

TABLE OF CONTENTS

1.01	Wholesale and Retail Trade.....	2
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1.01 Wholesale and Retail Trade

According to a Financial Post survey, the total estimated retail sales for 2005 in the Central Okanagan (RDCO) are expected to be approximately \$2.0 billion. This represents an average annual per capita expenditure of approximately \$12,300. In a ten-year comparison, the Regional District has outpaced the province in growth in retail sales. Regional District retail sales increased 96.7% between 1995 and 2005, compared to 46.0% for BC in 2005. However, in the past three years, growth has slowed somewhat to match the provincial growth rate. Between 2002 and 2005 the Regional District's retail sales grew 14.1% compared to the provincial average of 14.5%. Retail sales for RDCO are 13% above the national average.

Table 3.20 Retail Sales Totals (\$ millions)

Year	RDCO Total Sales	% Change	BC Total Sales	% Change
1991	\$912.8	(2.5%)	\$23,537.0	(2.7%)
1992	\$972.9	6.6%	\$24,433.0	3.8%
1993	\$981.4	0.9%	\$26,348.0	7.8%
1994	\$1,018.9	3.8%	\$29,032.0	10.2%
1995	\$1,021.8	0.3%	\$30,837.0	6.2%
1996	\$1,058.4	3.6%	\$31,252.0	1.3%
1997	\$1,098.8	3.8%	\$32,848.0	5.1%
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%

Source: FP Markets Canadian Demographics 1997-2005

Table 3.21 breaks down the estimated retail sales by expenditure from 2000 to 2004 (breakdowns for 2005 were unavailable).

Table 3.21 - Retail Sales by Expenditure (millions), 2000-2004

Item	2000	2001	2002	2003	2004
Groceries	\$297.7	\$343.4	\$282.8	\$329.0	\$290.5
Other Food	\$51.1	\$25.5	\$24.3	\$25.2	\$25.6
Women's Clothing	\$22.9	\$27.2	\$26.2	\$24.9	\$23.4
Men's Clothing	\$11.5	\$6.1	\$8.4	\$9.4	\$7.3
Other Clothing	\$36.2	\$44.8	\$52.0	\$40.9	\$41.0
Shoes	\$4.9	\$9.3	\$11.4	\$9.7	\$8.6
Motor vehicles & recreation vehicles	\$244.7	\$516.1	\$506.1	\$601.2	\$585.7
Gasoline, automotive services	\$142.0	\$118.0	\$123.5	\$135.2	\$126.8
Auto parts and accessories	\$122.2	\$91.0	\$85.6	\$82.8	\$92.9
Household furnishings	\$37.1	\$84.9	\$82.1	\$92.8	\$82.3
Household Furniture & Appliances	\$73.6	\$26.3	\$21.0	\$17.9	\$23.3
Other durable goods	\$70.9	\$72.5	\$52.6	\$57.7	\$69.3
Other semi-durable goods	\$70.8	\$66.2	\$52.3	\$46.3	\$51.9
General merchandise	\$143.6	\$258.7	\$279.7	\$288.0	\$373.6
Pharmaceuticals, medicine, etc.	\$80.4	\$74.9	\$73.9	\$62.6	\$56.8
All other retail	\$67.8	\$80.8	\$80.8	\$80.3	\$85.2
Total	\$1,441.5	\$1,845.9	\$1,761.3	\$1,904.0	\$1,944.2

Source: FP Markets Canadian Demographics 2000-2004 (2005 statistics were not published in the report)

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

Table 3.22 - Largest Stores in Kelowna Area (square footage)

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