

WHOLESALE AND RETAIL TRADE

RETAIL SALES

Retail sales are expected to be essentially flat in comparison to 2008. According to the Financial Post Sales Survey, the total estimated retail sales for 2009 in the Central Okanagan were expected to be \$2,516.8. This represents a drop of 0.8% compared to a projected drop of 0.4% provincially.

Retail Sales (\$ millions)¹

| Year | Central Okanagan (RD) Total Sales | % Change | BC Total Sales | % Change |
|------|--------------------------------------|----------|----------------|----------|
| 1999 | \$1,401.4 | 27.5% | \$34,881.8 | 6.2% |
| 2000 | \$1,477.5 | 5.4% | \$37,437.7 | 7.3% |
| 2001 | \$1,845.9 | 25.0% | \$36,141.4 | -3.5% |
| 2002 | \$1,761.3 | -4.6% | \$39,321.1 | 8.8% |
| 2003 | \$1,904.0 | 8.1% | \$42,184.2 | 7.3% |
| 2004 | \$1,944.2 | 2.1% | \$43,039.3 | 2.0% |
| 2005 | \$2,009.8 | 3.4% | \$45,035.0 | 4.6% |
| 2006 | \$2,458.8 | 22.3% | \$52,390.7 | 16.3% |
| 2007 | \$2,706.7 | 10.1% | \$55,506.5 | 5.9% |
| 2008 | \$2,538.8 | -6.2% | \$57,263.7 | 3.1% |
| 2009 | \$2,516.8 | -0.8% | \$56,986.8 | -0.4% |

Note: Retail sales estimates are based on Statistics Canada monthly survey

Note that the FP Markets no longer profiles retail sales by category at the sub-provincial level.

¹ Financial Post, 2007, FP Markets Canadian Demographics 2008, 81st Ed.

The Kelowna area is the largest retail and business centre in the interior of BC with a total of seven shopping centres. Orchard Park Shopping Centre is the largest shopping centre between Calgary and Vancouver and has recently undergone a major expansion. Most major chain stores are represented locally, including Wal-Mart, Costco, The Brick, The Bay, Sears, Zellers, London Drugs, Superstore, Home Depot, Rona, and Chapters.

Largest Stores in the Kelowna Area (Square Footage)²

| Store | Square Footage |
|-------------------------------------|-----------------------|
| Wal-Mart Supercentre (Westbank) | 178,000 |
| Real Canadian Superstore (Westbank) | 175,000 |
| Rona Home and Garden | 140,000 |
| Wal-Mart (Kelowna) | 135,000 |
| Home Depot (Kelowna) | 130,000 |
| The Bay | 127,000 |
| Zellers (Westbank) | 118,000 |
| Costco | 117,250 |
| Real Canadian Superstore | 115,000 |
| Canadian Tire (Kelowna) | 104,000 |
| Sears | 95,000 |
| Home Depot (Westbank) | 85,000 |
| Canadian Tire (Westbank) | 58,000 |

² *Economic Development Commission of the Central Okanagan, 2008*