

VICTORIA TOURISM BULLETIN

July 2020

In July, we saw very slow rebuilding of business based on close in markets. The Visitor Economy is in for a long rebuild but is determined to continue.

- Thanks to 19 participating hotels a regionally focused Reconnect campaign was launched with an incentive of a \$75 gift card with a two night stay.
- As part of long-term planning to modernize the Royal BC Museum (RBCM) precinct, the RBCM has exercised an option to purchase the IMAX Victoria theatre. The Royal BC Museum has purchased the IMAX Victoria from Destination Cinema Inc. for approximately \$3.8 million, funded through a government grant. The IMAX Victoria theatre has operated within the Museum since June 1998. Each year approximately 356,000 people enjoy movies in the theatre.
- Destination Canada has released the June 2020 tourism snapshot. As expected, total overnight arrivals are down by over 98% year-over-year. [Read more.](#)

All international source markets, most business travel, conference, leisure travel, cruise and international tour and travel business has been lost for the foreseeable future. As a result of these extraordinary circumstances year over year comparisons are immaterial.

TOURISM STATISTICS	July			Year to Date		
	2020	2019	Variance	2020	2019	Variance
Average Occupancy	35.78%	85.78%	-50.00%	35.15%	74.05%	-38.90%
Average Daily Room Rate	\$177.76	\$249.50	-\$71.74	\$141.94	\$186.63	-\$44.69
Revenue Per Available Room (RevPAR)	\$63.61	\$214.02	-\$150.41	\$49.90	\$138.19	-\$88.29
BC Ferries (Tsawwassen-Swartz Bay)						
Vehicles	158,751	235,191	-32.50%	701,939	1,145,437	-38.72%
Passengers	376,968	812,924	-53.63%	1,648,978	3,577,437	-53.91%
Buses	63	2,891	-97.82%	1,680	10,848	-84.51%
Victoria International Airport	34,055	184,561	-81.55%	404,204	1,119,872	-63.91%

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.

Re-opening, Re-creating, Re-hiring?

Chemistry can help. Contact us today!

 Human Resources Services

 Conference & Event Management

 Executive Search & Recruitment

VICTORIA LODGING RESULTS

July 2020

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	July 2020	July 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	22.69%	83.07%	27.82%	70.46%	
100 - 150	771	47.71%	90.59%	39.96%	78.27%	
50 - 99	994	48.05%	85.58%	40.68%	75.52%	
Less than 50	310	55.53%	92.75%	47.28%	81.83%	
Location						
Downtown/Inner Harbour	3,131	28.77%	86.04%	32.36%	74.89%	
Suburban	673	68.68%	84.59%	46.92%	69.35%	
Saanich Peninsula/Sidney	337	35.01%	86.18%	35.19%	77.59%	
Tier						
Upper	1,929	21.43%	83.66%	29.05%	71.56%	
Mid	1,447	41.09%	88.14%	36.16%	77.61%	
Lower	765	63.47%	86.43%	44.96%	73.52%	
Lodging Type						
Hotels	3,731	32.50%	85.97%	33.40%	74.17%	
Motels	410	66.70%	83.90%	49.94%	72.86%	
Total Rooms	4,141					
Average Occupancy		35.78%	85.78%	35.15%	74.05%	
ROOM RATE						
Lodging Type	Number of Rooms	July 2020	July 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	\$232.68	\$284.36	\$174.90	\$214.23	
100 - 150	771	\$138.52	\$203.43	\$114.40	\$152.47	
50 - 99	994	\$162.74	\$227.14	\$130.72	\$169.13	
Less than 50	310	\$151.97	\$229.89	\$126.07	\$172.62	
Location						
Downtown/Inner Harbour	3,131	\$188.25	\$266.26	\$149.66	\$196.76	
Suburban	673	\$162.62	\$211.66	\$124.97	\$165.05	
Saanich Peninsula/Sidney	337	\$156.55	\$196.86	\$128.08	\$150.94	
Tier						
Upper	1,929	\$253.65	\$313.09	\$189.79	\$235.21	
Mid	1,447	\$178.08	\$226.60	\$133.43	\$168.41	
Lower	765	\$109.06	\$167.41	\$95.25	\$126.84	
Lodging Type						
Hotels	3,731	\$194.20	\$257.07	\$151.35	\$192.62	
Motels	410	\$102.21	\$174.89	\$88.75	\$126.48	
Total Rooms	4,141					
Average Room Rate		\$177.76	\$249.50	\$141.94	\$186.63	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	July 2020	July 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	\$52.80	\$236.21	\$48.66	\$150.96	
100 - 150	771	\$66.09	\$184.28	\$45.72	\$119.33	
50 - 99	994	\$78.19	\$194.40	\$53.17	\$127.72	
Less than 50	310	\$84.38	\$213.23	\$59.61	\$141.25	
Location						
Downtown/Inner Harbour	3,131	\$54.16	\$229.10	\$48.43	\$147.36	
Suburban	673	\$111.69	\$179.04	\$58.64	\$114.46	
Saanich Peninsula/Sidney	337	\$54.80	\$169.65	\$45.07	\$117.12	
Tier						
Upper	1,929	\$54.36	\$261.95	\$55.14	\$168.33	
Mid	1,447	\$73.17	\$199.73	\$48.24	\$130.71	
Lower	765	\$69.22	\$144.68	\$42.83	\$93.26	
Lodging Type						
Hotels	3,731	\$63.12	\$221.01	\$50.56	\$142.86	
Motels	410	\$68.18	\$146.73	\$44.32	\$92.15	
Total Rooms	4,141					
Average REVPAR		\$63.61	\$214.02	\$49.90	\$138.19	

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

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