

# VICTORIA TOURISM BULLETIN

## September 2008

### Downturn in the Economy Hits Hotels Hard!

The month of September was a rude shock to Greater Victoria hotels with occupancy dropping 6.28% and revenue per available room decreasing \$10.67. The economy is likely the biggest reason for this serious drop. Fears of recession are affecting US and Canadian travellers.

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### Industry Points of Interest

- ◆ At this year's UBCM conference, presentations on community cultural wealth confirmed that investment in a community's cultural resources can significantly benefit both tourism specifically, and also the economy generally. This is because the most highly educated, self-motivated, and entrepreneurial segment of the labour force (the segment driving today's knowledge-based economy) are drawn to live in communities with a high level of public cultural amenities.
- ◆ The first ever globally relevant sustainable tourism criteria have just been released. Developed based on review of thousands of best practices, the Global Sustainable Tourism Criteria (see [www.sustainabletourismcriteria.org](http://www.sustainabletourismcriteria.org)) provide four categories of guidelines (i.e., sustainable management, social/economic, cultural heritage, environment) on what a tourism organization should do to become sustainable.
- ◆ Between 1997 and 2007, revenue generated by BC hotel, motel and lodge sector increased by 70% rising from \$1.16 billion to \$1.97 billion.
- ◆ September Sunshine 246.7 hours (norm: 217.8 hours)      ◆ September Precipitation 19.6 mm (norm: 30.4 mm)

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2008	2007		2008	2007	
Average Occupancy	73.78%	80.06%	(6.28%)	69.37%	72.49%	(3.12%)
Average Daily Room Rate	\$156.39	\$157.46	(\$1.07)	\$137.90	\$136.32	\$1.58
Revenue Per Available Room (RevPAR)	\$115.39	\$126.06	(\$10.67)	\$95.65	\$98.82	(\$3.17)
<b>BC Ferries (Tsawwassen - Swartz Bay)</b>						
➤ Vehicles	156,522	186,122	(15.90%)	1,439,122	1,527,495	(5.79%)
➤ Passengers	489,655	589,293	(16.91%)	4,596,160	4,874,147	(5.70%)
➤ Buses	3,055	3,607	(15.30%)	22,534	24,915	(9.56%)
Victoria International Airport	130,838	126,358	3.55%	1,176,980	1,119,667	5.12%
Victoria Conference Centre (Delegate Days)	6,240	10,734	(41.87%)	62,886	96,157	(34.60%)

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



# VICTORIA LODGING RESULTS

## September 2008

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Sep 2008	Sep 2007	YTD 2008	YTD 2007	
<b>Number of Rooms</b>						
Greater than 150	2,159	78.75%	84.37%	72.33%	75.57%	
100 - 150	757	74.62%	84.39%	71.54%	76.47%	
50 - 99	1,072	65.25%	68.75%	62.73%	64.13%	
Less than 50	353	67.53%	79.51%	66.71%	71.40%	
<b>Location</b>						
Downtown/Inner Harbour	3,286	77.06%	83.31%	70.88%	75.45%	
Suburban	486	66.34%	75.74%	66.21%	67.86%	
Gorge Road/Esquimalt	179	59.94%	63.76%	61.56%	58.25%	
Saanich Peninsula/Sidney	390	61.86%	68.51%	64.12%	64.64%	
<b>Tier</b>						
Upper	2,553	78.38%	82.95%	72.04%	75.76%	
Mid	1,366	71.56%	81.93%	69.83%	74.43%	
Lower	422	53.21%	57.65%	51.67%	52.21%	
<b>Lodging Type</b>						
Hotels	3,801	75.81%	81.92%	70.30%	73.64%	
Motels	540	59.51%	68.34%	62.77%	65.08%	
<b>Total Rooms</b>	<b>4,341</b>					
<b>Average Occupancy</b>		73.78%	80.06%	69.37%	72.49%	
ROOM RATE						
Lodging Type	Number of Rooms	Sep 2008	Sep 2007	YTD 2008	YTD 2007	
<b>Number of Rooms</b>						
Greater than 150	2,159	\$181.69	\$181.96	\$159.64	\$159.79	
100 - 150	757	\$123.10	\$128.31	\$111.48	\$110.42	
50 - 99	1,072	\$118.16	\$115.66	\$105.00	\$99.36	
Less than 50	353	\$166.94	\$176.73	\$148.42	\$148.36	
<b>Location</b>						
Downtown/Inner Harbour	3,286	\$164.80	\$166.59	\$145.51	\$145.50	
Suburban	486	\$130.00	\$131.26	\$117.98	\$113.88	
Gorge Road/Esquimalt	179	\$103.19	\$100.56	\$89.47	\$81.11	
Saanich Peninsula/Sidney	390	\$126.97	\$133.74	\$114.02	\$115.19	
<b>Tier</b>						
Upper	2,553	\$181.75	\$183.17	\$160.31	\$160.78	
Mid	1,366	\$118.15	\$125.00	\$107.45	\$107.43	
Lower	422	\$96.78	\$86.12	\$82.00	\$76.05	
<b>Lodging Type</b>						
Hotels	3,801	\$162.62	\$165.11	\$144.45	\$143.58	
Motels	540	\$100.49	\$99.56	\$86.16	\$83.56	
<b>Total Rooms</b>	<b>4,341</b>					
<b>Average Room Rate</b>		\$156.39	\$157.46	\$137.90	\$136.32	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Sep 2008	Sep 2007	YTD 2008	YTD 2007	
<b>Number of Rooms</b>						
Greater than 150	2,159	\$143.09	\$153.52	\$115.47	\$120.75	
100 - 150	757	\$91.86	\$108.28	\$79.76	\$84.44	
50 - 99	1,072	\$77.10	\$79.52	\$65.86	\$63.72	
Less than 50	353	\$112.73	\$140.52	\$99.01	\$105.92	
<b>Location</b>						
Downtown/Inner Harbour	3,286	\$126.99	\$138.78	\$103.14	\$109.79	
Suburban	486	\$86.24	\$99.41	\$78.12	\$77.27	
Gorge Road/Esquimalt	179	\$61.86	\$64.11	\$55.08	\$47.25	
Saanich Peninsula/Sidney	390	\$78.55	\$91.63	\$73.11	\$74.46	
<b>Tier</b>						
Upper	2,553	\$142.45	\$151.95	\$115.49	\$121.81	
Mid	1,366	\$84.55	\$102.41	\$75.04	\$79.96	
Lower	422	\$51.49	\$49.65	\$42.37	\$39.71	
<b>Lodging Type</b>						
Hotels	3,801	\$123.29	\$135.25	\$101.55	\$105.74	
Motels	540	\$59.81	\$68.04	\$54.08	\$54.38	
<b>Total Rooms</b>	<b>4,341</b>					
<b>Average REVPAR</b>		\$115.39	\$126.06	\$95.65	\$98.82	

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.

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