

VICTORIA TOURISM BULLETIN

November 2007

Season's Greetings!

The staff and partners of Chemistry Consulting Group wish you all a very Merry Christmas and a prosperous New Year!

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

Industry Points of Interest

- ◆ According to CanWest news Service, Canada's international travel deficit climbed to \$2.5 billion over the third quarter, the highest level in almost 16 years. Canadian travelers spent \$6.7 billion outside the country, out of which almost \$3.9 billion was spent in the US.
- ◆ The Canadian Restaurant and Foodservices Association's Preliminary Foodservice Forecast 2008 states that total Canada's foodservice industry sales will only grow slightly above the inflation at 3.3% over 2007. The menu inflation is forecast to be at 2.7% for 2008, resulting in real foodservice sales growth of 0.6%. The 2008 forecast marks a slight slowdown compared to a projected sales increase of 3.7% in 2007.
- ◆ The US travel industry is expected to post moderate gains in nearly all sectors again in 2008, according to the annual Travel Industry Association (TIA) forecast. Travel spending by domestic and international visitors in 2008 is forecast to increase 5.2%, to \$778.2 billion, up from projected full-year 2007 travel spending of \$740 billion. Domestic leisure trips are expected to continue an upward trend of modest growth in 2008, climbing 2% to 1.6 billion trips. International travel (including visitors from Canada and Mexico) to the US is expected to rise 3.7% in 2008 to 55.6 million visitors, following a projected 5.1% increase for 2007.
- ◆ For the fourth consecutive month, overnight visits from the Canadian Tourism Commission's key overseas markets have increased, by 1.1% in September to reach 344,061 trips. Trips from the US fell 2.7% while outbound trips by Canadians increased 15% over September 2006.
- ◆ According to this year's Country Brand Index (CBI), Australia once again earned the coveted spot as the world's top country brand, with the US ranking second and the UK ascending to third. Other countries making the top 10, in order, were: France, Italy, Canada, Spain, New Zealand, Greece, and Japan.
- ◆ November Sunshine 89.3 hours (norm: 58.2 hours) ◆ November Precipitation 99.6 mm (norm: 151.2 mm)

TOURISM STATISTICS	NOVEMBER		Variance	YEAR-TO-DATE		Variance
	2007	2006		2007	2006	
Average Occupancy	49.97%	51.77%	-1.80%	70.19%	68.95%	1.24%
Average Daily Room Rate	\$102.01	\$99.22	\$2.79	\$132.56	\$125.96	\$6.60
Revenue Per Available Room (RevPAR)	\$50.98	\$51.37	(\$0.39)	\$93.04	\$86.84	\$6.20
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	130,348	121,099	7.64%	1,811,472	1,764,442	2.67%
➤ Passengers	367,796	348,798	5.45%	5,708,121	5,623,192	1.51%
➤ Buses	1,430	1,523	-6.11%	28,863	30,400	-5.06%
Victoria International Airport	109,826	99,090	10.83%	1,361,639	1,279,139	6.45%
Victoria Conference Centre (Delegate Days)	n/a	7,892	n/a	n/a	116,124	n/a

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VICTORIA LODGING RESULTS

November 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	November 2007	November 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	54.05%	58.61%	73.80%	74.54%
100 - 150	757	50.11%	49.59%	73.60%	69.29%
50 - 99	1,072	44.34%	32.52%	61.62%	60.81%
Less than 50	356	41.88%	43.16%	67.53%	64.89%
Location					
Downtown/Inner Harbour	3,282	50.67%	54.08%	72.93%	71.66%
Suburban	488	51.14%	56.84%	65.77%	66.61%
Gorge Road/Esquimalt	179	45.31%	34.81%	57.39%	55.88%
Saanich Peninsula/Sidney	395	44.84%	44.63%	62.05%	61.65%
Tier					
Upper	2,558	53.56%	58.60%	73.60%	73.88%
Mid	1,365	47.68%	49.53%	71.22%	69.04%
Lower	421	35.63%	31.56%	50.75%	49.83%
Lodging Type					
Hotels	3,805	51.05%	53.13%	71.36%	70.34%
Motels	539	42.35%	42.70%	62.54%	59.56%
Total Rooms	4,344				
Average Occupancy		49.97%	51.77%	70.19%	68.95%
ROOM RATE					
Lodging Type	Number of Rooms	November 2007	November 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$119.09	\$119.23	\$154.64	\$148.45
100 - 150	757	\$84.40	\$74.51	\$107.96	\$102.43
50 - 99	1,072	\$72.01	\$71.13	\$96.39	\$95.33
Less than 50	356	\$108.77	\$109.11	\$145.72	\$137.12
Location					
Downtown/Inner Harbour	3,282	\$107.27	\$108.32	\$141.10	\$136.30
Suburban	488	\$91.34	\$60.16	\$110.93	\$95.81
Gorge Road/Esquimalt	179	\$64.89	\$57.47	\$79.74	\$77.78
Saanich Peninsula/Sidney	395	\$84.61	\$86.73	\$112.66	\$103.44
Tier					
Upper	2,558	\$117.91	\$119.12	\$155.48	\$149.09
Mid	1,365	\$78.21	\$72.94	\$104.57	\$100.85
Lower	421	\$60.04	\$55.11	\$74.59	\$73.20
Lodging Type					
Hotels	3,805	\$106.21	\$103.47	\$139.38	\$131.62
Motels	539	\$66.28	\$63.98	\$81.77	\$81.02
Total Rooms	4,344				
Average Room Rate		\$102.01	\$99.22	\$132.56	\$125.96
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	November 2007	November 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$64.37	\$69.87	\$114.13	\$110.65
100 - 150	757	\$42.30	\$36.95	\$79.46	\$70.97
50 - 99	1,072	\$31.93	\$23.13	\$59.39	\$57.97
Less than 50	356	\$45.56	\$47.10	\$98.41	\$88.97
Location					
Downtown/Inner Harbour	3,282	\$54.35	\$58.58	\$102.91	\$97.67
Suburban	488	\$46.71	\$34.19	\$72.96	\$63.81
Gorge Road/Esquimalt	179	\$29.40	\$20.01	\$45.76	\$43.46
Saanich Peninsula/Sidney	395	\$37.94	\$38.71	\$69.91	\$63.78
Tier					
Upper	2,558	\$63.15	\$69.81	\$114.44	\$110.15
Mid	1,365	\$37.29	\$36.13	\$74.47	\$69.63
Lower	421	\$21.39	\$17.39	\$37.85	\$36.47
Lodging Type					
Hotels	3,805	\$54.22	\$54.97	\$99.46	\$92.59
Motels	539	\$28.07	\$27.32	\$51.14	\$48.25
Total Rooms	4,344				
Average REVPAR		\$50.98	\$51.37	\$93.04	\$86.84

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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