

VICTORIA TOURISM BULLETIN

December 2020

- Ongoing travel restrictions continued to drive devastating results for the hotel industry and visitor economy.
- The cancellation of many Christmas related displays after they had previously been approved by health officials was damaging to many businesses.
- Public health orders related to New Years Eve imposed with 24 hours notice had a ruinous effect on the restaurant sector who had already purchased supplies.

Tourism Statistics	December			Year-to-Date		
	2020	2019	Variance	2020	2019	Variance
Average Occupancy	23.14%	57.52%	(34.38%)	36.39%	73.52%	(37.13%)
Average Daily Room Rate	\$129.90	\$153.97	(\$24.07)	\$149.10	\$189.10	(\$40.00)
Revenue Per Available Room (RevPAR)	\$30.05	\$88.57	(\$58.52)	\$54.25	\$139.03	(\$84.78)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	67,207	154,108	(56.39%)	1,317,670	2,038,219	(35.35%)
Passengers	122,574	457,743	(72.22%)	3,002,629	6,359,553	(52.79%)
Buses	21	718	(97.08%)	2,000	19,701	(89.85%)
Victoria International Airport	22,125	158,450	(86.04%)	574,837	1,924,385	(70.13%)

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
  Executive Search & Recruitment

 Conference & Event Management

VICTORIA LODGING RESULTS

December 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Dec 2020	Dec 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	2,066	12.66%	54.85%	26.70%	70.63%
100 - 150	771	36.46%	59.67%	44.41%	77.61%
50 - 99	836	31.98%	60.03%	44.78%	74.62%
Less than 50	310	37.16%	61.50%	50.58%	78.39%
Location					
Downtown/Inner Harbour	3,145	18.32%	58.95%	33.06%	74.66%
Suburban	584	43.98%	52.91%	51.14%	69.28%
Saanich Peninsula/Sidney	254	35.21%	56.15%	37.79%	73.85%
Tier					
Upper	1,935	14.31%	57.57%	28.31%	72.21%
Mid	1,366	23.67%	62.49%	38.41%	76.83%
Lower	682	48.22%	50.36%	51.09%	71.34%
Lodging Type					
Hotels	3,666	20.09%	58.52%	34.41%	74.04%
Motels	317	58.49%	49.71%	55.04%	68.83%
Total Rooms	3,983				
Average Occupancy		23.14%	57.52%	36.39%	73.52%
ROOM RATE					
Lodging Type	Number of Rooms	Dec 2020	Dec 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	2,066	\$162.51	\$178.01	\$181.62	\$216.93
100 - 150	771	\$107.85	\$118.18	\$117.55	\$153.26
50 - 99	836	\$134.67	\$143.34	\$141.10	\$172.07
Less than 50	310	\$97.65	\$134.29	\$136.26	\$172.59
Location					
Downtown/Inner Harbour	3,145	\$136.17	\$161.35	\$155.86	\$199.60
Suburban	584	\$118.35	\$131.05	\$133.91	\$165.81
Saanich Peninsula/Sidney	254	\$122.39	\$137.77	\$135.39	\$153.37
Tier					
Upper	1,935	\$190.79	\$195.12	\$202.42	\$237.40
Mid	1,366	\$121.29	\$133.57	\$137.69	\$169.77
Lower	682	\$85.11	\$94.85	\$97.58	\$128.19
Lodging Type					
Hotels	3,666	\$142.72	\$160.80	\$158.87	\$195.41
Motels	317	\$78.68	\$90.63	\$91.52	\$127.09
Total Rooms	3,983				
Average Room Rate		\$129.90	\$153.97	\$149.10	\$189.10
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Dec 2020	Dec 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	2,066	\$20.58	\$97.64	\$48.49	\$153.21
100 - 150	771	\$39.32	\$70.52	\$52.20	\$118.94
50 - 99	836	\$43.06	\$86.05	\$63.19	\$128.39
Less than 50	310	\$36.28	\$82.58	\$68.93	\$135.30
Location					
Downtown/Inner Harbour	3,145	\$24.95	\$95.12	\$51.52	\$149.02
Suburban	584	\$52.05	\$69.34	\$68.48	\$114.87
Saanich Peninsula/Sidney	254	\$43.10	\$77.35	\$51.17	\$113.27
Tier					
Upper	1,935	\$27.31	\$112.33	\$57.31	\$171.43
Mid	1,366	\$28.71	\$83.46	\$52.88	\$130.44
Lower	682	\$41.04	\$47.77	\$49.85	\$91.44
Lodging Type					
Hotels	3,666	\$28.68	\$94.09	\$54.67	\$144.68
Motels	317	\$46.02	\$45.05	\$50.37	\$87.47
Total Rooms	3,983				
Average REVPAR		\$30.05	\$88.57	\$54.25	\$139.03

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

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