

COMOX TOURISM BULLETIN

January 2009

Tourism Industry Challenges

The tourism industry continues to react to the economic climate in BC and internationally. Consumer confidence is at an all time low and personal disposable income is declining. Both factors will contribute to a slow recovery in BC tourism industry. The consensus is that 2009 will require the operators to stay focused and disciplined in their approach to cost control and marketing.

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Industry Points of Interest

- ◆ Canada overtook the US to move from ninth to fifth place in *The Travel & Tourism Competitiveness Report 2009* released by the World Economic Forum. Canada's high ranking is the result of "excellent" natural and cultural resources, the world's top-ranked air infrastructure system and the business community's consensus that the Canadian government is finally making a concerted effort to promote tourism overseas with its latest budget initiatives.
- ◆ In December, trips to Canada from both the Americas and overseas key markets decreased compared to the same period in 2007, falling 3.0% and 9.1%, respectively. In 2008, international visits to Canada decreased 4.7% over the previous year, with almost 17.1 million overnight trips made.
- ◆ In December 2008, the national occupancy rate fell by 2.2% over the previous year to 45.5%. While most provinces faced decreases in occupancy, Newfoundland posted a modest increase this month (+ 2.0%) followed by Saskatchewan (+1.8%). British Columbia posted the largest decline (-4.1%). For the year, the national occupancy rate decreased 1.5% falling to 63.4% over 2007, while the national Average Daily Rate was up 3.0%, reaching \$130.90.

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2009	2008		2009	2008	
Average Occupancy	44.67%	47.66%	(2.99%)	44.67%	47.66%	(2.99%)
Average Daily Room Rate	\$112.37	\$102.38	\$9.99	\$112.37	\$102.38	\$9.99
Revenue Per Available Room (RevPAR)	\$50.20	\$48.80	\$1.40	\$50.20	\$48.80	\$1.40
BC Ferries (Tsawwassen – Duke Point)						
➤ Vehicles	36,739	36,214	1.45%	36,739	36,214	1.45%
➤ Passengers	82,379	78,072	5.52%	82,379	78,072	5.52%
➤ Buses	216	39	453.85%	216	39	453.85%
BC Ferries (Horseshoe Bay – Departure Bay)						
➤ Vehicles	74,959	74,499	0.62%	74,959	74,499	0.62%
➤ Passengers	193,717	194,595	(0.45%)	193,717	194,595	(0.45%)
➤ Buses	575	595	(3.36%)	575	595	(3.36%)
Nanaimo Airport	6,758	10,762	(37.20%)	6,758	10,762	(37.20%)
Comox Airport	19,290	23,694	(18.59%)	19,290	23,694	(18.59%)

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



VICTORIA LODGING RESULTS

January 2009

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2009	Jan 2008	YTD 2009	YTD 2008
Number of Rooms					
Greater than 150	2,159	38.76%	37.33%	38.76%	37.33%
100 - 150	757	39.09%	43.29%	39.09%	43.29%
50 - 99	1,127	39.20%	41.86%	39.20%	41.86%
Less than 50	349	40.27%	40.28%	40.27%	40.28%
Location					
Downtown/Inner Harbour	3,284	38.98%	38.50%	38.98%	38.50%
Suburban	486	33.71%	36.44%	33.71%	36.44%
Gorge Road/Esquimalt	179	39.45%	45.70%	39.45%	45.70%
Saanich Peninsula/Sidney	443	45.20%	51.39%	45.20%	51.39%
Tier					
Upper	2,606	40.09%	39.44%	40.09%	39.44%
Mid	1,364	40.21%	42.88%	40.21%	42.88%
Lower	422	28.86%	31.23%	28.86%	31.23%
Lodging Type					
Hotels	3,854	39.37%	39.63%	39.37%	39.63%
Motels	538	36.71%	40.42%	36.71%	40.42%
Total Rooms	4,392				
Average Occupancy		39.05%	39.73%	39.05%	39.73%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2009	Jan 2008	YTD 2009	Jan 2008
Number of Rooms					
Greater than 150	2,159	\$107.23	\$115.85	\$107.23	\$115.85
100 - 150	757	\$78.69	\$80.98	\$78.69	\$80.98
50 - 99	1,127	\$76.03	\$71.07	\$76.03	\$71.07
Less than 50	349	\$99.81	\$99.54	\$99.81	\$99.54
Location					
Downtown/Inner Harbour	3,284	\$96.72	\$101.97	\$96.72	\$101.97
Suburban	486	\$84.64	\$87.64	\$84.64	\$87.64
Gorge Road/Esquimalt	179	\$66.60	\$61.80	\$66.60	\$61.80
Saanich Peninsula/Sidney	443	\$90.93	\$81.63	\$90.93	\$81.63
Tier					
Upper	2,606	\$107.52	\$113.29	\$107.52	\$113.29
Mid	1,364	\$75.15	\$75.94	\$75.15	\$75.94
Lower	422	\$58.33	\$56.39	\$58.33	\$56.39
Lodging Type					
Hotels	3,854	\$97.55	\$101.01	\$97.55	\$101.01
Motels	538	\$63.76	\$63.12	\$63.76	\$63.12
Total Rooms	4,392				
Average Room Rate		\$93.64	\$96.21	\$93.64	\$96.21
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2009	Jan 2008	YTD 2009	Jan 2008
Number of Rooms					
Greater than 150	2,159	\$41.56	\$43.25	\$41.56	\$43.25
100 - 150	757	\$30.76	\$35.05	\$30.76	\$35.05
50 - 99	1,127	\$29.81	\$29.75	\$29.81	\$29.75
Less than 50	349	\$40.19	\$40.09	\$40.19	\$40.09
Location					
Downtown/Inner Harbour	3,284	\$37.71	\$39.26	\$37.71	\$39.26
Suburban	486	\$28.53	\$31.94	\$28.53	\$31.94
Gorge Road/Esquimalt	179	\$26.27	\$28.25	\$26.27	\$28.25
Saanich Peninsula/Sidney	443	\$41.11	\$41.95	\$41.11	\$41.95
Tier					
Upper	2,606	\$43.11	\$44.68	\$43.11	\$44.68
Mid	1,364	\$30.22	\$32.57	\$30.22	\$32.57
Lower	422	\$16.83	\$17.61	\$16.83	\$17.61
Lodging Type					
Hotels	3,854	\$38.41	\$40.03	\$38.41	\$40.03
Motels	538	\$23.41	\$25.52	\$23.41	\$25.52
Total Rooms	4,392				
Average REVPAR		\$36.57	\$38.22	\$36.57	\$38.22

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

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