

VICTORIA TOURISM BULLETIN

July 2018

Millions more in July Room Revenue

“Despite some softening of ferry and cruise ship passenger traffic, Victoria’s accommodation sector experienced an almost 3.7% increase in July occupancy compared to last year and a \$28 increase in RevPAR. For the 40 properties participating in the Tourism Bulletin, this increased RevPAR represents an additional \$3.84 million in revenue compared to July of last year.”

Frank Bourree, FCMC, Partner

- At just past the mid-point of 2018, the Conference Board of Canada is projecting that overseas visits to Canada will increase by 6.7% over 2017, reaching over 9 million visitors. The highest rate of growth is for visitors from Mexico and China. Although overnight visitors from the U.S. are expected to be dampened somewhat by high gas prices, visitors from the U.S. are still projected to increase by 3.4%. Overall, Canada is expected to see a 2.6% increase in tourism activity this year.
- A reminder for members of Tourism Victoria that a special meeting related to amendments to Tourism Victoria’s Constitution and Bylaws will take place at the Cineplex Odeon Cinema on Wednesday, Sept. 12th at 2:45 pm. Following the meeting, members are invited to attend Tourism Victoria’s Annual Open House from 4:00 – 6:00 pm at the Corporate Office located at Suite 200, 737 Yates Street.
- In an article on the AdventureStudentTravel.com website entitled ‘9 Most Important Travel Trends for 2019’, it was noted that after being named “T+L’s 2017 Destination of the Year, Canada’s tourism scene certainly did not slow down in 2018 and is only looking to gain more momentum in 2019. An incredible fusion of cultures, an even more incredible fusion of culinary delights, and some of the most breathtaking natural scenery in the entire world will greet you at Canada’s doorstep, and trust us, none of the above will disappoint!”. Such a ringing endorsement is sure to attract more student and other travelers to our destination over the coming months.

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	90.30%	86.63%	3.67%	75.64%	73.55%	2.09%
Average Daily Room Rate	\$241.80	\$219.56	\$22.24	\$180.57	\$163.87	\$16.70
Revenue Per Available Room (RevPAR)	\$218.35	\$190.21	\$28.14	\$136.58	\$120.53	\$16.05
BC Ferries (Tsawwassen-Swartz Bay)						
Vehicles	231,433	235,155	-1.58%	1,136,352	1,102,345	3.08%
Passengers	833,568	848,403	-1.75%	3,589,801	3,520,035	1.98%
Buses	3,406	3,578	-4.81%	12,420	12,458	-0.31%
Victoria International Airport	199,161	179,800	10.77%	1,165,886	1,093,042	6.66%
Victoria Conference Centre (Delegate Days)	3,230	1,925	67.8%	71,967	47,726	50.79%
Victoria Cruise Ships						
Ships	46	49	-6.12%	137	147	-6.80%
Passengers	127,808	130,634	-2.16%	362,645	362,576	0.02%
Crew	49,247	49,210	0.08%	143,055	142,821	0.16%

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VICTORIA LODGING RESULTS

July 2018

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2018	July 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,131	89.10%	84.45%	73.52%	71.57%
100 - 150	798	92.84%	88.63%	77.59%	74.85%
50 - 99	1,178	90.15%	88.84%	77.09%	75.39%
Less than 50	296	92.57%	89.59%	79.62%	77.24%
Location					
Downtown/Inner Harbour	3,139	91.14%	86.77%	76.81%	74.87%
Suburban	838	88.99%	87.20%	71.34%	68.95%
Saanich Peninsula/Sidney	426	86.69%	84.41%	75.66%	72.93%
Tier					
Upper	1,938	90.15%	85.01%	74.85%	73.46%
Mid	1,416	91.48%	89.16%	78.69%	74.82%
Lower	1,049	88.98%	79.90%	72.88%	67.70%
Lodging Type					
Hotels	3,971	90.82%	87.35%	76.15%	74.15%
Motels	432	85.52%	79.67%	71.06%	67.96%
Total Rooms	4,403				
Average Occupancy		90.30%	86.63%	75.64%	73.55%
ROOM RATE					
Lodging Type	Number of Rooms	July 2018	July 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,131	\$275.74	\$244.37	\$209.38	\$184.42
100 - 150	798	\$193.35	\$179.49	\$145.70	\$135.74
50 - 99	1,178	\$220.75	\$200.05	\$160.04	\$148.37
Less than 50	296	\$222.84	\$219.65	\$164.24	\$159.37
Location					
Downtown/Inner Harbour	3,139	\$256.91	\$232.56	\$191.01	\$172.43
Suburban	838	\$212.07	\$191.73	\$160.37	\$145.79
Saanich Peninsula/Sidney	426	\$185.89	\$171.21	\$141.01	\$132.53
Tier					
Upper	1,938	\$304.12	\$282.94	\$227.94	\$210.85
Mid	1,416	\$219.10	\$192.23	\$162.06	\$145.63
Lower	1,049	\$159.23	\$138.53	\$120.18	\$98.56
Lodging Type					
Hotels	3,971	\$250.65	\$226.84	\$187.53	\$169.95
Motels	432	\$156.28	\$142.49	\$113.23	\$102.17
Total Rooms	4,403				
Average Room Rate		\$241.80	\$219.56	\$180.57	\$163.87
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2018	July 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,131	\$245.69	\$206.38	\$153.93	\$131.99
100 - 150	798	\$179.51	\$159.09	\$113.05	\$101.59
50 - 99	1,178	\$199.01	\$177.72	\$123.37	\$111.85
Less than 50	296	\$206.30	\$196.78	\$130.77	\$123.10
Location					
Downtown/Inner Harbour	3,139	\$234.16	\$201.80	\$146.73	\$129.11
Suburban	838	\$188.73	\$167.18	\$114.40	\$100.52
Saanich Peninsula/Sidney	426	\$161.15	\$144.53	\$106.69	\$96.65
Tier					
Upper	1,938	\$274.18	\$240.52	\$170.62	\$154.90
Mid	1,416	\$200.43	\$171.39	\$127.52	\$108.95
Lower	1,049	\$141.68	\$110.69	\$87.59	\$66.72
Lodging Type					
Hotels	3,971	\$227.65	\$198.16	\$142.80	\$126.02
Motels	432	\$133.64	\$113.53	\$80.46	\$69.43
Total Rooms	4,403				
Average REVPAR		\$218.35	\$190.21	\$136.58	\$120.53

Note re: Tier: As of January 2018, we have updated the average annual room rate values that we use to determine property tiers. As a result, some properties have moved to a different tier.

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

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