

VICTORIA TOURISM BULLETIN

July 2007

July Performance outstanding!

Hotel performance for the Greater Victoria market was outstanding for July compared to July 2006. The hotel occupancy rate was 82.02% over 76.51% in 2006, while average daily rate increased by \$7.83. BC Ferries and airport statistics also demonstrated healthy gains. US visitation numbers are now recovering and the domestic market continues to be strong.

Frank Bourree, Principal – Chemistry Consulting Group Inc.

Industry Points of Interest

- ◆ A poll of 2,364 American leisure travelers co-sponsored by Gourmet magazine, the Travel Industry Association and International Culinary Tourism Association shows a growing interest in the culinary travel market. Sixty percent of travelers indicated interest in participating in such activities as cooking classes, winery tours, visiting farmer's markets and attending food and wine festivals while on vacation. The travelers mostly fall in the 35 to 54 age bracket; they tend to spend \$1,194 per trip, \$425 of which goes to food-related activities.
- ◆ Average daily rates in Canada rose 3.6% in April 2007, while occupancy levels remained on par with April 2006. Revenues per available room rose 3.5% over the previous year.
- ◆ Women travelers are becoming an increasingly important Asian travel market. About 40% of Asian trips are made by women, and this ratio is expected to increase over the next 10 years.
- ◆ Readers of Travel & Leisure magazine have named Vancouver Island "The Best Island in the Continental US and Canada," in the magazine's annual World's Best Awards readers' survey. Vancouver Island was also voted the sixth best island in the world in the company of exceptional island destinations such as Bali, Maui, Kauai, Galapagos, and Santorini. Victoria was also popular, placing ninth among favourite US and Canadian cities, while Vancouver took seventh place.
- ◆ July Sunshine 285.7 hours (norm: 321.1 hours) ◆ July Precipitation 31.8 mm (norm: 19.5 mm)

TOURISM STATISTICS	JULY		Variance	YEAR-TO-DATE		Variance
	2007	2006		2007	2006	
Average Occupancy	82.02%	76.51%	5.51%	69.48%	68.32%	1.16%
Average Daily Room Rate	\$169.46	\$161.63	\$7.83	\$125.91	\$119.64	\$6.27
Revenue Per Available Room (RevPAR)	\$138.99	\$123.66	\$15.33	\$87.48	\$81.74	\$5.74
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	221,590	213,949	3.57%	1,099,393	1,073,025	2.46%
➤ Passengers	779,574	773,767	0.75%	3,436,395	3,396,009	1.19%
➤ Buses	4,149	4,400	-5.70%	17,124	18,032	-5.04%
Victoria International Airport	133,311	124,899	6.74%	846,018	798,912	5.90%
Victoria Conference Centre (Delegate Days)	n/a	9,704	n/a	n/a	55,747	n/a

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.

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VICTORIA LODGING RESULTS

July, 2007

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2007	July 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	81.39%	75.79%	72.74%	73.69%
100 - 150	757	90.06%	85.42%	73.17%	68.37%
50 - 99	1,052	78.07%	55.09%	61.27%	60.42%
Less than 50	356	80.37%	74.52%	67.94%	65.15%
Location					
Downtown/Inner Harbour	3,204	83.43%	76.62%	72.54%	71.09%
Suburban	488	81.03%	82.43%	64.30%	63.92%
Gorge Road/Esquimalt	237	75.65%	70.78%	55.93%	56.45%
Saanich Peninsula/Sidney	395	75.57%	74.80%	61.90%	61.50%
Tier					
Upper	2,478	81.50%	76.22%	73.12%	72.87%
Mid	1,365	87.09%	82.50%	71.14%	68.62%
Lower	481	70.28%	64.15%	49.31%	50.04%
Lodging Type					
Hotels	3,727	82.64%	77.03%	70.60%	69.51%
Motels	597	78.10%	72.99%	62.35%	60.34%
Total Rooms	4,324				
Average Occupancy		82.02%	76.51%	69.48%	68.32%
ROOM RATE					
Lodging Type	Number of Rooms	July 2007	July 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$199.73	\$193.92	\$148.29	\$141.23
100 - 150	757	\$136.77	\$129.51	\$102.28	\$98.26
50 - 99	1,052	\$127.06	\$125.87	\$91.16	\$90.41
Less than 50	356	\$183.16	\$182.44	\$134.19	\$127.04
Location					
Downtown/Inner Harbour	3,204	\$182.28	\$177.09	\$134.56	\$129.32
Suburban	488	\$134.68	\$121.34	\$106.82	\$92.98
Gorge Road/Esquimalt	237	\$113.21	\$105.35	\$73.78	\$73.35
Saanich Peninsula/Sidney	395	\$134.48	\$131.96	\$105.83	\$97.33
Tier					
Upper	2,478	\$200.94	\$194.65	\$148.96	\$141.90
Mid	1,365	\$136.17	\$132.96	\$98.51	\$95.69
Lower	481	\$98.46	\$95.98	\$70.96	\$68.61
Lodging Type					
Hotels	3,727	\$179.15	\$169.23	\$132.76	\$125.29
Motels	597	\$105.43	\$107.39	\$76.47	\$76.05
Total Rooms	4,324				
Average Room Rate		\$169.46	\$161.63	\$125.91	\$119.64
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2007	July 2006	YTD 2007	YTD 2006
Number of Rooms					
Greater than 150	2,159	\$162.56	\$146.98	\$107.86	\$104.07
100 - 150	757	\$123.18	\$110.63	\$74.84	\$67.18
50 - 99	1,052	\$99.20	\$69.34	\$55.85	\$54.63
Less than 50	356	\$147.21	\$135.95	\$91.16	\$82.76
Location					
Downtown/Inner Harbour	3,204	\$152.08	\$135.68	\$97.61	\$91.93
Suburban	488	\$109.13	\$100.02	\$68.68	\$59.43
Gorge Road/Esquimalt	237	\$85.64	\$74.57	\$41.27	\$41.40
Saanich Peninsula/Sidney	395	\$101.63	\$98.70	\$65.50	\$59.86
Tier					
Upper	2,478	\$163.76	\$148.37	\$108.92	\$103.40
Mid	1,365	\$118.60	\$109.69	\$70.08	\$65.67
Lower	481	\$69.20	\$61.57	\$34.99	\$34.33
Lodging Type					
Hotels	3,727	\$148.06	\$130.35	\$93.73	\$87.09
Motels	597	\$82.34	\$78.39	\$47.68	\$45.89
Total Rooms	4,324				
Average REVPAR		\$138.99	\$123.66	\$87.48	\$81.74

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

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