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“Dozens of thoughtful extras make many B&Bs ideal choices for business.”

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Bed & Breakfasts

Leisure travel continues to dominate the Bed & Breakfast sector, with particular interest from cultural and historic travelers who enjoy staying at unique or historic properties. Weddings, family reunions, and special events continue to be regular features at over half of all inns.

Business travelers generally don't consider B&Bs for their lodging. Maybe they should, a new survey suggests. Most of 1,332 B&Bs in 49 American states that responded last month to a survey by BedandBreakfast.com

say they provide many of the services and amenities business travelers seek.

Most provide at least five of the following business-friendly features: free Wi-Fi, a desk in a guest room, copying service, fax service, online booking, and corporate or single-occupancy rates. Women business travelers feel safer with no long hallways, no strangers at check-in, no sketchy guys at the bar." Dozens of thoughtful extras make many B&Bs ideal choices for business travelers," says Sandy Soule, editor of the website. Unlike many hotels, Soule says, B&Bs usually provide free amenities, including local phone calls, Internet access, bottled water and snacks. "The B&B bonus factor is high!"

Also in the news is the recent buzz around actress Tori Spelling and husband Dean McDermott opening Chateau La Rue, on their new reality TV show 'Inn Love'. American Historic Inns (AHI) and iLoveInns.com are wondering whether the show will attract more generation Xers to B&Bs, thereby potentially changing the mindset of a B&B being old lacy doilies and grandma's bed. B&B operators quoted in the article say that their brightly colored walls, modern design, innovative amenities, fine dining experiences, local ingredients, renewable technology, and sustainable practices have already attracted the 30-somethings!

Celebrities are known for starting fads and only time will tell how long Tori & Dean love being innkeepers of Chateau La Rue, but many young inn lovers have already set the trend and many more will experience the tradition of country inns and B&Bs.

Sources: PAIL 2004 Industry Study of Operations and Finance

Article by Gary Stoller, USA Today

Article on [Wwww.iLoveInns.com](http://www.iLoveInns.com)

NEW Vancouver Island Regional Visitor Profiles

Interested in knowing a bit more about the visitors to your region of the island? What type of activities did they participate in? How much money do they spend? Where did they stay? How did they plan their trip? All this and more now available on our research page: <http://www.tourismvi.ca/research/index.php>



“Archeology Tourists are also twice as likely to have recently been to BC as are History and Heritage Tourists as a whole ”

History & Heritage Tourists

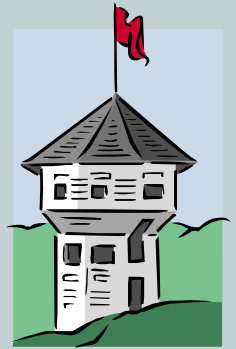
Of the 166 million American pleasure tourist market, almost 1-in-2 say they went to historic sites or re-enactments, museums or archeology/paleontology sites or park interpretive programs while on a recent overnight pleasure trip.

Visiting **well-known historic sites/buildings** is the most popular activity among this group, with over half of the market segment (55%) identifying it as the main reason for the trip.

57% of History & Heritage Tourists also visit various types of **museums**.

Archeology Tourists important to BC:

Archeology Tourists are History and Heritage Tourists who have taken recent overnight pleasure trips in order to participate in **archeological or paleontology-oriented experiences**. This niche market represents about one-twentieth of the Americans who have recently visited BC. Archeology Tourists are also twice as likely to have recently been to BC as are History and Heritage Tourists as a whole. They may be particularly important to BC because they more closely resemble the profile of American tourists currently attracted to the province than does the History and Heritage Tourist *per se*. They are more highly educated, more affluent, more widely travelled, more heavily concentrated in traditional west coast feeder markets, and more interested in learning about other cultures and places and being intellectually challenged than is the more broadly defined American History and Heritage Tourist.



Source: *Travel Activities and Motivations Survey of U.S. Residents: History & Heritage Tourists*

An *Elasmosaur* like the one found on Vancouver Island

Trends To Watch

- ◆ American Vacations are shrinking: Americans are now taking fewer long vacations and more three-or four-day getaways.
- ◆ Business travel in the U.S. is strengthening fuelled by the availability of cheaper U.S. domestic airfares.
- ◆ British long-haul market is expanding quickly. Spending has grown by 41% in the last 4 years.
- ◆ About 40% of Asian trips are made by women, and this ratio is expected to increase over the next 10 years.
- ◆ An increase in U.S. demand for newer forms of purpose-built, long-stay and comfortable, but not expensive accommodations is expected.
- ◆ An increase in U.S. demand for more RV parks in major tourist regions is expected.
- ◆ Top 7 things Americans seek on vacation are: Beaches (54%), Culture (51%), Adventures (41%), Spa (19%), Gaming/Gambling (19%), Wine (18%), and Golf (8%).
- ◆ 77% of travellers frequently take their pets with them when leaving town.
- ◆ 40% of leisure travellers state they travel with the purpose of educating themselves about and indulging in their destination's unique dining options.
- ◆ 'Girl-Getaways' are going upscale and beyond the traditional weekend. The getaways are increasingly between 4-7 days long. 42% are splurging on customized tours and experiences, 36% are travelling first class, and 20% staying in private villas.
- ◆ There are also more women travelling solo. 75% indulge in wellness/self-improvement travel such as spa resorts, yoga retreats, and wellness centres. Others (52%) embarked on cultural excursions such as visiting ruins and tourism museums.

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Everyone needs
a little Island time.