

January 2008

*“Canadian companies will increase their travel spends by a solid 4.2 percent next year”*

## 2008 Business Travel Outlook

Canadian companies will increase their travel spends by a solid 4.2 percent next year, while placing greater emphasis on green programs and expressing a stronger interest in the video options of demand management, according to the 2008 Business Travel Outlook. This analytical white paper was produced in a joint collaboration by the Association of Corporate Travel Executives (ACTE) and the Conference Board of Canada. (CBOC).



"The 2008 Business Travel Outlook is a wealth of statistics and a guide to several key trends for the Canadian business travel industry," said Susan Gurley, ACTE's Executive Director.

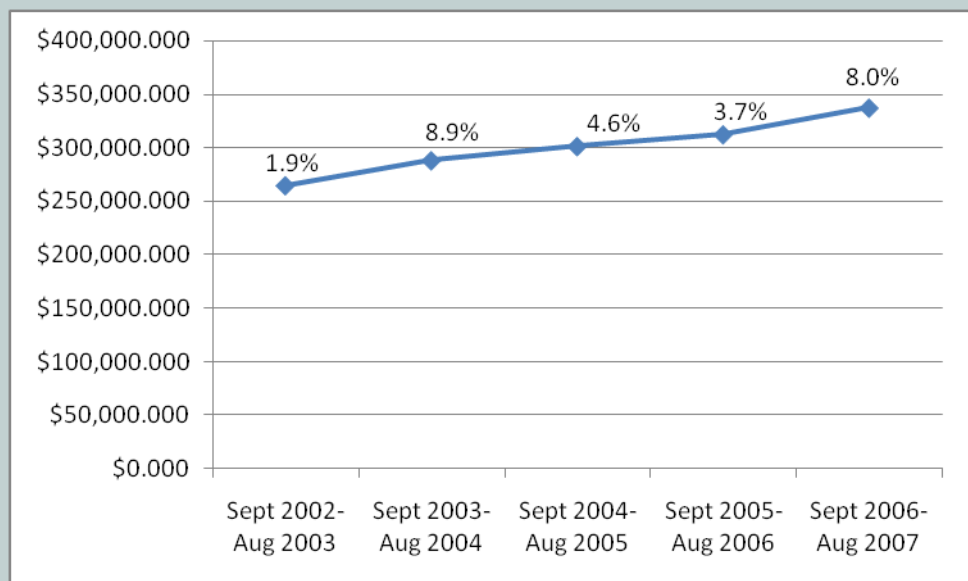
The top three reasons cited for higher travel spending were a greater number of international trips to destinations other than the United States, rising travel prices, and growth in domestic travel. Based on survey responses from 43 major Canadian companies, the report predicted travel managers will face tougher negotiations in 2008 over higher hotel rooms, and to a lesser extent, rental car rates. Corporate airfares for domestic travel and transborder travel to the United States are each expected to edge up by an average of 1.2 percent over 2007. International airfares are expected to climb slightly higher (1.6%).

For the full report, please visit ACTE's website:

[http://www.acte.org/about/members\\_only1.php](http://www.acte.org/about/members_only1.php)

## Vancouver Island Room Revenues

BC Stats & Tourism BC have only released room revenues for Vancouver Island up to and including August 2007. Using these figures, here is a look at the last 12 months compared to previous years for the same time period. The data labels represent the percentage of change in revenues over 5 years.



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Selected research documents  
are also available online:

[www.tourismvi.ca](http://www.tourismvi.ca)

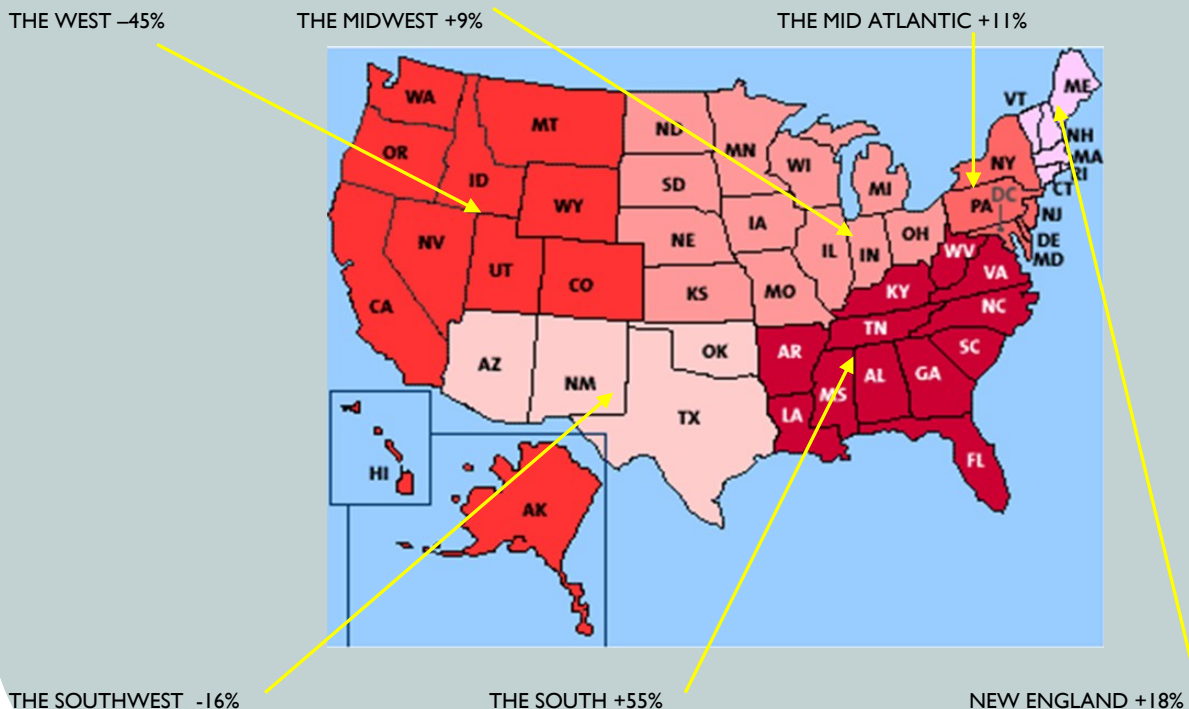
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## Visitor Inquiries—2007 Year End

