

VICTORIA TOURISM BULLETIN

May 2020


- Destination BC has launched a new chapter of the successful Explore BC campaign: an extensive \$8 million domestic marketing initiative encouraging BC residents to travel safely throughout the province this summer and fall. The campaign is designed to rekindle British Columbians' curiosity and passion for their home province, while promoting mindful travel practices. To help tourism businesses support our collective voice in the Explore BC campaign, we've created an [Explore BC Recovery Marketing Campaign Industry Playbook](#) that shares information, ideas and tools to amplify Explore BC using three content pillars: Rediscover, Reassure, Reconnect. .
- As part of their domestic recovery program, on July 1, Destination Canada launched a new digital content hub to curate and feature content from Partners and Destination Canada that highlights [Canada Nice](#). The new hub will be updated regularly and includes new features such as:
 - A unique landing environment that houses owned and repurposed content
 - An interactive map of Canada which includes up to date information on where travellers can go in Canada and each Province and Territories' related travel restrictions
 - A new playlist on our YouTube channel housing owned and curated content
 - Curated Canadian road trip content

TOURISM STATISTICS	May		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	15.78%	80.27%	(64.49%)	41.58%	69.57%	(27.99%)
Average Daily Room Rate	\$102.86	\$203.67	(\$100.81)	\$137.76	\$160.07	(\$22.31)
Revenue Per Available Room (RevPAR)	\$16.23	\$163.48	(\$147.25)	\$57.27	\$111.37	(\$54.10)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	74,388	181,106	(58.93%)	435,760	715,666	(39.11%)
Passengers	135,385	567,885	(76.16%)	1,047,505	2,125,702	(50.72%)
Buses	19	2,055	(99.08%)	1,588	5,381	(70.49%)
Victoria International Airport	6,635	169,825	(96.09%)	356,712	763,463	(53.28%)
Victoria Conference Centre (Delegate Days)	0	15,211	(100.00%)	15,756	49,463	(68.15%)
Victoria Cruise Ships						
Ships	0	44	(100.00%)	0	46	(100.00%)
Passengers	0	118,514	(100.00%)	0	123,506	(100.00%)
Crew	0	51,227	(100.00%)	0	53,398	(100.00%)

Important Note: Due to the COVID-19 pandemic, many of the properties from which we collect data were closed in April resulting in a reduction of the overall room inventory of almost 1,600 rooms from our usual sample.

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

May 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	May 2020	May 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,102	4.56%	78.00%	37.68%	65.44%
100 - 150	753	24.66%	85.10%	42.46%	74.43%
50 - 99	813	21.32%	78.92%	44.97%	71.43%
Less than 50	216	23.81%	88.25%	52.34%	77.84%
Location					
Downtown/Inner Harbour	2,081	11.91%	81.29%	40.84%	70.53%
Suburban	503	32.81%	76.57%	44.70%	64.16%
Saanich Peninsula/Sidney	300	16.98%	80.16%	41.59%	73.89%
Tier					
Upper	815	5.59%	78.20%	38.74%	66.55%
Mid	1,429	13.55%	84.96%	44.27%	73.85%
Lower	640	35.86%	77.41%	42.55%	68.96%
Lodging Type					
Hotels	2,461	12.30%	81.38%	40.79%	69.59%
Motels	423	40.09%	69.31%	48.70%	69.45%
Total Rooms	2,884				
Average Occupancy		15.78%	80.27%	41.58%	69.57%
ROOM RATE					
Lodging Type	Number of Rooms	May 2020	May 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,102	\$157.79	\$230.35	\$163.75	\$183.08
100 - 150	753	\$87.96	\$165.59	\$112.39	\$132.38
50 - 99	813	\$101.15	\$190.86	\$124.66	\$146.19
Less than 50	216	\$111.76	\$183.17	\$126.88	\$147.78
Location					
Downtown/Inner Harbour	2,081	\$107.74	\$214.74	\$144.19	\$167.50
Suburban	503	\$93.45	\$180.87	\$119.57	\$145.00
Saanich Peninsula/Sidney	300	\$106.82	\$161.20	\$124.79	\$132.46
Tier					
Upper	815	\$176.61	\$255.77	\$177.34	\$200.81
Mid	1,429	\$108.98	\$183.13	\$124.07	\$145.84
Lower	640	\$80.70	\$138.61	\$95.17	\$109.76
Lodging Type					
Hotels	2,461	\$115.86	\$209.26	\$143.97	\$165.46
Motels	423	\$74.94	\$138.79	\$90.35	\$106.86
Total Rooms	2,884				
Average Room Rate		\$102.86	\$203.67	\$137.76	\$160.07
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	May 2020	May 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,102	\$7.20	\$179.69	\$61.70	\$119.81
100 - 150	753	\$21.69	\$140.92	\$47.72	\$98.53
50 - 99	813	\$21.56	\$150.62	\$56.07	\$104.42
Less than 50	216	\$26.61	\$161.64	\$66.41	\$115.03
Location					
Downtown/Inner Harbour	2,081	\$12.84	\$174.56	\$58.88	\$118.14
Suburban	503	\$30.66	\$138.50	\$53.45	\$93.04
Saanich Peninsula/Sidney	300	\$18.14	\$129.22	\$51.90	\$97.87
Tier					
Upper	815	\$9.88	\$200.00	\$68.71	\$133.65
Mid	1,429	\$14.77	\$155.59	\$54.93	\$107.71
Lower	640	\$28.94	\$107.30	\$40.50	\$75.69
Lodging Type					
Hotels	2,461	\$14.26	\$170.28	\$58.73	\$115.14
Motels	423	\$30.04	\$96.19	\$44.00	\$74.22
Total Rooms	2,884				
Average REVPAR		\$16.23	\$163.48	\$57.27	\$111.37

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

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