

# VICTORIA TOURISM BULLETIN

March 2020

Destination Greater Victoria and the Greater Victoria Tourism Rescue and Recovery Task Force (Task Force), comprised of twelve tourism business leaders from the hotel, transportation, and attraction sectors, as well as destination marketing organizations, have been working hard to advocate for industry support from government. The Task Force has prioritized five requests for government that are critical to support tourism businesses immediately and going forward, including:



- Extending the Canada Emergency Wage Subsidy (CEWS) well into 2021.
- Extending the 16-week period before severance is required for staff on temporary layoff, as well as flexibility on group lay-off provisions for tourism's highly seasonal workforce.
- Interest-free loans, grants, subsidies, or similar financial supports.
- Support for COVID-19 safety oriented and physical social-distancing measures.
- Redirect Destination Canada and Destination BC marketing funds from traditional international source markets to domestic source markets at the community level for the short term upon approved restart.

These priorities will be updated as recovery takes place and more clarity is gained around the support that tourism businesses require in order to survive.

TOURISM STATISTICS	March		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	34.92%	74.96%	(40.04%)	55.14%	63.76%	(8.62%)
Average Daily Room Rate	\$137.07	\$145.88	(\$8.81)	\$140.60	\$139.67	\$0.93
Revenue Per Available Room (RevPAR)	\$47.87	\$109.35	(\$61.48)	\$77.52	\$89.05	(\$11.53)
<b>BC Ferries (Tsawwassen - Swartz Bay)</b>						
➤ Vehicles	94,031	152,049	(38.16%)	319,875	374,810	(14.66%)
➤ Passengers	221,767	455,775	(51.34%)	848,606	1,083,925	(21.71%)
➤ Buses	307	832	(63.10%)	1,552	2,202	(29.52%)
Victoria International Airport	81,105	163,795	(50.48%)	345,816	434,197	(20.36%)
Victoria Conference Centre (Delegate Days)	2,524	11,406	(77.87%)	15,756	18,795	(16.17%)

## 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

## March 2020

<b>OCCUPANCY RATE %</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2020</b>	<b>Mar 2019</b>	<b>YTD 2020</b>	<b>YTD 2019</b>
<b>Number of Rooms</b>					
Greater than 150	1,975	28.89%	71.20%	50.67%	58.87%
100 - 150	915	40.44%	77.87%	60.62%	68.84%
50 - 99	1,131	37.79%	77.19%	57.99%	66.50%
Less than 50	309	46.61%	84.07%	59.89%	72.97%
<b>Location</b>					
Downtown/Inner Harbour	3,191	33.50%	77.21%	55.67%	64.66%
Suburban	721	41.60%	65.96%	52.44%	57.36%
Saanich Peninsula/Sidney	418	34.23%	76.93%	56.58%	70.73%
<b>Tier</b>					
Upper	1,936	27.98%	71.60%	51.94%	60.50%
Mid	1,348	41.94%	79.58%	63.15%	67.67%
Lower	1,046	38.77%	74.41%	50.55%	64.05%
<b>Lodging Type</b>					
Hotels	3,852	34.02%	74.83%	55.52%	63.35%
Motels	478	42.23%	76.16%	52.06%	67.74%
<b>Total Rooms</b>	<b>4,330</b>				
<b>Average Occupancy</b>		34.92%	74.96%	55.14%	63.76%
<b>ROOM RATE</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2020</b>	<b>Mar 2019</b>	<b>YTD 2020</b>	<b>YTD 2019</b>
<b>Number of Rooms</b>					
Greater than 150	1,975	\$160.71	\$165.88	\$165.05	\$158.93
100 - 150	915	\$119.56	\$126.45	\$113.88	\$118.80
50 - 99	1,131	\$128.45	\$131.59	\$128.17	\$127.26
Less than 50	309	\$114.22	\$129.87	\$118.83	\$130.43
<b>Location</b>					
Downtown/Inner Harbour	3,191	\$144.33	\$151.62	\$147.33	\$145.48
Suburban	721	\$117.72	\$133.47	\$119.59	\$127.31
Saanich Peninsula/Sidney	418	\$123.42	\$123.80	\$129.37	\$119.83
<b>Tier</b>					
Upper	1,936	\$179.42	\$180.92	\$177.01	\$172.98
Mid	1,348	\$126.12	\$136.96	\$126.29	\$129.75
Lower	1,046	\$95.68	\$98.29	\$94.84	\$97.34
<b>Lodging Type</b>					
Hotels	3,852	\$144.37	\$151.39	\$146.64	\$144.51
Motels	478	\$89.73	\$93.06	\$88.96	\$95.34
<b>Total Rooms</b>	<b>4,330</b>				
<b>Average Room Rate</b>		\$137.07	\$145.88	\$140.60	\$139.67
<b>REVENUE PER AVAILABLE ROOM (REVPAR)</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2020</b>	<b>Mar 2019</b>	<b>YTD 2020</b>	<b>YTD 2019</b>
<b>Number of Rooms</b>					
Greater than 150	1,975	\$46.42	\$118.11	\$83.62	\$93.56
100 - 150	915	\$48.35	\$98.47	\$69.03	\$81.78
50 - 99	1,131	\$48.54	\$101.58	\$74.32	\$84.62
Less than 50	309	\$53.24	\$109.18	\$71.17	\$95.18
<b>Location</b>					
Downtown/Inner Harbour	3,191	\$48.36	\$117.06	\$82.02	\$94.06
Suburban	721	\$48.97	\$88.03	\$62.72	\$73.03
Saanich Peninsula/Sidney	418	\$42.25	\$95.25	\$73.19	\$84.76
<b>Tier</b>					
Upper	1,936	\$50.21	\$129.54	\$91.94	\$104.65
Mid	1,348	\$52.90	\$108.99	\$79.75	\$87.81
Lower	1,046	\$37.09	\$73.14	\$47.94	\$62.35
<b>Lodging Type</b>					
Hotels	3,852	\$49.11	\$113.29	\$81.41	\$91.55
Motels	478	\$37.89	\$70.87	\$46.32	\$64.58
<b>Total Rooms</b>	<b>4,330</b>				
<b>Average REVPAR</b>		\$47.87	\$109.35	\$77.52	\$89.05

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

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