

VICTORIA TOURISM BULLETIN

August 2020

- The Conde Nast Traveler's 33rd annual Readers' Choice Awards survey ranked Victoria as the 8th Best Small City in the World:2020. Here are the details: www.cntraveler.com
- Destination Greater Victoria and the Victoria Hotel Destination Marketing Association saw limited success with its "Reconnect Campaign" including a \$75 Visa Gift Card with a two-night stay. However, selling several thousand packages to regional travellers cannot make up for borders being closed to international travellers, dramatically reduced flight capacity, and conventions being prohibited.
- A special note of appreciation to our private sector ferry operators, Clipper Navigation and MV Coho, who are so valued by our community and who are currently unable to operate.

TOURISM STATISTICS	August		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	51.04%	88.81%	(37.77%)	37.25%	75.98%	(38.73%)
Average Daily Room Rate	\$183.11	\$249.43	-\$66.32	\$149.37	\$196.26	-\$46.89
Revenue Per Available Room (RevPAR)	\$93.46	\$221.53	(\$128.07)	\$55.63	\$149.12	(\$93.49)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	193,874	254,685	(23.88%)	895,813	1,400,122	(36.02%)
Passengers	482,647	870,094	(44.53%)	2,131,625	4,447,531	(52.07%)
Buses	101	2,664	(96.21%)	1,781	13,512	(86.82%)
Victoria International Airport	46,889	191,436	(75.51%)	451,093	1,311,308	(65.60%)

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.

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. Also, please note that due to the impacts of Covid on hotel operations, the room inventory of reporting hotels is fluctuating from month to month and may impact year over year comparisons.

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

Chemistry can help. Contact us today!

Human Resources
Services

Conference &
Event Management

Executive Search
& Recruitment

VICTORIA LODGING RESULTS

August 2020

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	August 2020	August 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	37.91%	87.04%	29.33%	72.64%	
100 - 150	664	62.67%	91.38%	42.29%	79.95%	
50 - 99	986	65.63%	89.08%	43.85%	77.32%	
Less than 50	231	73.21%	93.44%	50.33%	83.33%	
Location						
Downtown/Inner Harbour	3,058	45.98%	89.26%	34.24%	76.77%	
Suburban	621	73.95%	88.25%	50.19%	71.78%	
Saanich Peninsula/Sidney	268	55.57%	86.71%	37.25%	78.88%	
Tier						
Upper	1,918	39.04%	87.45%	30.58%	73.66%	
Mid	1,362	54.83%	91.71%	38.45%	79.41%	
Lower	667	78.10%	87.39%	48.44%	75.38%	
Lodging Type						
Hotels	3,634	48.80%	89.38%	35.48%	76.15%	
Motels	313	77.17%	83.64%	52.71%	74.36%	
Total Rooms	3,947					
Average Occupancy		51.04%	88.81%	37.25%	75.98%	
ROOM RATE						
Lodging Type	Number of Rooms	August 2020	August 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	\$208.22	\$283.99	\$181.35	\$225.22	
100 - 150	664	\$145.26	\$200.95	\$119.09	\$159.59	
50 - 99	986	\$174.45	\$226.71	\$139.04	\$177.94	
Less than 50	231	\$193.11	\$235.59	\$137.54	\$181.79	
Location						
Downtown/Inner Harbour	3,058	\$190.98	\$265.40	\$157.30	\$207.19	
Suburban	621	\$166.22	\$219.07	\$132.31	\$173.58	
Saanich Peninsula/Sidney	268	\$161.18	\$190.00	\$133.08	\$156.98	
Tier						
Upper	1,918	\$238.14	\$311.79	\$199.21	\$247.22	
Mid	1,362	\$172.60	\$226.72	\$140.29	\$177.01	
Lower	667	\$118.48	\$168.47	\$99.19	\$133.31	
Lodging Type						
Hotels	3,634	\$192.43	\$257.17	\$158.98	\$202.49	
Motels	313	\$114.42	\$174.00	\$92.57	\$133.93	
Total Rooms	3,947					
Average Room Rate		\$183.11	\$249.43	\$149.37	\$196.26	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	August 2020	August 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	\$78.94	\$247.17	\$53.20	\$163.61	
100 - 150	664	\$91.04	\$183.63	\$50.37	\$127.59	
50 - 99	986	\$114.50	\$201.96	\$60.97	\$137.58	
Less than 50	231	\$141.38	\$220.15	\$69.23	\$151.49	
Location						
Downtown/Inner Harbour	3,058	\$87.81	\$236.89	\$53.86	\$159.06	
Suburban	621	\$122.93	\$193.32	\$66.40	\$124.59	
Saanich Peninsula/Sidney	268	\$89.57	\$164.74	\$49.58	\$123.82	
Tier						
Upper	1,918	\$92.96	\$272.65	\$60.91	\$182.11	
Mid	1,362	\$94.64	\$207.92	\$53.94	\$140.57	
Lower	667	\$92.53	\$147.22	\$48.05	\$100.50	
Lodging Type						
Hotels	3,634	\$93.91	\$229.87	\$56.41	\$154.20	
Motels	313	\$88.30	\$145.53	\$48.79	\$99.60	
Total Rooms	3,947					
Average REVPAR		\$93.46	\$221.53	\$55.63	\$149.12	

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

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