

Please see BC Ferries traffic stats and graphs for the month of July 2013, and a synopsis by Brian Hollingshead below. As Brian notes below we had a gorgeous rain free month, which unfortunately did not result in increased ridership for Route 20. Route 20 continues to buck the trend of the rest of the system and for the month we were off -1.86% for passengers, and -2.88% for vehicles, which leaves us at -1.77% for passengers and -2.01% for vehicles year to date for the first 1/3 of the fiscal year. It will be interesting to see if this trend will be mentioned in the next round of community consultation scheduled for late fall...

Regards

Keith Rush
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July 2013 Ferry Traffic

Hi all

This is a half full, half empty monthly report . . .

For those who find comfort in half a glass of fine wine: Ferry traffic, both vehicle and passenger, was up over last July. 0.98% for passengers and 0.93% for vehicles. Majors and Minors both showing increases for vehicles and for passengers. All good.

For those annoyed with the cheap sommelier: Expectations were for a greater increase, given . . .
- this was the finest July weather on record, and substantially better than the blah weather last July, and
- last July's traffic was underwhelming, being about 4% less than that of the previous July; shouldn't have been too hard to beat.

So, what are we seeing in the attached graphs and BCF data sheet . . .

Graph 1 indicates YTD results, with the system still under this time last year by 0.61% for passengers and 0.95% for vehicles. Significantly, the Majors show the worst results and, as with the total system, vehicle results are worse than those for passengers. Both (majors and vehicles) magnify the financial impact.

Graph 2 shows the month's traffic for both the Major and Minor routes a little better than last July. The Northern routes have come down off their winter jag, and are showing substantial traffic declines from last July.

Graph 3 indicates the system traffic compared to that of July 2009 and the Julys since then. While the results were a modest improvement over last July, they didn't come near results of July 2011, or any previous Julys. A reason for hope, but not celebration yet.

Graph 4 shows the modest July over July results, as well as what the comparable results were for last July. Certainly better than many months in the past 13 months. Good to have the gains in July, one of the two high volume months. Would be good to have a similar result for August, but that remains to be seen.

Graph 5 tracking the mysterious Northern traffic. Stellar performance - nobody seems to know quite why - in the winter and spring, but coming back to earth in July, one of the two 'heavy' traffic tourist months. Biggest loss on rte10. Perhaps the celestial fares are a factor?

So, them's the numbers.

What might the future hold?

Last Aug was a standout month for both weather and traffic. This Aug, the weather is good, but not great, as it was last year. Given the weather and last August's performance, it's likely this August traffic will be down from that of last Aug. That being the case, the remainder of the year will be six months of so-so weather, and comparison to run-of-the-mill traffic results from last year. There's no leap year effect. March will be without the Easter weekend boost it had this year.

Fares are 4.1% higher than last year. We, and most in our communities, hold the belief that fares matter.

Forecast: *Vehicle and passenger traffic can be expected to be down 1.5% to 2.0% below that of FY2013.*

Any questions, please ask.

Brian