

## SPECIAL FOCUS: TRAVELLER ACCOMMODATION SURVEY 1994-95

Statistics Canada's Traveller Accommodation Survey provides information on the characteristics of businesses operating in the accommodation industry throughout Canada. The survey provides information on the industry's financial performance, employment, and client base. (Readers are referred to Statistics Canada's *Traveller accommodation statistics*, Catalogue no.63-204-XPB, for more information.)

It should be noted that the revenue figures reported here refer to the industry's total revenue. This includes revenue earned from providing accommodation (i.e. room revenue), but also from meals, alcoholic beverages, merchandise, and services. Further, the survey includes all establishments in the industry, while the *Room Revenue Report* includes only those which collect the BC Hotel Room Tax.

### BC as part of the national picture

The accommodation industry in Canada had revenue of \$9,491 million in 1994-95 (the most recent year for which data is available). Industry revenue was up 6.1% over 1993-94. In total, 14,874 establishments operated in Canada in 1994-95.

In BC, 2,943 establishments (20% of the national total) earned \$1,998 million. The only province with a larger accommodation industry was Ontario with 4,495 establishments and revenue of \$2,904 million. BC's revenue increased 5.8% from the previous year, slightly less than the national growth rate.

### The hotel industry dominates

The largest component of the accommodation service industry in Canada is the hotels and motor hotel group. In 1994-95, the 5,066 establish-

ments earned \$7,453 million, 79% of the national total. BC's hotels and motor hotels numbered 941 and earned \$1,616 million, an increase in revenue of 5.5%.

Average hotel revenue in BC was \$1.7 million per establishment, above the average of \$1.4 million for hotels in the remainder of Canada.

The survey found that just under one-half of the revenue earned by hotels and motor hotels comes from room sales. Most of the remainder comes from the sale of alcoholic beverages (21%) and meals (20%).

Most hotels and motor hotels have restaurants (91%) and bars (80%). Many also have other amenities such as swimming pools and exercise rooms that do not generate revenue directly.

As shown in the chart below, hotels in Canada serve a very different clientele from other types of accommodation.

### Motels show different characteristics

Motels are only slightly less numerous than hotels and motor hotels (3,723 nation-wide, of which 885 are in BC), but they earn significantly less revenue. Motel revenue across Canada was \$1,036 million and \$201 million in BC.

The average motel in BC had revenue of \$227,000, below the average of \$294,000 in the remainder of Canada.

More than two-thirds of motel revenue comes from room sales. The lower proportion of revenue generated by meals and alcoholic beverage sales compared to that of hotels is directly linked to the fact that just over one-half of the motels have restaurants, and under one-third have bars.