- ↑ **BRITISH COLUMBIA** – Visitor inquiries from BC went up 490% over last year. 71% of these British Columbia inquiries were from the 'In BC' campaign targeting British Columbians via television commercials on Global TV and newspaper advertising in the Vancouver Sun/Province.
- ↑ **CANADA REGIONAL (AB, SK)** – Visitor inquiries from Canada Regional went up 113% over last year. 96% of these Canada Regional inquiries were from Alberta. 67% of the Canada Regional inquiries were received via the 'Vancouver Island Adventure Pass' campaign which was primarily targeting Alberta.
- ↑ **OTHER CANADA (MB, ON, QC, NF, PE, NB, NS, YK, NU)** – Visitor inquiries from Other Canada went up 12% over last year. 66% of these Other Canada inquiries were from Ontario.
- ↓ **US REGIONAL (ID, OR, WA)** – Visitor inquiries from US Regional went down 27% over last year. Of all our US Regional inquiries in 2007, 28% came via request cards (Sunset Magazine). In 2006, 50% of our inquiries were from request cards (Sunset Magazine, VIA Magazine, Native Peoples Magazine).
- ↓ **CALIFORNIA** – Visitor inquiries from California were the hardest hit in 2007 as they decreased by 51% over last year. Of all our California inquiries in 2007, 30% were via Sunset Magazine request cards. It is important to note that in 2006 TAVI invested in **two** inserts in Sunset Magazine & one insert in VIA Magazine which resulted in 78% request cards from Sunset Magazine and 21% from VIA Magazine. This might partly explain why TAVI did not see as many California visitor inquiries in 2007.
- ↓ **OTHER US** – Visitor inquiries from the Other 48 US states **combined** were down 17% over last year. However, some inquiries from 'Other US states' increased over last year on an **individual** basis. For example: Ohio inquiries increased by 57%, Illinois increased by 21%, Pennsylvania inquiries increased by 21%, and Florida inquiries increased by 27%.

Here is a different look at percentage increases of visitor inquiries in 2007 grouped by **US regions**:



**↑ EUROPE** – Visitor inquiries from Europe were up 22% over last year. 65% of the European visitor inquiries were from the United Kingdom. Inquiries specifically from the United Kingdom were up 37%. Germany, which is a country of particular interest to Tourism Vancouver Island was up 13% over last year.

Almost 50% of total visitor inquiries from Europe was received in the first quarter of 2007 (January—March).

**↑ ASIA PACIFIC (Australia, Korea, NZ)**– Total combined visitor inquiries from Asia Pacific were up 51% over last year. The bulk of these Asian Pacific inquiries were from Australia (90%). Australian inquiries were up 67% over last year.

## What type of information did visitors request in 2007?

**Publications:** All requests for publications increased over last year. The most popular publication was the Vacation Guide at 96%!

- ◆ Vacation Guide: 96% (44% increase)
- ◆ Outdoor Guide: 77% (24% increase)
- ◆ Gardens Guide: 53% (4% increase)
- ◆ Arts & Culture Guide: 48% (16% increase)
- ◆ Bed & Breakfast Guide: 33% (4% increase)
- ◆ Golf Guide: 10% (2% increase)

**Information Categories in the Brochure Distribution Program:** For a third consecutive year, Marine Wildlife Watching & Hiking/Walking Tours ranked 1st and 2nd as most popular information categories requested in 2007.

The categories with the most movement (percentage of change over last year) were *accommodation* type categories: Lodges & Resorts saw the biggest increase (68%), followed by Bed & Breakfasts (57%), Cabins/Cottages/Vacation Homes (57%), and Hotels/Motels (54%).

Categories to watch for in 2008: Bear watching has increasingly gained popularity as has Museums/Historical sites.



1. Marine Wildlife Watching: 42% (18% increase)
2. Hiking/Walking Tours: 39% (12% increase)
3. Hotels/Motels: 33% (54% increase)
4. Museums/Historical Sites: 31% (28% increase)
5. Lodges/Resorts: 29% (68% increase)
6. Bed & Breakfasts 26% (57% increase)
7. Bear Watching 26% (33% increase)
8. Marine Tours 22% (16% increase)
9. Wineries 21% (7% increase)
10. Kayaking Tours 15% (2% increase)
11. Campgrounds/RV Parks 15% (4% increase)
12. Galleries/Theatre/Arts 15% (17% increase)
13. Transportation 13% (21% increase)
14. Fishing 12% (19% increase)
15. Cabins/Cottages/ Vacation Homes 11% (57% increase)
16. Spa/Wellness 9% (5% increase)
17. Weddings/Honeymoons 3% (25% increase)

