

# COMOX TOURISM BULLETIN

## November 2008

### November Results Good

Comox Valley hotels are holding up very well, despite declines in BC Ferries traffic, poor weather conditions and a drop in Comox and Nanaimo airport statistics.

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### Industry Points of Interest

- ◆ Canada's international travel deficit was reduced in the third quarter of 2008 to \$2.9 billion. This was attributed to a 0.2% growth in spending by visitors to Canada (\$4.1 billion) and 1.7% drop in spending by Canadians abroad (\$7.1 billion).
- ◆ According to the Conference Board of Canada, national consumer confidence fell 2.9 points in November. It reached 71 points—a level not seen since 1982 and 1990. At the same time, BC has seen the biggest drop in consumer confidence (33%), from 117.6 point in February to 78.1 in November 2008.
- ◆ Canadian hotel sector experienced a 1.1% decrease in occupancy in the first three quarters of 2008, compared to the same period in 2007. At the same time, average daily room rate rose by 3.3% to \$132.58 (PKF Consulting).
- ◆ Air Canada reported \$106 million (4%) increase in passenger revenues in the third quarter of 2008, compared to the same period in 2007. WestJet's net earnings in the same period declined by 28.1% to \$54.7 million; however, it flew 8.5% more guests and expects a 12% capacity growth for the fourth quarter of 2008.

TOURISM STATISTICS	November		Variance	Year to Date		Variance
	2008	2007		2008	2007	
Average Occupancy	56.90%	n/a		61.77%	n/a	
Average Daily Room Rate	\$117.55	n/a		\$122.97	n/a	
Revenue Per Available Room (RevPAR)	\$66.89	n/a		\$75.96	n/a	
<b>BC Ferries (Tsawwassen – Duke Point)</b>						
➤ Vehicles	36,773	43,255	(14.99%)	618,620	568,988	8.72%
➤ Passengers	85,514	94,199	(9.22%)	1,456,632	1,332,103	9.35%
➤ Buses	220	55	300.00%	1,567	814	92.51%
<b>BC Ferries (Horseshoe Bay – Departure Bay)</b>						
➤ Vehicles	83,893	87,745	(4.39%)	1,163,164	1,232,224	(5.60%)
➤ Passengers	223,237	228,755	(2.41%)	3,238,591	3,388,660	(4.43%)
➤ Buses	576	609	(5.42%)	7,945	8,029	(1.05%)
<b>Nanaimo Airport</b>	8,934	10,481	(14.76%)	146,355	128,276	14.09%
<b>Comox Airport</b>	18,397	21,906	(16.02%)	280,472	283,594	(1.10%)

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



# VICTORIA LODGING RESULTS

## November 2008

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	November 2008	November 2007	YTD 2008	YTD 2007
<b>Number of Rooms</b>					
Greater than 150	2,159	55.29%	54.05%	70.68%	73.80%
100 - 150	757	42.13%	50.11%	68.01%	73.60%
50 - 99	1,072	44.31%	44.34%	60.07%	61.62%
Less than 50	351	41.31%	41.88%	63.33%	67.49%
<b>Location</b>					
Downtown/Inner Harbour	3,286	51.30%	50.67%	68.75%	72.92%
Suburban	486	39.52%	51.14%	62.35%	65.77%
Gorge Road/Esquimalt	179	41.97%	45.31%	59.07%	57.39%
Saanich Peninsula/Sidney	388	46.39%	44.84%	61.65%	62.05%
<b>Tier</b>					
Upper	2,551	54.71%	53.56%	70.32%	73.60%
Mid	1,366	44.84%	47.68%	66.53%	71.20%
Lower	422	29.52%	35.63%	48.45%	50.75%
<b>Lodging Type</b>					
Hotels	3,799	50.88%	51.05%	68.14%	71.35%
Motels	540	37.01%	42.35%	58.94%	62.54%
<b>Total Rooms</b>	<b>4,339</b>				
<b>Average Occupancy</b>		49.15%	49.97%	67.00%	70.18%
ROOM RATE					
Lodging Type	Number of Rooms	November 2008	November 2007	YTD 2008	YTD 2007
<b>Number of Rooms</b>					
Greater than 150	2,159	\$115.35	\$119.09	\$154.02	\$154.64
100 - 150	757	\$80.35	\$84.40	\$107.91	\$107.96
50 - 99	1,072	\$77.32	\$72.01	\$101.72	\$96.39
Less than 50	351	\$114.06	\$108.77	\$144.64	\$145.16
<b>Location</b>					
Downtown/Inner Harbour	3,286	\$105.06	\$107.27	\$140.56	\$141.05
Suburban	486	\$93.41	\$91.34	\$115.29	\$110.93
Gorge Road/Esquimalt	179	\$68.59	\$64.89	\$86.86	\$79.74
Saanich Peninsula/Sidney	388	\$91.20	\$84.61	\$111.21	\$112.66
<b>Tier</b>					
Upper	2,551	\$116.29	\$117.91	\$154.71	\$155.48
Mid	1,366	\$76.57	\$78.21	\$103.94	\$104.53
Lower	422	\$59.36	\$60.04	\$79.40	\$74.59
<b>Lodging Type</b>					
Hotels	3,799	\$105.14	\$106.21	\$139.62	\$139.34
Motels	540	\$66.91	\$66.28	\$84.12	\$81.77
<b>Total Rooms</b>	<b>4,339</b>				
<b>Average Room Rate</b>		\$101.56	\$102.01	\$133.55	\$132.53
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	November 2008	November 2007	YTD 2008	YTD 2007
<b>Number of Rooms</b>					
Greater than 150	2,159	\$63.78	\$64.37	\$108.85	\$114.13
100 - 150	757	\$33.85	\$42.30	\$73.38	\$79.46
50 - 99	1,072	\$34.26	\$31.93	\$61.11	\$59.39
Less than 50	351	\$47.12	\$45.56	\$91.60	\$97.97
<b>Location</b>					
Downtown/Inner Harbour	3,286	\$53.89	\$54.35	\$96.64	\$102.85
Suburban	486	\$36.92	\$46.71	\$71.89	\$72.96
Gorge Road/Esquimalt	179	\$28.79	\$29.40	\$51.31	\$45.76
Saanich Peninsula/Sidney	388	\$42.31	\$37.94	\$68.56	\$69.91
<b>Tier</b>					
Upper	2,551	\$63.62	\$63.15	\$108.78	\$114.44
Mid	1,366	\$34.33	\$37.29	\$69.15	\$74.43
Lower	422	\$17.52	\$21.39	\$38.47	\$37.85
<b>Lodging Type</b>					
Hotels	3,799	\$53.49	\$54.22	\$95.13	\$99.42
Motels	540	\$24.77	\$28.07	\$49.58	\$51.14
<b>Total Rooms</b>	<b>4,339</b>				
<b>Average REVPAR</b>		\$49.92	\$50.98	\$89.47	\$93.01

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

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