

VICTORIA TOURISM BULLETIN

November 2021

- November continued to demonstrate strong ADR numbers for Victoria Hoteliers.
- Destination Greater Victoria launched a focused Christmas campaign to drive getaway traffic from Metro Vancouver and Calgary in late November.
- After 589 days, the MV Coho ferry resumed round-trip service between Victoria, BC and Port Angeles, Washington. Click [here](#) to read more.

Tourism Statistics	November		Variance	Year-to-Date		Variance
	2021	2020		2021	2020	
Average Occupancy	60.08%	29.56%	30.52%	49.59%	37.64%	11.95%
Average Daily Room Rate	\$165.07	\$132.75	\$32.32	\$187.67	\$150.22	\$37.45
Revenue Per Available Room (RevPAR)	\$99.17	\$ 39.24	\$59.93	\$93.07	\$56.55	\$36.52
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	119,757	75,749	58.10%	1,442,922	1,250,463	15.39%
Passengers	294,871	144,002	104.77%	3,425,594	2,880,055	18.94%
Buses	277	26	965.38%	1,817	1,979	(8.19%)
Victoria International Airport	77,826	25,495	205.26%	576,107	552,712	4.23%
Victoria Conference Centre (Delegate Days)	303	0	100%	17,438	15,756	10.68%

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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.

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VICTORIA LODGING RESULTS

November 2021

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	November 2021	November 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	2,066	50.10%	18.06%	39.57%	28.16%
100 - 150	771	70.75%	42.90%	62.78%	45.12%
50 - 99	845	69.24%	40.01%	54.94%	45.76%
Less than 50	302	76.19%	46.11%	66.30%	52.11%
Location					
Downtown/Inner Harbour	3,169	58.77%	26.04%	46.79%	34.53%
Suburban	585	64.28%	46.64%	61.31%	51.74%
Saanich Peninsula/Sidney	246	66.72%	34.08%	56.18%	37.97%
Tier					
Upper	1,929	52.75%	19.72%	41.66%	29.80%
Mid	1,365	63.03%	33.18%	52.70%	39.72%
Lower	690	75.22%	50.32%	64.53%	51.32%
Lodging Type					
Hotels	3,669	58.53%	26.79%	47.57%	35.79%
Motels	315	78.16%	54.62%	72.13%	54.77%
Total Rooms	3,984				
Average Occupancy		60.08%	29.56%	49.59%	37.64%
ROOM RATE					
Lodging Type	Number of Rooms	November 2021	November 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	2,066	\$193.01	\$164.31	\$214.89	\$182.51
100 - 150	771	\$131.57	\$109.70	\$109.47	\$118.25
50 - 99	845	\$158.07	\$129.22	\$190.93	\$141.45
Less than 50	302	\$136.08	\$102.43	\$164.07	\$139.39
Location					
Downtown/Inner Harbour	3,169	\$168.42	\$137.51	\$190.54	\$156.91
Suburban	585	\$147.61	\$126.05	\$176.08	\$135.03
Saanich Peninsula/Sidney	246	\$167.58	\$111.85	\$188.04	\$136.23
Tier					
Upper	1,929	\$214.90	\$188.10	\$241.79	\$203.01
Mid	1,365	\$140.65	\$122.50	\$168.08	\$138.56
Lower	690	\$105.95	\$84.21	\$126.35	\$98.52
Lodging Type					
Hotels	3,669	\$172.53	\$144.13	\$196.63	\$159.74
Motels	315	\$100.02	\$82.16	\$121.75	\$92.58
Total Rooms	3,984				
Average Room Rate		\$165.07	\$132.75	\$187.67	\$150.22
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	November 2021	November 2018	YTD 2021	YTD 2018
Number of Rooms					
Greater than 150	2,066	\$96.69	\$29.68	\$85.02	\$51.39
100 - 150	771	\$93.09	\$47.06	\$94.47	\$53.36
50 - 99	845	\$109.45	\$51.70	\$104.89	\$64.73
Less than 50	302	\$103.68	\$47.23	\$108.79	\$72.64
Location					
Downtown/Inner Harbour	3,169	\$98.98	\$35.81	\$89.15	\$54.17
Suburban	585	\$94.89	\$58.79	\$107.95	\$69.87
Saanich Peninsula/Sidney	246	\$111.81	\$38.12	\$105.64	\$51.73
Tier					
Upper	1,929	\$113.37	\$37.09	\$100.73	\$60.49
Mid	1,365	\$88.65	\$40.65	\$88.58	\$55.04
Lower	690	\$79.70	\$42.38	\$81.53	\$50.56
Lodging Type					
Hotels	3,669	\$100.98	\$38.61	\$93.53	\$57.18
Motels	315	\$78.18	\$44.88	\$87.81	\$50.71
Total Rooms	3,984				
Average REVPAR		\$99.17	\$39.24	\$93.06	\$56.55

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

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