

VICTORIA TOURISM BULLETIN

August 2019




- While 2019 continues to see mixed tourism results across Canada with the lingering effects of a record run up in demand over the past six years, pan-Canadian wide tourism planning meetings held this week confirmed a broad deceleration in demand in travel worldwide that will start to affect all of Canada in the months and year or two ahead. This is particularly evident in long haul leisure and business travel.
- The demise of Thomas Cook may just be the first major international tour operator to fall. Credible reports published from SKIFT report that global player Cox and Kings is in significant trouble.
- In Greater Victoria, we have been preparing for a cyclical downturn for over two years and have built a strong book of confirmed meetings and sports tourism business to ride out global cyclical downturns. After a softer start to 2019, Q4 will be strong for the Victoria Conference Centre, and will come close to achieving the numbers from 2018 which was a record. 2020 will be a solid year at the Victoria Conference Centre and sports tourism business continues to book including the recent announcement of the NCAA women's basketball tournament in November of this year.
- The tourism industry would like to thank Evelyn O'Connor for her 14 years of positive contributions to the Victoria Conference Centre. Evelyn is leaving to spend more time with family at the end of September.

TOURISM STATISTICS	August		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	88.81%	92.62%	(3.81%)	75.98%	77.83%	(1.85%)
Average Daily Room Rate	\$249.43	\$244.57	\$4.86	\$196.26	\$190.39	\$5.87
Revenue Per Available Room (RevPAR)	\$221.53	\$226.52	(\$4.99)	\$149.12	\$148.18	\$0.94
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	254,685	251,899	1.11%	1,400,122	1,388,251	0.86%
Passengers	870,094	882,974	(1.46%)	4,447,531	4,472,775	(0.56%)
Buses	2,664	3,243	(17.85%)	13,512	15,663	(13.73%)
Victoria International Airport	191,436	214,793	(10.87%)	1,311,308	1,380,679	(5.02%)
Victoria Conference Centre (Delegate Days)	298	1,700	(82.47%)	65,203	73,667	(11.49%)
Victoria Cruise Ships						
Ships	54	45	20.00%	206	197	4.57%
Passengers	162,931	129,114	26.19%	577,150	543,333	6.22%
Crew	64,975	49,735	30.64%	236,461	221,221	6.89%

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group. Note: Year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

Could your business benefit from HR support?

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-  Conference & Event Management
-  Executive Search & Recruitment
-  Immigration Consulting

VICTORIA LODGING RESULTS

August 2019

OCCUPANCY RATE %

Lodging Type	Number of Rooms	August 2019	August 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,094	87.04%	91.63%	72.64%	75.85%
100 - 150	798	91.38%	94.48%	79.95%	79.76%
50 - 99	1,180	89.08%	92.77%	77.32%	79.11%
Less than 50	294	93.44%	93.98%	83.33%	81.49%
Location					
Downtown/Inner Harbour	3,104	89.26%	93.12%	76.77%	78.92%
Suburban	838	88.25%	92.04%	71.78%	73.99%
Saanich Peninsula/Sidney	424	86.71%	90.15%	78.88%	77.54%
Tier					
Upper	1,901	87.45%	92.49%	73.66%	77.14%
Mid	1,417	91.71%	93.46%	79.41%	80.58%
Lower	1,048	87.39%	91.71%	75.38%	75.32%
Lodging Type					
Hotels	3,935	89.38%	93.11%	76.15%	78.34%
Motels	431	83.64%	88.11%	74.36%	73.24%
Total Rooms	4,366				
Average Occupancy		88.81%	92.62%	75.98%	77.83%

ROOM RATE

Lodging Type	Number of Rooms	August 2019	August 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,094	\$283.99	\$278.19	\$225.22	\$220.11
100 - 150	798	\$200.95	\$199.06	\$159.59	\$153.81
50 - 99	1,180	\$226.71	\$222.40	\$177.94	\$169.48
Less than 50	294	\$235.59	\$224.07	\$181.79	\$173.22
Location					
Downtown/Inner Harbour	3,104	\$265.40	\$262.05	\$207.19	\$201.83
Suburban	838	\$219.07	\$207.01	\$173.58	\$167.81
Saanich Peninsula/Sidney	424	\$190.00	\$188.86	\$156.98	\$148.24
Tier					
Upper	1,901	\$311.79	\$309.75	\$247.22	\$240.64
Mid	1,417	\$226.72	\$217.13	\$177.01	\$170.23
Lower	1,048	\$168.47	\$163.69	\$133.31	\$127.04
Lodging Type					
Hotels	3,935	\$257.17	\$253.21	\$202.49	\$197.61
Motels	431	\$174.00	\$161.36	\$133.93	\$120.64
Total Rooms	4,366				
Average Room Rate		\$249.43	\$244.57	\$196.26	\$190.39

REVENUE PER AVAILABLE ROOM (REVPAR)

Lodging Type	Number of Rooms	August 2019	August 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,094	\$247.17	\$254.90	\$163.61	\$166.96
100 - 150	798	\$183.63	\$188.07	\$127.59	\$122.68
50 - 99	1,180	\$201.96	\$206.33	\$137.58	\$134.07
Less than 50	294	\$220.15	\$210.58	\$151.49	\$141.15
Location					
Downtown/Inner Harbour	3,104	\$236.89	\$244.01	\$159.06	\$159.28
Suburban	838	\$193.32	\$190.53	\$124.59	\$124.16
Saanich Peninsula/Sidney	424	\$164.74	\$170.26	\$123.82	\$114.95
Tier					
Upper	1,901	\$272.65	\$286.51	\$182.11	\$185.63
Mid	1,417	\$207.92	\$202.93	\$140.57	\$137.16
Lower	1,048	\$147.22	\$150.12	\$100.50	\$95.69
Lodging Type					
Hotels	3,935	\$229.87	\$235.78	\$154.20	\$154.80
Motels	431	\$145.53	\$142.18	\$99.60	\$88.36
Total Rooms	4,366				
Average REVPAR		\$221.53	\$226.52	\$149.12	\$148.18

Note: Comparative figures may vary due to an increase/decrease in the number of available rooms.

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