

VICTORIA LODGING RESULTS

June, 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2007	June 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	83.25%	86.50%	71.26%	73.33%
100 - 150	757	79.53%	81.83%	70.28%	65.45%
50 - 99	1,143	64.31%	46.75%	58.62%	58.34%
Less than 50	356	77.12%	76.26%	65.80%	63.50%
Location					
Downtown/Inner Harbour	3,203	81.39%	83.42%	70.68%	70.13%
Suburban	488	71.52%	76.33%	61.43%	60.75%
Gorge Road/Esquimalt	329	54.99%	61.60%	53.50%	53.87%
Saanich Peninsula/Sidney	395	68.89%	66.19%	59.55%	59.14%
Tier					
Upper	2,478	83.12%	85.42%	71.69%	72.29%
Mid	1,365	77.40%	80.08%	68.40%	66.21%
Lower	572	51.18%	56.05%	46.29%	47.55%
Lodging Type					
Hotels	3,818	79.36%	81.62%	68.59%	68.21%
Motels	597	63.50%	65.79%	59.65%	58.18%
Total Rooms	4,415				
Average Occupancy		77.21%	79.52%	67.38%	66.90%
ROOM RATE					
Lodging Type	Number of Rooms	June 2007	June 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$175.43	\$172.12	\$138.23	\$131.89
100 - 150	757	\$121.66	\$114.32	\$94.71	\$91.28
50 - 99	1,143	\$109.80	\$112.89	\$83.64	\$82.67
Less than 50	356	\$162.77	\$153.93	\$123.92	\$115.60
Location					
Downtown/Inner Harbour	3,203	\$160.50	\$158.63	\$124.92	\$120.35
Suburban	488	\$129.75	\$108.76	\$100.54	\$86.38
Gorge Road/Esquimalt	329	\$87.98	\$85.79	\$66.92	\$65.79
Saanich Peninsula/Sidney	395	\$126.16	\$112.02	\$99.60	\$89.55
Tier					
Upper	2,478	\$177.47	\$172.05	\$138.84	\$132.36
Mid	1,365	\$117.11	\$116.72	\$90.30	\$87.60
Lower	572	\$84.31	\$80.97	\$64.96	\$62.11
Lodging Type					
Hotels	3,818	\$158.29	\$153.25	\$123.42	\$116.69
Motels	597	\$90.59	\$88.30	\$69.98	\$69.32
Total Rooms	4,415				
Average Room Rate		\$150.76	\$146.10	\$117.02	\$111.33
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2007	June 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$146.04	\$148.88	\$98.50	\$96.72
100 - 150	757	\$96.76	\$93.55	\$66.56	\$59.74
50 - 99	1,143	\$70.61	\$52.77	\$49.03	\$48.23
Less than 50	356	\$125.53	\$117.38	\$81.54	\$73.40
Location					
Downtown/Inner Harbour	3,203	\$130.63	\$132.33	\$88.29	\$84.40
Suburban	488	\$92.79	\$83.02	\$61.77	\$52.48
Gorge Road/Esquimalt	329	\$48.39	\$52.85	\$35.80	\$35.44
Saanich Peninsula/Sidney	395	\$86.92	\$74.15	\$59.32	\$52.95
Tier					
Upper	2,478	\$147.51	\$146.97	\$99.53	\$95.69
Mid	1,365	\$90.65	\$93.47	\$61.77	\$58.00
Lower	572	\$43.15	\$45.38	\$30.07	\$29.53
Lodging Type					
Hotels	3,818	\$125.62	\$125.09	\$84.65	\$79.59
Motels	597	\$57.53	\$58.10	\$41.74	\$40.33
Total Rooms	4,415				
Average REVPAR		\$116.41	\$116.17	\$78.85	\$74.49

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

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BUSINESS & HUMAN RESOURCE CONSULTING

“Labour Shortage continues to ‘bite’ the industry and the economy.”

A recent survey completed by Chemistry Consulting on behalf of the BC Restaurant & Foodservices Association indicated that 50% of operators surveyed have either lost business or have had to reduce services due to a shortage of staff.

Labour Shortages cont’d:

The survey of foodservice operators also revealed that 39% of operators have increased their staffing in the past 12 months while 49% expect their staffing levels to increase over the next 12 months.

Recruiting foodservice staff is becoming increasingly difficult as response rates to ads are much slower and fewer people are applying for posted positions. Attracting staff from other industries is also getting harder and harder as these industries are facing their own staffing challenges. Additionally, many individuals are happy with where they're at in terms of employment and it's difficult to convince them of the opportunities offered by the foodservice sector.

Although foodservice employers are raising wages and are increasingly offering bonuses, incentives and flexible work schedules as a means to attract more employees, such tactics aren't that effective when there simply are not enough people to fill the positions available.

*“With the Olympic Games just five months away, the tourism industry is facing an embarrassing shortage of hospitality staff. Training programs are under way to try to boost staff numbers, but in a climate of low unemployment in Sydney and high demand, attracting interest is proving difficult.”
Kelly O'Brien Australia*

Will B.C. be saying the same thing in 2010?

In Alberta, foodservice businesses are closing as a result of staff shortages. This situation is creating headlines: For example, a June 2007 *Edmonton Sun* article was headlined “Humpty's restaurant temporarily closes because it can't find workers”.

With this “writing on the wall”, it is clear that foodservice employers need to be proactive and look at all staffing sources, such as employing Seniors, Persons with Disabilities, Aboriginal People and Foreign Workers. Hopefully, by being pro-active, the labour shortage “bite” will be more like a nibble.

Christine Stoneman