

# The Daily

Statistics Canada

**Tuesday, November 3, 2009**

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## Releases

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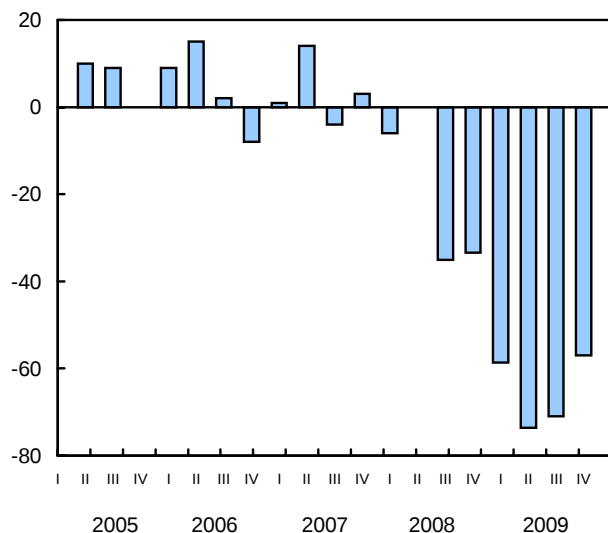
## Business Conditions Survey: Traveller accommodation industries

Fourth quarter 2009 (outlook)

Canadian hoteliers' continued to be less optimistic about the business outlook in the traveller accommodation industry in the fourth quarter of 2009. However, their outlook is less negative than it was in the previous quarter.

### Balance of opinion of expected occupancy rates

balance of opinion



Almost two-thirds (65%) of hoteliers expected occupancy rates to be lower than they were during the same quarter last year, while 8% anticipated increases. Thus, the balance of opinion, or difference between the two, was -57.

As has been the case since the first quarter of 2009, more hotel managers (58%) expected average daily room rates to be lower for the remainder of this year compared with those (7%) who expected room rates to be higher.

Regional economic conditions continued to be the most commonly-cited business impediment (64%). In contrast, 29% of the respondents cited this as an impediment when surveyed for the same quarter of 2008.

**Note:** The Business Conditions Survey for the traveller accommodation industries is a voluntary survey sent to 1,453 businesses, mostly hotels. The balance of opinion is determined by subtracting the proportion of traveller accommodation businesses that stated their business activity would be lower relative to the same quarter of the previous year, from the proportion who believed their activity would be higher.

The survey is made possible with the support of industry partners, the Canadian Tourism Commission, the Ontario Ministry of Tourism, Tourism Saskatchewan, Nova Scotia Department of Tourism, Culture and Heritage, and Industry Canada.

**Available on CANSIM: tables 351-0004 and 351-0005.**

**Definitions, data sources and methods: survey number 5050.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Irene Ross (613-951-6305; fax: 613-951-6696; [irene.ross@statcan.gc.ca](mailto:irene.ross@statcan.gc.ca)) or Joan Farnworth (613-951-6303; [joan.farnworth@statcan.gc.ca](mailto:joan.farnworth@statcan.gc.ca)), Service Industries Division.

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## Traveller accommodation industries

