

# VICTORIA TOURISM BULLETIN

## October 2020

- October continued to see a weekend pattern where regional travel took place as short getaways. There was modest business, but the revenues were helpful to businesses who continue to be negatively affected by Covid-19.
- We would like to tip our cap to the tourism operators that have demonstrated that they are able to operate safely through investments in adaptation, safety, and hygiene and cleanliness.
- On December 9th, the Tourism Task Force presented its final report to the Minister of Tourism, Arts, Culture and Sport, Hon. Melanie Mark, with a series of recommendations to support businesses and the workforce and maintain confidence in travelers and communities. Read about the Task Force's Final Report [here](#).
- Among the world's leading travel, tourism, and hospitality brands, the Thompson Okanagan Tourism Association was named the 2020 World's Responsible Tourism Award Winner for the third consecutive year at the 27th Annual World Travel Awards. [Read more here](#).

TOURISM STATISTICS	October		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	40.21%	73.76%	(33.55%)	38.47%	76.32%	(37.85%)
Average Daily Room Rate	\$146.88	\$168.53	(\$21.65)	\$151.59	\$195.57	(\$43.98)
Revenue Per Available Room (RevPAR)	\$59.07	\$124.30	(\$65.23)	\$58.32	\$149.27	(\$90.95)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	128,158	159,432	(19.62%)	1,174,714	1,745,914	(32.72%)
Passengers	274,217	491,140	(44.17%)	2,736,053	5,507,516	(50.32%)
Buses	92	2,077	(95.57%)	1,953	18,111	(89.22%)
Victoria International Airport	38,463	159,369	(75.87%)	527,217	1,627,040	(67.60%)

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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?**

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Services

Conference &  
Event Management

Executive Search  
& Recruitment

# VICTORIA LODGING RESULTS

## October 2020

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2020	October 2019	YTD 2020	YTD 2019	
<b>Number of Rooms</b>						
Greater than 150	2,114	26.64%	72.81%	29.29%	73.39%	
100 - 150	797	55.48%	77.57%	45.31%	80.21%	
50 - 99	1,167	54.03%	72.71%	46.33%	77.26%	
Less than 50	335	58.54%	74.29%	52.76%	82.70%	
<b>Location</b>						
Downtown/Inner Harbour	3,103	37.35%	75.48%	35.44%	77.31%	
Suburban	884	56.59%	69.51%	52.19%	72.25%	
Saanich Peninsula/Sidney	426	38.95%	70.00%	38.32%	77.33%	
<b>Tier</b>						
Upper	1,913	29.69%	75.49%	30.93%	74.63%	
Mid	1,418	45.70%	75.04%	40.38%	79.41%	
Lower	1,082	62.01%	69.00%	51.40%	75.09%	
<b>Lodging Type</b>						
Hotels	3,933	38.63%	74.83%	36.71%	76.66%	
Motels	480	58.80%	64.97%	54.79%	73.11%	
<b>Total Rooms</b>	<b>4,413</b>					
<b>Average Occupancy</b>		40.21%	73.76%	38.47%	76.32%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2020	October 2019	YTD 2020	YTD 2019	
<b>Number of Rooms</b>						
Greater than 150	2,114	\$182.67	\$191.67	\$183.77	\$223.89	
100 - 150	797	\$98.17	\$139.59	\$118.92	\$159.04	
50 - 99	1,167	\$144.24	\$154.42	\$142.49	\$177.18	
Less than 50	335	\$145.91	\$145.62	\$142.91	\$182.60	
<b>Location</b>						
Downtown/Inner Harbour	3,103	\$147.21	\$176.87	\$158.43	\$206.42	
Suburban	884	\$140.29	\$149.40	\$135.73	\$172.75	
Saanich Peninsula/Sidney	426	\$162.73	\$142.16	\$138.18	\$156.57	
<b>Tier</b>						
Upper	1,913	\$209.92	\$209.90	\$204.08	\$245.86	
Mid	1,418	\$122.39	\$148.76	\$139.88	\$175.74	
Lower	1,082	\$90.53	\$116.42	\$99.69	\$133.04	
<b>Lodging Type</b>						
Hotels	3,933	\$154.78	\$174.00	\$160.91	\$201.67	
Motels	480	\$86.16	\$116.85	\$93.66	\$134.06	
<b>Total Rooms</b>	<b>4,413</b>					
<b>Average Room Rate</b>		\$146.88	\$168.53	\$151.59	\$195.57	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2020	October 2019	YTD 2020	YTD 2019	
<b>Number of Rooms</b>						
Greater than 150	2,114	\$48.66	\$139.55	\$53.82	\$164.32	
100 - 150	797	\$54.47	\$108.28	\$53.88	\$127.57	
50 - 99	1,167	\$77.94	\$112.27	\$66.02	\$136.89	
Less than 50	335	\$85.42	\$108.19	\$75.40	\$151.00	
<b>Location</b>						
Downtown/Inner Harbour	3,103	\$54.98	\$133.50	\$56.14	\$159.58	
Suburban	884	\$79.39	\$103.85	\$70.84	\$124.81	
Saanich Peninsula/Sidney	426	\$63.38	\$99.51	\$52.96	\$121.07	
<b>Tier</b>						
Upper	1,913	\$62.33	\$158.46	\$63.12	\$183.49	
Mid	1,418	\$55.93	\$111.63	\$56.48	\$139.56	
Lower	1,082	\$56.13	\$80.32	\$51.24	\$99.90	
<b>Lodging Type</b>						
Hotels	3,933	\$59.79	\$130.20	\$59.07	\$154.60	
Motels	480	\$50.66	\$75.91	\$51.32	\$98.00	
<b>Total Rooms</b>	<b>4,413</b>					
<b>Average REVPAR</b>		\$59.07	\$124.30	\$58.32	\$149.27	

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

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