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CANADIAN CARWASH ASSOCIATION



JULY 2015

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FIND A CARWASH

> THE CARWASH SEARCH FEATURE <
canadiancarwash.ca/search

on the CCA website has close to a
 thousand member sites on it.

Is your carwash listed?

Member sites are listed for free,
 so contact office@canadiancarwash.ca
 for more information.

INDUSTRY FORUM

WASH VOLUME REPORT FIRST QUARTER 2015: HITTING NEW HEIGHTS

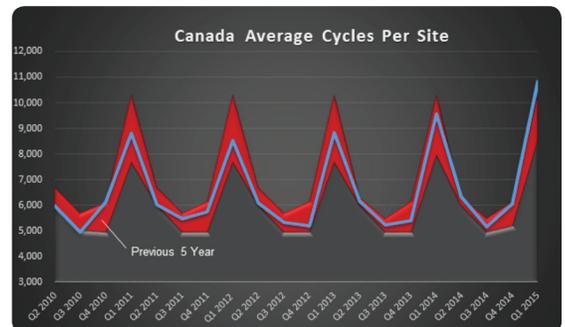
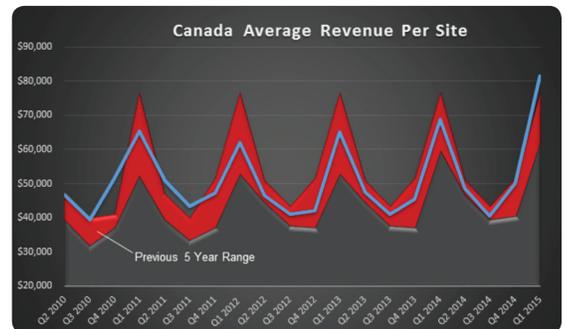
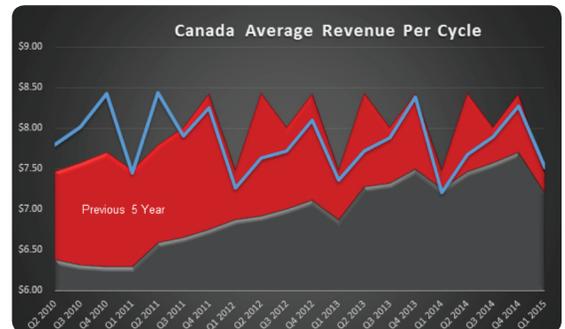
Now that 2015 is upon us, the Canadian Carwash Association (CCA) can report that there are more than 10 years of data in the bank for the Wash Volume Report (WVR). As a result, the company retained to do the research for CCA, Kent Group Ltd., has changed the format of the graphs to show each point of the last five years against the highs and lows for a five year range corresponding to each quarter respectively.

In the chart for the first quarter, 2015 results for average revenue per cycle shows a red graph indicating the highest average cycles in the previous five years, while the grey indicates the lowest points for that period. The blue line shows the actual average revenue per cycle for the respective quarter.

The second quarter of 2011 had been an anomaly with an average revenue per cycle of \$8.44. That figure has never been attained in any second quarter before or since 2011. Other than that one quarter, the average revenue per cycle has been consistent quarterly to the previous year's quarter.

Looking at the most important picture, average revenue per site, the pattern has been very consistent. The first quarter of

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INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

WELCOME NEW MEMBERS!

The Canadian Carwash Association (CCA) is pleased to welcome new carwash owners and operators to the Association. New members can take comfort in knowing that they are joining a strong community of carwash owners and industry suppliers that stretch across all corners of the country. Membership in the CCA provides member benefits, benefits that will make your business stronger. Through the Association's benefits program, CCA members can take advantage of the Carwash ToolKit™ series, preferred

insurance rates through Erb & Erb Insurance Brokers Limited, free business development seminars at CARWACS tradeshows, member-only access to industry statistics, and so much more. Current CCA members can visit the CCA website for more detail about the different types of benefits their membership provides: canadiancarwash.ca/benefits. Prospective members can learn more about CCA membership here: canadiancarwash.ca/membership.aspx.

CCA COMMUNIQUÉ: BI-WEEKLY INDUSTRY NEWSLETTER

Early in 2015, the Canadian Carwash Association (CCA) launched the CCA Communiqué, a bi-weekly industry newsletter. The newsletter provides both members and non-members of the Association with updates on what's happening within the Association,

what trends are happening in the industry overall and highlights the latest carwash products in supplier showcases. Follow your industry news and subscribe to the CCA Communiqué online at the CCA website at canadiancarwash.ca/communique.aspx.

WASH VOLUME REPORT FIRST QUARTER 2015: HITTING NEW HEIGHTS...CONTINUED

2015 shows a new all-time high of \$81,550 per site. The previous high had been \$76,680 in the first quarter of 2010, followed by \$68,880 in the first quarter of last year.

The pattern is reflected almost identically in the average number of cycles per site. The first quarter 2015 average was 10,860 cycles per site, with the next two highest being 10,310 in the first quarter of 2010 and 9,560 in the first quarter of 2014.

Given that the country experienced an unusually cold and long winter this year does back up that weather is the guiding force behind revenue. The first quarter 2015

results had 1,085 carwash sites from across the country reporting, which is the highest number ever participating in the WVR. Any CCA member can participate in the WVR and receive confidential local data for their marketing and business planning needs.

For more information on the WVR visit canadiancarwash.ca/wvr. Members can login into the website and visit canadiancarwash.ca/stats to view these information plus wash type specific results. Regional results are only available to those carwash operators who participate in the survey itself.

CALGARY CARWACS TRADESHOW: NOVEMBER 17-18, 2015

The Canadian Carwash Association (CCA) is working on educational seminars for the Calgary Convenience U CARWACS Tradeshow Show in November. The Calgary Show will be held at the BMO Centre at Stampede Park in Calgary. CCA members can attend the tradeshow at no cost. Please visit canadiancarwash.ca for more details.

2015 GOLF TOURNAMENT COMING SOON



The Canadian Carwash Association (CCA) golf tournament is the premiere carwash industry networking event of the year. Members come to the tournament every year to network with each other and trade tips and information on the carwash business, on their golf game, or both. The full day of golf ends with a dinner and prize draws, with proceeds going to support Trout Unlimited Canada's *Yellow Fish Road* program. This year's tournament will be held at the **Glendale Golf and Country Club** in Hamilton, Ontario on September 15th.

Visit the CCA website at canadiancarwash.ca/golf for more information on how to sign up for the tournament. For sponsorship opportunities, contact Kiki Cloutier at the National Office at 416-239-0339 or kcloutier@canadiancarwash.ca.

There is still time to practice your putt and be in tip-top form for September's tournament! The Canadian Carwash Association hopes to see you there!