|                                                                                               | Fourth<br>quarter<br>2008 | First<br>quarter<br>2009 | Second<br>quarter<br>2009 | Third<br>quarter<br>2009 | Fourth<br>quarter<br>2009 |
|-----------------------------------------------------------------------------------------------|---------------------------|--------------------------|---------------------------|--------------------------|---------------------------|
| <b>Anticipated number of room nights booked</b>                                               |                           |                          |                           |                          |                           |
| About the same (%)                                                                            | 44                        | 26                       | 18                        | 19                       | 29                        |
| Higher (%)                                                                                    | 10                        | 7                        | 3                         | 5                        | 7                         |
| Lower (%)                                                                                     | 47                        | 67                       | 78                        | 76                       | 64                        |
| Balance of opinion                                                                            | -37                       | -60                      | -75                       | -70                      | -56                       |
| <b>Anticipated occupancy rate</b>                                                             |                           |                          |                           |                          |                           |
| About the same (%)                                                                            | 46                        | 26                       | 18                        | 18                       | 27                        |
| Higher (%)                                                                                    | 10                        | 8                        | 4                         | 5                        | 8                         |
| Lower (%)                                                                                     | 44                        | 66                       | 78                        | 76                       | 65                        |
| Balance of opinion                                                                            | -33                       | -59                      | -74                       | -71                      | -57                       |
| <b>Anticipated number of corporate and/or<br/>commercial travellers in this business unit</b> |                           |                          |                           |                          |                           |
| About the same (%)                                                                            | 54                        | 31                       | 24                        | 24                       | 31                        |
| Higher (%)                                                                                    | 10                        | 4                        | 3                         | 3                        | 6                         |
| Lower (%)                                                                                     | 36                        | 65                       | 73                        | 74                       | 64                        |
| Balance of opinion                                                                            | -27                       | -61                      | -70                       | -71                      | -58                       |
| <b>Anticipated average daily room rate</b>                                                    |                           |                          |                           |                          |                           |
| About the same (%)                                                                            | 46                        | 50                       | 33                        | 31                       | 34                        |
| Higher (%)                                                                                    | 27                        | 13                       | 10                        | 7                        | 7                         |
| Lower (%)                                                                                     | 27                        | 37                       | 57                        | 62                       | 58                        |
| Balance of opinion                                                                            | 0                         | -23                      | -46                       | -55                      | -51                       |
| <b>Anticipated total number of hours worked by<br/>employees in this business unit</b>        |                           |                          |                           |                          |                           |
| About the same (%)                                                                            | 56                        | 35                       | 26                        | 32                       | 37                        |
| Higher (%)                                                                                    | 10                        | 2                        | 2                         | 2                        | 3                         |
| Lower (%)                                                                                     | 34                        | 63                       | 72                        | 66                       | 60                        |
| Balance of opinion                                                                            | -24                       | -61                      | -71                       | -64                      | -58                       |
|                                                                                               | Third quarter 2008        | Fourth quarter 2008      | First quarter 2009        | Second quarter 2009      | Third quarter 2009        |
|                                                                                               | %                         |                          |                           |                          |                           |
| <b>Business impediments</b>                                                                   |                           |                          |                           |                          |                           |
| Regional economic conditions                                                                  | 29                        | 46                       | 54                        | 66                       | 64                        |
| Excess room supply                                                                            | 27                        | 32                       | 36                        | 37                       | 36                        |
| Exchange rate fluctuations                                                                    | 46                        | 40                       | 28                        | 34                       | 27                        |
| Lack of attractions or complementary facilities in<br>the vicinity                            | 16                        | 19                       | 20                        | 21                       | 20                        |
| Shortage of skilled labour                                                                    | 28                        | 19                       | 11                        | 13                       | 16                        |
| Public health                                                                                 | 1                         | 1                        | 0                         | 15                       | 15                        |
| Shortage of unskilled labour                                                                  | 31                        | 16                       | 10                        | 11                       | 14                        |
| Abnormal weather and/or natural disasters                                                     | 9                         | 19                       | 8                         | 10                       | 12                        |
| No difficulties at this time                                                                  | 17                        | 15                       | 10                        | 8                        | 11                        |
| Canada's reputation as a desired tourist<br>destination                                       | 16                        | 15                       | 10                        | 13                       | 9                         |
| Security concerns                                                                             | 3                         | 5                        | 3                         | 3                        | 4                         |

**Note:** Results have been rounded.



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## **Electric power statistics**

August 2009

Data on electric power are now available for August.

**Available on CANSIM: tables 127-0002 and 127-0003.**

**Definitions, data sources and methods: survey number 2151.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; [energ@statcan.gc.ca](mailto:energ@statcan.gc.ca)), Manufacturing and Energy Division. ■

## **Coal and coke statistics**

August 2009

Data on coal and coke are now available for August.

**Available on CANSIM: tables 135-0001 and 135-0002.**

**Definitions, data sources and methods: survey numbers, including related surveys, 2003 and 2147.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; [energ@statcan.gc.ca](mailto:energ@statcan.gc.ca)), Manufacturing and Energy Division. ■

## **Domestic travel**

2008

The public-use microdata file for the 2008 Travel Survey of Residents of Canada is now available.

**Definitions, data sources and methods: survey number 3810.**

For more information or to obtain data, contact Client Services (613-951-9169; toll-free 1-800-307-3382; fax: 613-951-2909; [tourism@statcan.gc.ca](mailto:tourism@statcan.gc.ca)). To enquire about the questionnaires, concepts, methods or data quality of this release, contact Marinka Ménard (613-951-9602; fax: 613-951-2909; [marinka.menard@statcan.gc.ca](mailto:marinka.menard@statcan.gc.ca)), Tourism and the Centre for Education Statistics Division. ■

## New products

**Employment, Earnings and Hours, August 2009,**  
Vol. 87, no. 8  
Catalogue number 72-002-X (PDF, free; HTML, free)

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### Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

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