

# VICTORIA TOURISM BULLETIN

January 2020




- While rate held strong this January compared to last, occupancy and RevPAR both had a significant reduction. Ferry and airport traffic were also down over last year.
- If you are an employer, you may be interested in [this factsheet](#) that provides an overview of the current coronavirus state of affairs. It explains what the virus is and gives advice on how employers should respond to the virus and support employees by being prepared, looking after employees' health and safety, precautions for employees returning from travel, and developing flexible resourcing plans. Destination BC is also a good source for reliable information on the COVID-19 virus and its impacts on travel and tourism, please visit the website at this link - <https://www.destinationbc.ca/news/coronavirus-update/>
- Congratulations to this year's winners of the **BC Tourism Industry Awards** – Indigenous Tourism Award – St. Eugene Resort, Golf, Casino; Innovation Award – Tourism Kamloops; Remarkable Experiences Award – Retallack; Accessible Tourism Award – Ogoogo Tours; DMOA Professional Excellence Award – Tourism Richmond; Customer Service Award – Gerald Lafortune, Wicked Wine Tours; and, Employees First Award – White Spot Inc. Please visit the [BC Tourism Industry Conference](#) website for more information on the awards.

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	45.34%	52.29%	(6.95%)	45.34%	52.29%	(6.95%)
Average Daily Room Rate	\$133.70	\$133.21	\$0.49	\$133.70	\$133.21	\$0.49
Revenue Per Available Room (RevPAR)	\$60.62	\$69.66	(\$9.04)	\$60.62	\$69.66	(\$9.04)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	104,330	116,054	(10.10%)	104,330	116,054	(10.10%)
Passengers	289,524	319,523	(9.39%)	289,524	319,523	(9.39%)
Buses	617	650	(5.08%)	617	650	(5.08%)
Victoria International Airport	132,279	141,197	(6.32%)	132,279	141,197	(6.32%)
Victoria Conference Centre (Delegate Days)	2,633	2,492	5.66%	2,633	2,492	5.66%

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?

We can help - contact us today!

-  Human Resources Services
-  Conference & Event Management
-  Executive Search & Recruitment
-  Immigration Consulting

# VICTORIA LODGING RESULTS

January 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2020	Jan 2019	YTD 2020	YTD 2019
<b>Number of Rooms</b>					
Greater than 150	2,044	37.96%	46.56%	37.96%	46.56%
100 - 150	905	51.71%	58.20%	51.71%	58.20%
50 - 99	1,142	51.53%	56.56%	51.53%	56.56%
Less than 50	343	53.27%	58.83%	53.27%	58.83%
<b>Location</b>					
Downtown/Inner Harbour	3,197	43.52%	51.88%	43.52%	51.88%
Suburban	818	47.02%	48.62%	47.02%	48.62%
Saanich Peninsula/Sidney	419	57.61%	63.63%	57.61%	63.63%
<b>Tier</b>					
Upper	1,914	40.61%	50.21%	40.61%	50.21%
Mid	1,465	51.62%	53.68%	51.62%	53.68%
Lower	1,055	45.16%	54.02%	45.16%	54.02%
<b>Lodging Type</b>					
Hotels	3,957	45.26%	51.73%	46.04%	57.71%
Motels	477	46.04%	57.71%	0.00%	0.00%
<b>Total Rooms</b>	<b>4,434</b>				
<b>Average Occupancy</b>		45.34%	52.29%	45.34%	52.29%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2020	Jan 2019	YTD 2020	YTD 2019
<b>Number of Rooms</b>					
Greater than 150	2,044	\$156.04	\$151.11	\$156.04	\$151.11
100 - 150	905	\$111.22	\$112.60	\$111.22	\$112.60
50 - 99	1,142	\$126.64	\$120.49	\$126.64	\$120.49
Less than 50	343	\$117.17	\$140.51	\$117.17	\$140.51
<b>Location</b>					
Downtown/Inner Harbour	3,197	\$138.61	\$139.58	\$138.61	\$139.58
Suburban	818	\$117.41	\$120.64	\$117.41	\$120.64
Saanich Peninsula/Sidney	419	\$131.03	\$114.01	\$131.03	\$114.01
<b>Tier</b>					
Upper	1,914	\$168.54	\$163.60	\$168.54	\$163.60
Mid	1,465	\$121.79	\$121.43	\$121.79	\$121.43
Lower	1,055	\$94.00	\$99.45	\$94.00	\$99.45
<b>Lodging Type</b>					
Hotels	3,957	\$139.41	\$136.55	\$139.41	\$136.55
Motels	477	\$87.11	\$104.50	\$87.11	\$104.50
<b>Total Rooms</b>	<b>4,434</b>				
<b>Average Room Rate</b>		\$133.70	\$133.21	\$133.70	\$133.21
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2020	Jan 2019	YTD 2020	YTD 2019
<b>Number of Rooms</b>					
Greater than 150	2,044	\$59.23	\$70.35	\$59.23	\$70.35
100 - 150	905	\$57.51	\$65.53	\$57.51	\$65.53
50 - 99	1,142	\$65.26	\$68.15	\$65.26	\$68.15
Less than 50	343	\$62.42	\$82.66	\$62.42	\$82.66
<b>Location</b>					
Downtown/Inner Harbour	3,197	\$60.32	\$72.41	\$60.32	\$72.41
Suburban	818	\$55.21	\$58.66	\$55.21	\$58.66
Saanich Peninsula/Sidney	419	\$75.48	\$72.55	\$75.48	\$72.55
<b>Tier</b>					
Upper	1,914	\$68.45	\$82.14	\$68.45	\$82.14
Mid	1,465	\$62.87	\$65.19	\$62.87	\$65.19
Lower	1,055	\$42.45	\$53.72	\$42.45	\$53.72
<b>Lodging Type</b>					
Hotels	3,957	\$63.10	\$70.63	\$64.19	\$78.81
Motels	477	\$40.11	\$60.31	\$0.00	\$0.00
<b>Total Rooms</b>	<b>4,434</b>				
<b>Average REVPAR</b>		\$60.62	\$69.66	\$60.62	\$69.66

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

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