

1.1 WHOLESALE AND RETAIL TRADE

1.1.1 RETAIL SALES

According to the Financial Post Sales Survey, the total estimated retail sales for 2008 in the Central Okanagan were expected to be \$2,538.8. This represents a drop of 6.2% after two years of double digit growth.

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%

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
Rona Home and Garden	140,000
Walmart (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*