



The Daily

Statistics Canada

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Business Conditions Survey: Traveller accommodation industries

Third quarter 2007

Canadian hotel operators were less optimistic about the 2007 summer outlook, according to the Business Conditions Survey for the Traveller Accommodation Industry. Hoteliers were expecting fewer room nights booked, lower occupancy rates and fewer corporate travellers. Furthermore, hotel operators reported that, for the first time, the exchange rate fluctuation was a greater business impediment than labour shortages for the spring of 2007.

Over a quarter of hotel managers (26%) anticipated the number of room nights booked to decline, while over a fifth (21%) expect it to rise. A similar pattern was also observed for occupancy rates as well as for the number of corporate travellers.

However, hoteliers were still optimistic about the anticipated average daily room rates. According to third quarter results, 45% of respondents anticipated an increase, while 18% anticipated a decrease in the average daily room rate.

Overall, hotel managers foresaw no change in the anticipated total number of hours worked by their employees. Third quarter results show that there were as many hoteliers who anticipated the total number of hours worked to be higher (20%) as there were hoteliers who anticipated that number to be lower (20%).

The exchange rate fluctuation was the new major impediment to the traveller accommodation industry in the second quarter. According to the results, 38% of hoteliers found the exchange rate fluctuation to be a business impediment. During the second quarter of 2007, the Canadian dollar appreciated by about 3% each month against the American dollar.

Both skilled and unskilled labour shortages were still considered business impediments by about a third of hoteliers. As well, the number of hoteliers who reported no difficulties for the second quarter of 2007 reached a low of 20%.

The survey of around 1,325 businesses, mostly hotels, was conducted in July and assessed the outlook of key indicators compared with the same period in 2006. Some of these key indicators include bookings, occupancy rates, room rates and hours worked by employees.

Note: The Business Conditions Survey for the Traveller Accommodation Industry is made possible with the support of industry partners, the Canadian Tourism Commission, the Ontario Ministry of Tourism, Tourism Saskatchewan, the Nova Scotia Department of Tourism, Culture and Heritage and Industry Canada. Results are based on survey questionnaires sent to traveller accommodation providers and are weighted by their operating revenues. Consequently, the larger businesses have a correspondingly larger impact on the results than smaller businesses.

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

Definitions, data sources and methods: survey number 5050.

For more information, to enquire about the concepts, methods or data quality of this release, or to obtain the survey background paper, contact Konstantine Anastasopoulos (613-951-8354; 613-951-6696; konstantine.anastasopoulos@statcan.ca), Service Industries Division. □

Traveller accommodation industries

	Second quarter 2005	Third quarter 2005	Fourth quarter 2005	First quarter 2006	Second quarter 2006	Third quarter 2006	Fourth quarter 2006	First quarter 2007	Second quarter 2007	Third quarter 2007
Number of room nights booked will be:										
About the same (%)	49	47	48	48	48	46	50	45	50	53
Higher (%)	31	31	27	30	32	26	18	26	31	21
Lower (%)	20	23	25	22	20	28	32	29	19	26
Balance of opinion	10	8	3	8	12	-2	-14	-3	13	-5
Occupancy rate will be:										
About the same (%)	51	46	50	48	46	44	51	45	51	51
Higher (%)	30	32	25	31	35	29	20	28	32	23
Lower (%)	20	23	25	22	20	27	29	27	17	27
Balance of opinion	10	9	0	9	15	2	-8	1	14	-4
Number of corporate/commercial travellers will be:										
About the same (%)	59	57	57	55	56	55	56	60	57	61
Higher (%)	23	22	22	24	27	17	15	17	25	18
Lower (%)	18	21	21	21	18	27	28	22	18	20
Balance of opinion	4	2	1	3	9	-10	-13	-5	8	-2
Average daily room rate will be:										
About the same (%)	46	44	46	53	44	43	40	44	44	37
Higher (%)	39	39	35	34	45	40	40	41	49	45
Lower (%)	15	18	19	13	12	18	21	16	7	18
Balance of opinion	24	21	16	21	34	22	19	25	42	27
Total number of hours worked by employees:										
About the same (%)	63	62	56	59	54	58	59	61	59	60
Higher (%)	19	20	20	19	31	25	16	18	26	20
Lower (%)	17	18	24	22	15	17	26	21	15	20
Balance of opinion	2	2	-4	-3	16	8	-10	-3	11	0
	First quarter 2005	Second quarter 2005	Third quarter 2005	Fourth quarter 2005	First quarter 2006	Second quarter 2006	Third quarter 2006	Fourth quarter 2006	First quarter 2007	Second quarter 2007
	%									
Business impediments										
Exchange rate fluctuations	22	38
Shortage of unskilled labour	15	21	22	24	32	34	36	28	36	34
Shortage of skilled labour	21	23	23	21	24	31	29	25	33	30
Excess room supply	25	26	21	23	22	22	19	26	24	26
Lack of attractions or complementary facilities in the vicinity	19	16	13	16	12	22	23	25	19	23
Canada's reputation as a desired tourist destination	9	11	8	11	11	12	15	19	16	15
Abnormal weather and/or natural disasters	12	11	4	9	4	4	3	14	11	10
Regional economic conditions	11	9
Security concerns	9	8
Public health	2	1
No difficulties at this time	30	32	38	31	30	26	23	26	24	20

.. not available for a specific reference period

Note: Due to rounding, components may not add up to the total.

Salary and salary scales of full-time teaching staff at Canadian universities 2006/2007 (preliminary)

Data on the salaries of full-time teaching staff at 56 Canadian universities are now available for the 2006/2007 academic year. The institutions that are included are all those that completed the survey by the end of June 2007.

This bulletin contains information on the salaries of full-time teaching staff at 22 Canadian universities, along with information on the salary scales for selected institutions for the 2006/2007 academic year. The institutions that have been included are those that

have more than 100 staff. This information is collected annually under the Universities and Colleges Academic Staff System.

Definitions, data sources and methods: survey number 3101.

The report "Salaries and salary scales of full-time teaching staff at Canadian universities, 2006/2007: preliminary report", as part of the *Culture, Tourism and the Centre for Education Statistics - Research Papers* (81-595-MIE2007052, free), is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-307-3382;

613-951-7608; fax: 613-951-4441), Culture, Tourism and the Centre for Education Statistics. ■

New products

Steel, Tubular Products and Steel Wire, May 2007,
Vol. 3, no. 5
Catalogue number 41-019-XWE
(free).

Public Sector Statistics, 2006/2007
Catalogue number 68-213-XWE
(free).

**Culture, Tourism and the Centre for Education
Statistics - Research Papers : "Salaries and salary
scales of full-time teaching staff at Canadian
universities, 2006/2007: preliminary report"**, no. 52
Catalogue number 81-595-MIE2007052
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Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit, 1996** 2
Discusses the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 40 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
Growth in productivity among Canadian businesses was relatively weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

- **Harbourward Index, May 1997** 5
- **Structural Equations Survey** 8
- **Steel primary forms, week ending May 31, 1997** 10
- **Egg production, April 1997** 12

PUBLICATIONS RELEASED 11

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