

# VICTORIA TOURISM BULLETIN

## March 2007

### Spring Has Sprung!

Tourism operators are optimistic about a strong spring and summer season following months of rain and wind. In Victoria the Titanic exhibit has opened at Royal BC Museum to great reviews and should drive a significant number of room nights.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

### Industry Points of Interest

- ◆ Young travelers aged 16-24 are the travel industry's fastest growing sector, according to new statistics from the World Youth Student & Educational Travel Confederation (WYSE). Representing over 20% of all international visitors, WYSE said "adventurous young backpackers stay longer, spend more, seek out alternative destinations and enjoy a wider mix of travel experiences" compared with average tourists.
- ◆ According to the Statistics Canada, domestic tourism spending in Canada rose 2.0% in the fourth quarter, bringing the annual gain to 7.7%, the strongest annual advance since 1997. Tourism spending in Canada reached \$66.9 billion in 2006 with Canadians accounting for the three-fourths of the total. Domestic demand for accommodation services was up 10%, the strongest annual increase in nine years.
- ◆ World Travel and Tourism is expected to generate in excess of US\$7 trillion in 2007, and rise to over US\$13 trillion over the coming decade, according to the World Travel and Tourism Council's Tourism Satellite Account research. The TSA results show Travel and Tourism demand growing at a rate of 3.9% in 2007.
- ◆ Canada Foodservice Industry represents 3.8% of Canada's GDP, consists of 62,600 restaurants, bars and cafeterias and employs 1,009,000 Canadians.
- ◆ March Sunshine 96.9 hours (norm: 142.2 hours)                      ◆ March Precipitation 124.8 mm (norm: 78 mm)

TOURISM STATISTICS	MARCH		Variance	YEAR-TO-DATE		Variance
	2007	2006		2007	2006	
<b>Average Occupancy</b>	72.63%	68.33%	4.30%	59.36%	58.66%	0.70%
<b>Average Daily Room Rate</b>	\$98.43	\$92.21	\$6.22	\$94.72	\$89.56	\$5.16
<b>Revenue Per Available Room (RevPAR)</b>	\$71.50	\$63.01	\$8.49	\$56.23	\$52.53	\$3.70
<b>BC Ferries (Tsawwassen - Swartz Bay)</b>						
➤ <b>Vehicles</b>	144,911	142,570	1.64%	369,803	365,199	1.26%
➤ <b>Passengers</b>	422,304	415,261	1.70%	1,041,423	1,039,799	0.16%
➤ <b>Buses</b>	1,542	1,648	-6.43%	3,830	4,182	-8.42%
<b>Victoria International Airport</b>	123,743	114,702	7.88%	332,508	314,826	5.62%
<b>Victoria Conference Centre (Delegate Days)</b>	8,137	2,686	202.94%	20,702	9,602	115.60%

*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 Inc. and Grant Thornton LLP.*

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# VICTORIA LODGING RESULTS

## March, 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2007	Mar 2006	YTD 2007	YTD 2006
<b>Number of Rooms</b>					
Greater than 150	2,159	76.51%	75.07%	61.26%	63.63%
100 - 150	757	74.63%	62.37%	62.71%	56.02%
50 - 99	1,145	64.87%	47.03%	54.00%	52.59%
Less than 50	357	69.88%	67.80%	58.34%	58.13%
<b>Location</b>					
Downtown/Inner Harbour	3,205	75.74%	71.59%	60.82%	61.04%
Suburban	488	63.64%	55.79%	56.97%	49.97%
Gorge Road/Esquimalt	330	63.37%	61.46%	52.77%	51.85%
Saanich Peninsula/Sidney	395	66.31%	62.12%	55.93%	55.12%
<b>Tier</b>					
Upper	2,479	76.72%	73.07%	62.44%	63.05%
Mid	1,365	73.50%	68.03%	61.17%	58.31%
Lower	574	52.93%	51.14%	43.21%	42.88%
<b>Lodging Type</b>					
Hotels	3,821	73.32%	69.17%	59.42%	59.04%
Motels	597	68.24%	62.68%	58.98%	56.04%
<b>Total Rooms</b>	<b>4,418</b>				
<b>Average Occupancy</b>		72.63%	68.33%	59.36%	58.66%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2007	Mar 2006	YTD 2007	YTD 2006
<b>Number of Rooms</b>					
Greater than 150	2,159	\$115.39	\$108.68	\$113.02	\$105.81
100 - 150	757	\$84.44	\$78.44	\$80.55	\$76.77
50 - 99	1,145	\$70.11	\$67.26	\$68.42	\$65.38
Less than 50	357	\$102.18	\$98.09	\$98.09	\$94.52
<b>Location</b>					
Downtown/Inner Harbour	3,205	\$104.52	\$99.22	\$102.32	\$96.30
Suburban	488	\$89.55	\$74.15	\$75.74	\$73.35
Gorge Road/Esquimalt	330	\$57.01	\$55.85	\$55.15	\$53.82
Saanich Peninsula/Sidney	395	\$85.66	\$78.35	\$81.24	\$76.84
<b>Tier</b>					
Upper	2,479	\$116.11	\$109.65	\$112.97	\$106.40
Mid	1,365	\$78.14	\$74.48	\$75.87	\$71.82
Lower	574	\$54.79	\$50.99	\$53.31	\$50.35
<b>Lodging Type</b>					
Hotels	3,821	\$103.85	\$96.68	\$99.96	\$94.07
Motels	597	\$61.20	\$58.82	\$60.20	\$57.46
<b>Total Rooms</b>	<b>4,418</b>				
<b>Average Room Rate</b>		\$98.43	\$92.21	\$94.72	\$89.56
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2007	Mar 2006	YTD 2007	YTD 2006
<b>Number of Rooms</b>					
Greater than 150	2,159	\$88.28	\$81.59	\$69.24	\$67.32
100 - 150	757	\$63.01	\$48.92	\$50.51	\$43.01
50 - 99	1,145	\$45.48	\$31.63	\$36.95	\$34.38
Less than 50	357	\$71.41	\$66.50	\$57.23	\$54.95
<b>Location</b>					
Downtown/Inner Harbour	3,205	\$79.16	\$71.03	\$62.23	\$58.79
Suburban	488	\$56.99	\$41.37	\$43.15	\$36.65
Gorge Road/Esquimalt	330	\$36.13	\$34.32	\$29.10	\$27.90
Saanich Peninsula/Sidney	395	\$56.80	\$48.67	\$45.44	\$42.36
<b>Tier</b>					
Upper	2,479	\$89.08	\$80.12	\$70.54	\$67.08
Mid	1,365	\$57.43	\$50.67	\$46.41	\$41.88
Lower	574	\$29.00	\$26.07	\$23.03	\$21.59
<b>Lodging Type</b>					
Hotels	3,821	\$76.14	\$66.87	\$59.39	\$55.54
Motels	597	\$41.76	\$36.87	\$35.51	\$32.20
<b>Total Rooms</b>	<b>4,418</b>				
<b>Average REVPAR</b>		\$71.50	\$63.01	\$56.23	\$52.53

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

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