

VICTORIA TOURISM BULLETIN

October 2008

More Bad News for Victoria Tourism Industry

The global and domestic economic meltdown is starting to seriously impact Victoria tourism industry. Declines in hotel occupancy (5.96%) and room rate (\$9.14) in October are hurting hoteliers' bottom lines. BC Ferries and Conference Centre's declines contributed to a very slow month.

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

Industry Points of Interest

- ◆ Canada ranked second, after Australia, in FutureBrand Country Brand Index. In the last 3 years Canada rose from No. 12 to No. 2. In the index that ranks countries across thirty distinct categories, providing a perspective on strengths, weaknesses and opportunities.
- ◆ According to the Tourism Intelligence Bulletin by Canadian Tourism Commission, slowing domestic travel demand continues to chip away at Canadian occupancy levels. Still, daily room rates continue to rise, supporting growth in room revenues in most regions of Canada.
- ◆ Canadian leisure travel intentions plunged in October, according to the Conference Board's Travel Intentions Survey. Only 39.1% of the Canadians polled intended to take a winter vacation this year, down from 47.5% a year ago. The most substantial declines in trip intentions were for holidays to U.S. and international destinations; however, there was also a decrease in the number of Canadians planning a domestic holiday this winter.
- ◆ October Sunshine 118.3 hours (norm: 138.3 hours) ◆ October Precipitation 52.3 mm (norm: 75.7 mm)

TOURISM STATISTICS	October		Variance	Year to Date		Variance
	2008	2007		2008	2007	
Average Occupancy	63.32%	69.28%	(5.96%)	68.75%	72.16%	(3.41%)
Average Daily Room Rate	\$115.48	\$118.75	(\$3.27)	\$135.80	\$134.59	\$1.21
Revenue Per Available Room (RevPAR)	\$73.13	\$82.27	(\$9.14)	\$93.36	\$97.12	(\$3.76)
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	146,033	153,629	(4.94%)	1,585,155	1,681,124	(5.71%)
➤ Passengers	448,585	466,178	(3.77%)	5,044,745	5,340,325	(5.53%)
➤ Buses	2,067	2,518	(17.91%)	24,601	27,433	(10.32%)
Victoria International Airport	136,709	132,146	3.45%	1,313,689	1,251,813	4.94%
Victoria Conference Centre (Delegate Days)	37,515	31,181	20.31%	102,961	127,338	(19.14%)

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



VICTORIA LODGING RESULTS

October 2008

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2008	October 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	70.95%	77.34%	72.19%	75.75%	
100 - 150	757	61.78%	71.06%	70.55%	75.92%	
50 - 99	1,072	51.84%	55.36%	61.62%	63.27%	
Less than 50	351	54.83%	57.23%	65.50%	70.02%	
Location						
Downtown/Inner Harbour	3,286	66.83%	72.77%	70.47%	75.16%	
Suburban	486	50.27%	61.56%	64.59%	67.22%	
Gorge Road/Esquimalt	179	53.65%	56.77%	60.76%	58.15%	
Saanich Peninsula/Sidney	388	54.46%	55.88%	63.14%	63.75%	
Tier						
Upper	2,551	70.13%	74.53%	71.85%	75.63%	
Mid	1,366	58.34%	65.58%	68.66%	73.52%	
Lower	422	38.32%	49.08%	50.31%	51.95%	
Lodging Type						
Hotels	3,799	65.74%	70.95%	69.84%	73.36%	
Motels	540	46.28%	57.64%	61.09%	64.38%	
Total Rooms	4,339					
Average Occupancy		63.32%	69.28%	68.75%	72.16%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2008	October 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	\$132.43	\$134.36	\$156.93	\$157.14	
100 - 150	757	\$89.52	\$100.73	\$109.52	\$109.49	
50 - 99	1,072	\$86.88	\$83.93	\$103.45	\$98.02	
Less than 50	351	\$126.30	\$142.58	\$146.54	\$147.31	
Location						
Downtown/Inner Harbour	3,286	\$120.58	\$124.38	\$143.10	\$143.34	
Suburban	486	\$100.64	\$98.04	\$116.61	\$112.40	
Gorge Road/Esquimalt	179	\$74.24	\$70.99	\$88.10	\$80.47	
Saanich Peninsula/Sidney	388	\$98.40	\$108.67	\$112.65	\$114.61	
Tier						
Upper	2,551	\$132.83	\$135.48	\$157.58	\$158.18	
Mid	1,366	\$87.13	\$94.23	\$105.70	\$106.22	
Lower	422	\$63.33	\$67.53	\$80.55	\$75.38	
Lodging Type						
Hotels	3,799	\$119.73	\$124.03	\$142.08	\$141.62	
Motels	540	\$73.05	\$73.29	\$85.15	\$82.70	
Total Rooms	4,339					
Average Room Rate		\$115.48	\$118.75	\$135.80	\$134.59	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2008	October 2007	YTD 2008	YTD 2007	
Number of Rooms						
Greater than 150	2,159	\$93.95	\$103.90	\$113.28	\$119.04	
100 - 150	757	\$55.30	\$71.58	\$77.27	\$83.12	
50 - 99	1,072	\$45.03	\$46.47	\$63.75	\$62.02	
Less than 50	351	\$69.25	\$81.59	\$95.98	\$103.15	
Location						
Downtown/Inner Harbour	3,286	\$80.58	\$90.51	\$100.84	\$107.74	
Suburban	486	\$50.60	\$60.36	\$75.32	\$75.55	
Gorge Road/Esquimalt	179	\$39.83	\$40.30	\$53.53	\$46.79	
Saanich Peninsula/Sidney	388	\$53.58	\$60.72	\$71.13	\$73.06	
Tier						
Upper	2,551	\$93.15	\$100.98	\$113.22	\$119.63	
Mid	1,366	\$50.83	\$61.79	\$72.57	\$78.09	
Lower	422	\$24.27	\$33.14	\$40.53	\$39.16	
Lodging Type						
Hotels	3,799	\$78.71	\$88.00	\$99.23	\$103.89	
Motels	540	\$33.81	\$42.24	\$52.02	\$53.24	
Total Rooms	4,339					
Average REVPAR		\$73.13	\$82.27	\$93.36	\$97.12	

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.

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

chemistry
BUSINESS & HUMAN RESOURCE CONSULTING