569,685	587,408	-3.02%	2,600,385	2,656,821	-2.12%
➤ Buses	3,355	3,638	-7.78%	11,944	12,975	-7.95%
Victoria International Airport	132,550	123,168	7.62%	748,235	712,707	4.98%
Victoria Conference Centre (Delegate Days)	11,051	8,840	25.01%	49,890	69,181	-27.88%

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



VICTORIA LODGING RESULTS

June 2008

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2008	June 2007	YTD 2008	YTD 2007
Number of Rooms					
Greater than 150	2,159	84.81%	83.25%	67.63%	71.26%
100 - 150	757	81.46%	79.53%	65.75%	70.28%
50 - 99	1,072	70.45%	64.31%	57.90%	58.62%
Less than 50	353	76.34%	77.12%	62.19%	65.80%
Location					
Downtown/Inner Harbour	3,286	82.31%	81.39%	66.01%	70.68%
Suburban	486	76.67%	71.52%	59.85%	61.43%
Gorge Road/Esquimalt	179	65.83%	54.99%	58.08%	53.50%
Saanich Peninsula/Sidney	390	71.09%	68.89%	60.07%	59.55%
Tier					
Upper	2,553	84.03%	83.12%	67.38%	71.69%
Mid	1,366	78.45%	77.40%	64.90%	68.40%
Lower	422	60.55%	51.18%	45.40%	46.29%
Lodging Type					
Hotels	3,801	81.46%	79.36%	65.32%	68.59%
Motels	540	69.62%	63.50%	58.43%	59.65%
Total Rooms	4,341				
Average Occupancy		79.99%	77.21%	64.46%	67.38%
ROOM RATE					
Lodging Type	Number of Rooms	June 2008	June 2007	YTD 2008	YTD 2007
Number of Rooms					
Greater than 150	2,159	\$182.06	\$175.43	\$142.81	\$138.23
100 - 150	757	\$123.88	\$121.66	\$97.84	\$94.71
50 - 99	1,072	\$116.56	\$109.80	\$90.09	\$83.64
Less than 50	353	\$153.64	\$162.77	\$125.16	\$123.92
Location					
Downtown/Inner Harbour	3,286	\$165.77	\$160.50	\$128.42	\$124.92
Suburban	486	\$127.64	\$129.75	\$106.93	\$100.54
Gorge Road/Esquimalt	179	\$95.06	\$87.98	\$74.22	\$66.92
Saanich Peninsula/Sidney	390	\$115.67	\$126.16	\$99.35	\$99.60
Tier					
Upper	2,553	\$181.58	\$177.47	\$142.63	\$138.84
Mid	1,366	\$119.05	\$117.11	\$92.76	\$90.30
Lower	422	\$86.35	\$84.31	\$68.15	\$64.96
Lodging Type					
Hotels	3,801	\$162.79	\$158.29	\$127.86	\$123.42
Motels	540	\$93.42	\$90.59	\$73.44	\$69.98
Total Rooms	4,341				
Average Room Rate		\$155.28	\$150.76	\$121.73	\$117.02
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2008	June 2007	YTD 2008	YTD 2007
Number of Rooms					
Greater than 150	2,159	\$154.41	\$146.04	\$96.59	\$98.50
100 - 150	757	\$100.91	\$96.76	\$64.34	\$66.56
50 - 99	1,072	\$82.12	\$70.61	\$52.16	\$49.03
Less than 50	353	\$117.28	\$125.53	\$77.83	\$81.54
Location					
Downtown/Inner Harbour	3,286	\$136.44	\$130.63	\$84.78	\$88.29
Suburban	486	\$97.86	\$92.79	\$63.99	\$61.77
Gorge Road/Esquimalt	179	\$62.57	\$48.39	\$43.10	\$35.80
Saanich Peninsula/Sidney	390	\$82.22	\$86.92	\$59.68	\$59.32
Tier					
Upper	2,553	\$152.58	\$147.51	\$96.11	\$99.53
Mid	1,366	\$93.39	\$90.65	\$60.20	\$61.77
Lower	422	\$52.29	\$43.15	\$30.94	\$30.07
Lodging Type					
Hotels	3,801	\$132.61	\$125.62	\$83.51	\$84.65
Motels	540	\$65.04	\$57.53	\$42.91	\$41.74
Total Rooms	4,341				
Average REVPAR		\$124.21	\$116.41	\$78.47	\$78.85

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

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