

VICTORIA TOURISM BULLETIN

October 2009

Hotels Struggling

Greater Victoria hotels are struggling to maintain their occupancy despite continued discounting. A number of hotels, both, high end and budget properties, are facing bankruptcy. Hotels and restaurants in the midmarket are working hard to maintain a bottom line.

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Industry Points of Interest

- ◆ WestJet reported load factor of 77.3 % in October, a year-over-year improvement of 1.5 percentage points. Revenue passenger miles increased 0.3 % year over year, and capacity, measured in available seat miles, declined 1.8 % over the same period. Air Canada reported October traffic of 3.8 billion, compared to 3.9 billion in the prior year period. System load factor was 79.6% on a consolidated basis with Jazz, compared to 80.2% in October last year.
- ◆ Canada has kept its grip on second place in the latest Country Brand Index (CBI). FutureBrand, a New York-based global brand consultancy, released its fifth annual Country Brand index. In 2006, FutureBrand ranked Canada 12th; in 2007, Canada climbed to sixth; and then last year, leapt to the No. 2 spot behind Australia. This year, USA took top billing, while Australia slid to 3rd spot.
- ◆ The H1N1 epidemic has been declared a “national emergency” and the US Centers for Disease Control and Prevention is reporting the virus is now widespread in 46 of 50 states. According to the October 2009 Travelhorizons survey (www.ypartenrhip.com), 45% of US adults said they would postpone their trip until the outbreak subsided; one-third stated they would visit a different destination, and 31% said they would cancel the trip.
- ◆ Oct Sunshine 129.6 hours (norm: 138.3 hours) ◆ Oct Precipitation 132.0 mm (norm: 75.7 mm)

TOURISM STATISTICS	October		Variance	Year to Date		Variance
	2009	2008		2009	2008	
Average Occupancy	59.59%	63.32%	(3.73%)	65.45%	68.75%	(3.30%)
Average Daily Room Rate	\$113.46	\$115.48	(\$2.02)	\$128.66	\$135.77	(\$7.11)
Revenue Per Available Room (RevPAR)	\$67.61	\$73.13	(\$5.52)	\$84.21	\$93.34	(\$9.13)
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	146,667	146,033	0.43%	1,620,983	1,585,155	2.26%
➤ Passengers	440,010	448,585	(1.91%)	4,991,333	5,044,745	(1.06%)
➤ Buses	1,750	2,067	(15.34%)	20,108	24,601	(18.26%)
Victoria International Airport	133,379	136,709	(2.44%)	1,291,888	1,313,689	(1.66%)
Victoria Conference Centre (Delegate Days)	41,865	33,156	26.27%	118,117	98,863	19.48%

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



VICTORIA LODGING RESULTS

October 2009

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2009	October 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	67.12%	70.95%	71.78%	72.19%	
100 - 150	757	54.27%	61.78%	60.97%	70.55%	
50 - 99	1,128	50.36%	51.84%	57.74%	61.62%	
Less than 50	353	54.39%	54.83%	60.94%	65.50%	
Location						
Downtown/Inner Harbour	3,291	63.51%	66.83%	69.12%	70.47%	
Suburban	486	44.19%	50.27%	49.70%	64.59%	
Gorge Road/Esquimalt	179	42.22%	53.65%	55.79%	60.76%	
Saanich Peninsula/Sidney	441	54.33%	54.46%	59.41%	63.14%	
Tier						
Upper	2,605	66.56%	70.13%	71.11%	71.85%	
Mid	1,370	53.79%	58.34%	61.23%	68.66%	
Lower	422	35.34%	38.32%	44.17%	50.31%	
Lodging Type						
Hotels	3,853	61.32%	65.74%	66.71%	69.84%	
Motels	544	47.30%	46.28%	56.47%	61.09%	
Total Rooms	4,397					
Average Occupancy		59.59%	63.32%	65.45%	68.75%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2009	October 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	\$128.61	\$132.43	\$144.93	\$156.93	
100 - 150	757	\$88.12	\$89.52	\$102.41	\$109.52	
50 - 99	1,128	\$92.09	\$86.88	\$107.17	\$103.45	
Less than 50	353	\$116.55	\$126.30	\$132.80	\$146.17	
Location						
Downtown/Inner Harbour	3,291	\$117.97	\$120.58	\$133.18	\$143.07	
Suburban	486	\$96.12	\$100.64	\$110.03	\$116.61	
Gorge Road/Esquimalt	179	\$73.88	\$74.24	\$83.53	\$88.10	
Saanich Peninsula/Sidney	441	\$102.11	\$98.40	\$123.87	\$112.65	
Tier						
Upper	2,605	\$129.03	\$132.83	\$145.34	\$157.58	
Mid	1,370	\$86.27	\$87.13	\$99.76	\$105.61	
Lower	422	\$66.74	\$63.33	\$92.70	\$80.55	
Lodging Type						
Hotels	3,853	\$117.98	\$119.73	\$133.10	\$142.05	
Motels	544	\$71.91	\$73.05	\$91.34	\$85.15	
Total Rooms	4,397					
Average Room Rate		\$113.46	\$115.48	\$128.66	\$135.77	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2009	October 2008	YTD 2009	YTD 2008	
Number of Rooms						
Greater than 150	2,159	\$86.33	\$93.95	\$104.03	\$113.28	
100 - 150	757	\$47.82	\$55.30	\$62.44	\$77.27	
50 - 99	1,128	\$46.38	\$45.03	\$61.88	\$63.75	
Less than 50	353	\$63.39	\$69.25	\$80.92	\$95.74	
Location						
Downtown/Inner Harbour	3,291	\$74.93	\$80.58	\$92.06	\$100.82	
Suburban	486	\$42.48	\$50.60	\$54.69	\$75.32	
Gorge Road/Esquimalt	179	\$31.19	\$39.83	\$46.60	\$53.53	
Saanich Peninsula/Sidney	441	\$55.48	\$53.58	\$73.59	\$71.13	
Tier						
Upper	2,605	\$85.89	\$93.15	\$103.36	\$113.22	
Mid	1,370	\$46.41	\$50.83	\$61.08	\$72.51	
Lower	422	\$23.59	\$24.27	\$40.94	\$40.53	
Lodging Type						
Hotels	3,853	\$72.35	\$78.71	\$88.80	\$99.21	
Motels	544	\$34.01	\$33.81	\$51.58	\$52.02	
Total Rooms	4,397					
Average REVPAR		\$67.61	\$73.13	\$84.21	\$93.34	

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

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