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CANADIAN CARWASH ASSOCIATION



JUNE 2014

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INDUSTRY FORUM

CCA BOARD POSITIONS FILLED

At a meeting in early May, the Canadian Carwash Associations' (CCA) Board of Directors met to assign the portfolios. These are the current outcomes:

- ▶ *President, **Mike Dietrich***
- ▶ *Vice President – Oil Companies, **Denis Gingras***
- ▶ *Vice President – Suppliers, **Brad Baldwin***

The Board of Directors is looking for interested individuals who might wish to server as a Director or on one of the CCA's committees. Interested parties should call Karen Dalton at 416-239-0339 or email kdalton@canadiancarwash.ca. For more information on the Board of Directors, visit www.canadiancarwash.ca/directors.

CALGARY CARWACS EDUCATION

The Canadian Carwash Association (CCA) is working on the educational seminars for the October 21-22, 2014 CARWACS seminars and tradeshow. In past years the CCA has featured seminars on: preventive maintenance; understanding of how chemicals work; marketing;

and, many other topics. This year promises to be even better.

As in the past, CARWACS is being held at the BMO Centre at Stampede Park in Calgary. For more details on this years seminars, and CARWACS activities, visit www.canadiancarwash.ca/education.

2014 GOLF TOURNAMENT COMING SOON

The CCA golf tournament is the premiere carwash industry networking event of the year. Players attend to look for information on topics such as extending their wash with convenience store or other ancillary revenue opportunities, or just come for the fun of golf. There is a dinner and prize draw where they can meet their peers, suppliers and others to trade tips and information on the carwash business, on their golf game or both. Players can sign up to create one or more foursomes to impress their clients, connect with industry colleagues and support Trout Unlimited Canada's Yellow Fish Road program.

The CCA 2014 Annual Golf Tournament will be held on Thursday, September 11th, 2014 at the Glendale Golf and Country Club, 401 Mount Albion Road, Hamilton, Ontario L8K 5T4. The following is a preliminary agenda:

- 9:00 am - Registration
- 10:00 am - Shotgun Start (Lunch on the carts)
- 3:30 pm - Cocktail Reception
- 4:00 - 6:00 pm - Dinner and Prizes



For more information visit www.canadiancarwash.ca/golf. For sponsorship opportunities, contact Kiki Cloutier at the national office at 416-239-0339 or email kcloutier@canadiancarwash.ca.



WASH VOLUME REPORT FIRST QUARTER 2014

After one of the worst winters on record, the results for the first quarter of 2014 show that weather is still a primary factor. The results are the best in terms of average revenue per site since the first quarter of 2010, which had set the record.

As always, the first quarter continued to be the highest in terms of both average site revenue and cycles. Of the 1,085 sites reporting first quarter results in the CCA Wash Volume Report (WVR), average revenue per site was \$68,883, up 52 per cent from the \$45,422 reported in the fourth quarter of 2013. When compared to the same quarter last year, this year's first quarter was up 6 per cent from \$65,043.

As for cycles (number of washes), this past first quarter show an average of 9,559 cycles per site reporting. This was up 76 per cent from the 5,421 reported in the previous quarter; and up 8 per cent from the same quarter last year, which stood at 8,838 cycles.

Compared to the best quarter on record since the WVR began in 2004, which was the first quarter of 2010, the average revenue per site for this past quarter is down 10 per cent from the \$76,678 record high. The comparison of the average number of cycles is down 7 per cent in the last quarter over the 10,309 average cycles per site record, again set in the first quarter of 2010.

This improvement did come at the cost of the average revenue per cycle (ARC), which implies some price discounting to entice customers. There is a trend in each of the first quarters in recent years being sharply lower over the previous fourth quarter ARC. The ARC of \$7.21 recorded this past quarter was down 14 per cent from the fourth quarter 2013 value of \$8.83. When compared to the first quarter of 2013, however, the ARC was only down 2 per cent from \$7.44 ARC recorded for that quarter.

In comparing the differences of the first quarter's ARC over the previous year's fourth quarter ARC, they were:

- Down 14% 1st quarter 2014 versus 4th quarter 2013;
- Down 9% 1st quarter 2013 versus 4th quarter 2012;
- Down 12% 1st quarter 2012 versus 4th quarter 2011; and,
- Down 12% 1st quarter 2011 versus 4th quarter 2010.

Previous to 2010, the percentage difference between the ARC of the first and previous year's fourth quarters had been 3 per cent or less.

In addition to the national Canadian averages just reviewed, the CCA website's statistics page also has the numbers broken down by wash types. National statistics by wash type include these categories: touchless rollover,

friction rollover, touchless conveyer, friction conveyer, conveyer hybrid and coin operated. The numbers are per machine, or bay in the case of coin operated (self-serve carwashes).

The CCA statistics page only reports on national numbers. The WVR is broken down, however, into 14 regions. Only CCA members who participate in the respective region have access to that region's data. For more information about participating in the WVR visit www.canadiancarwash.ca/wvr.

