

VICTORIA TOURISM BULLETIN

June 2021

- June 15th saw Step 2 of the BC Restart Plan with reservations starting to building in late June.
- Destination Greater Victoria launched its Reconnect 2.0 Campaign to build short-term regional business supported by a \$75 Visa Gift Card incentive program with a two night stay.
- Starting August 9th, Canada began allowing entry to American citizens and permanent residents, who are currently residing in the United States, and have been fully vaccinated at least 14 days prior to entering Canada for non-essential travel. Click [here](#) to read more.

Tourism Statistics	June			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	38.22%	21.00%	17.22%	34.30%	35.48%	(1.18%)
Average Daily Room Rate	\$180.64	\$138.85	\$41.79	\$134.41	\$135.58	(\$1.17)
Revenue Per Available Room (RevPAR)	\$69.04	\$29.16	\$39.88	\$46.10	\$48.10	(\$2.00)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	121,106	107,428	12.73%	493,680	543,188	(9.11%)
Passengers	252,634	224,505	12.53%	942,607	1,272,010	(25.90%)
Buses	86	29	196.55%	214	1,617	(86.77%)
Victoria International Airport	26,332	13,437	95.97%	103,460	370,149	(72.05%)
Victoria Conference Centre (Delegate Days)	0	0	0%	0	15,756	(100.00%)

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.

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VICTORIA LODGING RESULTS

June 2021

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	June 2021	June 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	1,975	28.39%	8.52%	25.25%	28.92%	
100 - 150	771	49.61%	35.31%	49.73%	41.41%	
50 - 99	850	46.24%	30.61%	36.53%	39.44%	
Less than 50	253	53.88%	30.09%	46.71%	45.53%	
Location						
Downtown/Inner Harbour	3,152	34.30%	15.98%	31.25%	33.06%	
Suburban	492	58.46%	43.41%	48.19%	47.52%	
Saanich Peninsula/Sidney	205	49.65%	20.42%	38.86%	35.22%	
Tier						
Upper	1,927	30.76%	9.96%	27.88%	30.75%	
Mid	1,279	42.15%	22.55%	35.68%	35.29%	
Lower	643	52.97%	45.72%	48.52%	45.41%	
Lodging Type						
Hotels	3,581	36.47%	18.11%	32.05%	34.03%	
Motels	268	62.31%	48.26%	60.23%	47.14%	
Total Rooms	3,849					
Average Occupancy		38.22%	21.00%	34.30%	35.48%	
ROOM RATE						
Lodging Type	Number of Rooms	June 2021	June 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	1,975	\$201.79	\$194.97	\$145.92	\$165.21	
100 - 150	771	\$153.22	\$110.74	\$112.20	\$110.38	
50 - 99	850	\$185.06	\$135.48	\$149.80	\$124.16	
Less than 50	253	\$157.05	\$141.31	\$120.35	\$119.34	
Location						
Downtown/Inner Harbour	3,152	\$185.64	\$152.32	\$132.94	\$143.11	
Suburban	492	\$157.46	\$120.36	\$133.55	\$115.49	
Saanich Peninsula/Sidney	205	\$193.07	\$124.98	\$150.85	\$123.64	
Tier						
Upper	1,927	\$235.13	\$224.13	\$171.13	\$179.91	
Mid	1,279	\$162.51	\$135.69	\$123.76	\$124.32	
Lower	643	\$113.57	\$94.69	\$94.26	\$91.63	
Lodging Type						
Hotels	3,581	\$189.75	\$153.18	\$141.93	\$144.21	
Motels	268	\$107.12	\$88.18	\$88.27	\$85.57	
Total Rooms	3,849					
Average Room Rate		\$180.64	\$138.85	\$134.41	\$135.58	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	June 2021	June 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	1,975	\$57.29	\$16.60	\$36.84	\$47.78	
100 - 150	771	\$76.01	\$39.11	\$55.80	\$45.71	
50 - 99	850	\$85.58	\$41.46	\$54.72	\$48.96	
Less than 50	253	\$84.62	\$42.51	\$56.21	\$54.34	
Location						
Downtown/Inner Harbour	3,152	\$63.69	\$24.33	\$41.55	\$47.31	
Suburban	492	\$92.05	\$52.25	\$64.36	\$54.89	
Saanich Peninsula/Sidney	205	\$95.86	\$25.52	\$58.62	\$43.54	
Tier						
Upper	1,927	\$72.33	\$22.32	\$47.71	\$55.31	
Mid	1,279	\$68.49	\$30.60	\$44.16	\$43.88	
Lower	643	\$60.16	\$43.29	\$45.74	\$41.61	
Lodging Type						
Hotels	3,581	\$69.21	\$27.73	\$45.48	\$49.07	
Motels	268	\$66.74	\$42.56	\$53.16	\$40.34	
Total Rooms	3,849					
Average REVPAR		\$69.04	\$29.16	\$46.10	\$48.10	

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

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