

VICTORIA TOURISM BULLETIN

January 2010

Will US Visitation Rebound?

Statistics from Stats Canada indicate yet another year (2009) of declines of visitations from the US at 4.0% YTD to BC and 9.2% YTD to Canada. US visitation to BC since 2000 is down 39% (27 million visitors per year). With the Canadian dollar almost at par, continued economic challenges, and border crossing hassles, US visitation is not likely to rebound. Over the longer term, the extensive coverage of the Olympics is expected to stimulate US visitation.

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

Industry Points of Interest

- ◆ Based on the Visa card spending, The Vancouver 2010 Games injected \$6.8 million a day into the BC economy over the first 17 days of the games and \$115 million in total. The top country spenders were US (\$61.1 million), China (\$7.8 million), UK (\$5.1 million), and Russia (\$4.3 million).
- ◆ According to the Ypartnership/US Travel Association's travelhorizons survey, of the estimated 127 million US active travellers, half (50%) expect to spend the same amount of money on leisure travel services as they did last year. One quarter (24%) expects to 'spend more' on those trips and 26% plan to 'spend less'.
- ◆ Stats Canada international travel number for December indicate that the total number of visits to Canada declined by 8.6% in December 2009 over the same month in 2008. This includes a decline of 8.5% from the US and 8.9% from other countries. Year to date, number of international visits declined by 9.8% (9.2% US, 12.5% from all other countries). Amongst other countries, the biggest declines included Mexico (36.5%) and Japan (28.4%), while the gains appeared in numbers from Switzerland (up 1.5%), Philippines (up 0.6%), and China (up 0.2%).
- ◆ Jan Sunshine 37.2 hours (norm: 68.3 hours) ◆ Jan Precipitation 161.4 mm (norm: 136.6 mm)

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2010	2009		2010	2009	
Average Occupancy	38.56%	39.05%	(0.49%)	38.56%	39.05%	(0.49%)
Average Daily Room Rate	\$94.73	\$93.64	\$1.09	\$94.73	\$93.64	\$1.09
Revenue Per Available Room (RevPAR)	\$36.53	\$36.57	(\$0.04)	\$36.53	\$36.57	(\$0.04)
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	110,286	115,837	(4.79%)	110,286	115,837	(4.79%)
➤ Passengers	315,836	318,187	(0.74%)	315,836	318,187	(0.74%)
➤ Buses	988	1,000	(1.20%)	988	1,000	(1.20%)
Victoria International Airport	110,542	110,480	0.06%	110,542	110,480	0.06%
Victoria Conference Centre (Delegate Days)	1,650	319	417.24%	1,650	319	417.24%

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



VICTORIA LODGING RESULTS

January 2010

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2010	Jan 2009	YTD 2010	YTD 2009
Number of Rooms					
Greater than 150	2,096	36.43%	38.76%	36.43%	38.76%
100 - 150	651	37.22%	39.09%	37.22%	39.09%
50 - 99	1,097	40.82%	39.20%	40.82%	39.20%
Less than 50	312	48.09%	40.27%	48.09%	40.27%
Location					
Downtown/Inner Harbour	3,066	38.13%	38.98%	38.13%	38.98%
Suburban	486	32.36%	33.71%	32.36%	33.71%
Gorge Road/Esquimalt	164	34.01%	39.45%	34.01%	39.45%
Saanich Peninsula/Sidney	440	50.11%	45.20%	50.11%	45.20%
Tier					
Upper	2,540	38.04%	40.09%	38.04%	40.09%
Mid	1,252	40.43%	40.21%	40.43%	40.21%
Lower	364	35.78%	28.86%	35.78%	28.86%
Lodging Type					
Hotels	3,718	37.99%	39.37%	37.99%	39.37%
Motels	438	43.41%	36.71%	43.41%	36.71%
Total Rooms	4,156				
Average Occupancy		38.56%	39.05%	38.56%	39.05%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2010	Jan 2009	YTD 2010	YTD 2009
Number of Rooms					
Greater than 150	2,096	\$109.52	\$107.23	\$109.52	\$107.23
100 - 150	651	\$82.19	\$78.69	\$82.19	\$78.69
50 - 99	1,097	\$77.71	\$76.03	\$77.71	\$76.03
Less than 50	312	\$90.29	\$99.81	\$90.29	\$99.81
Location					
Downtown/Inner Harbour	3,066	\$99.55	\$96.72	\$99.55	\$96.72
Suburban	486	\$84.56	\$84.64	\$84.56	\$84.64
Gorge Road/Esquimalt	164	\$58.07	\$66.60	\$58.07	\$66.60
Saanich Peninsula/Sidney	440	\$85.76	\$90.93	\$85.76	\$90.93
Tier					
Upper	2,540	\$110.33	\$107.52	\$110.33	\$107.52
Mid	1,252	\$75.73	\$75.15	\$75.73	\$75.15
Lower	364	\$53.23	\$58.33	\$53.23	\$58.33
Lodging Type					
Hotels	3,718	\$99.29	\$97.55	\$99.29	\$97.55
Motels	438	\$60.88	\$63.76	\$60.88	\$63.76
Total Rooms	4,156				
Average Room Rate		\$94.73	\$93.64	\$94.73	\$93.64
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2010	Jan 2009	YTD 2010	YTD 2009
Number of Rooms					
Greater than 150	2,096	\$39.90	\$41.56	\$39.90	\$41.56
100 - 150	651	\$30.59	\$30.76	\$30.59	\$30.76
50 - 99	1,097	\$31.72	\$29.81	\$31.72	\$29.81
Less than 50	312	\$43.41	\$40.19	\$43.41	\$40.19
Location					
Downtown/Inner Harbour	3,066	\$37.96	\$37.71	\$37.96	\$37.71
Suburban	486	\$27.36	\$28.53	\$27.36	\$28.53
Gorge Road/Esquimalt	164	\$19.75	\$26.27	\$19.75	\$26.27
Saanich Peninsula/Sidney	440	\$42.97	\$41.11	\$42.97	\$41.11
Tier					
Upper	2,540	\$41.97	\$43.11	\$41.97	\$43.11
Mid	1,252	\$30.61	\$30.22	\$30.61	\$30.22
Lower	364	\$19.04	\$16.83	\$19.04	\$16.83
Lodging Type					
Hotels	3,718	\$37.72	\$38.41	\$37.72	\$38.41
Motels	438	\$26.43	\$23.41	\$26.43	\$23.41
Total Rooms	4,156				
Average REVPAR		\$36.53	\$36.57	\$36.53	\$36.57

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

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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: fbourree@chemistryconsulting.ca



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