

VICTORIA TOURISM BULLETIN

August 2018

Record Hotel Occupancy for August!

“92.62% occupancy for Victoria is the highest average monthly rate for the City that we have ever seen. Some factors affecting performance for August include the impact of the forest fires and smoke in the interior of BC diverting travel to the island as well as great weather. We also saw strong growth in the Average Daily Rate which increased by \$24.26 as well as RevPAR, up \$26.27, over August of 2017.”

Frank Bourree, FCMC, Partner

- Stats Canada celebrated World Tourism Day with the release of their Q2 2018 tourism indicators. The data shows that tourism continues to perform well and is a vital contributor to the national economy. In the first half of 2018 tourism directly accounted for 733,800 jobs, and \$18.7 billion of Canada’s GDP (an increase of 6.2% over the first half of 2017). Furthermore, tourism spending in the same time frame was \$43.8 billion, an increase of 5.7% over 2017.
- The craft brewing and distilling industry continues to grow in Victoria – Merridale, the Cobble Hill-based cidery has announced plans for a new brewhouse and distillery in Victoria at 356 Harbour Road in the Dockside Green development. The new facility will include a four-storey brewhouse and distillery with a full-service kitchen, taproom, retail space and 40-seat rooftop patio. Merridale hopes to open the new building by Fall of 2019.
- The IMPACT Tourism & Travel Sustainability Conference is now open for early bird registration. Join peers and stakeholders in Victoria, January 20-23, 2019 for the second annual national discussion on the tourism industry’s impact on Canada’s economic, social, environmental and cultural fabric. To learn more and register for next year’s conference, visit impactnational.ca

TOURISM STATISTICS	August		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	92.62%	90.76%	1.86%	77.83%	75.85%	1.98%
Average Daily Room Rate	\$244.57	\$220.31	\$24.26	\$190.39	\$172.90	\$17.49
Revenue Per Available Room (RevPAR)	\$226.52	\$199.95	\$26.57	\$148.18	\$131.14	\$17.04
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	251,899	247,415	1.81%	1,388,251	1,349,760	2.85%
Passengers	882,974	872,537	1.20%	4,472,775	4,392,572	1.83%
Buses	3,243	3,380	(4.05%)	15,663	15,838	(1.10%)
Victoria International Airport	214,793	201,008	6.86%	1,380,679	1,294,050	6.69%
Victoria Conference Centre (Delegate Days)	1,700	4,418	(61.52%)	73,667	52,144	41.28%
Victoria Cruise Ships						
Ships	45	46	(2.17%)	182	183	(0.55%)
Passengers	129,114	123,770	4.32%	491,759	486,415	1.10%
Crew	49,735	47,138	5.51%	192,790	190,193	1.37%

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VICTORIA LODGING RESULTS

August 2018

OCCUPANCY RATE %

Lodging Type	Number of Rooms	August 2018	August 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,131	91.63%	89.68%	75.85%	74.07%
100 - 150	798	94.48%	92.99%	79.76%	77.15%
50 - 99	1,180	92.77%	90.84%	79.11%	77.41%
Less than 50	296	93.98%	92.91%	81.49%	79.30%
Location					
Downtown/Inner Harbour	3,144	93.12%	90.81%	78.92%	77.03%
Suburban	838	92.04%	91.45%	73.99%	71.82%
Saanich Peninsula/Sidney	423	90.15%	89.01%	77.54%	75.03%
Tier					
Upper	1,940	92.49%	90.82%	77.14%	75.86%
Mid	1,418	93.46%	92.08%	80.58%	77.08%
Lower	1,047	91.71%	84.13%	75.32%	69.86%
Lodging Type					
Hotels	3,976	93.11%	91.41%	78.34%	76.46%
Motels	429	88.11%	84.48%	73.24%	70.12%
Total Rooms	4,405				
Average Occupancy		92.62%	90.76%	77.83%	75.85%

ROOM RATE

Lodging Type	Number of Rooms	August 2018	August 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,131	\$278.19	\$245.84	\$220.11	\$194.67
100 - 150	798	\$199.06	\$179.34	\$153.81	\$142.41
50 - 99	1,180	\$222.40	\$199.19	\$169.48	\$156.16
Less than 50	296	\$224.07	\$219.23	\$173.22	\$168.57
Location					
Downtown/Inner Harbour	3,144	\$262.05	\$232.87	\$201.83	\$182.09
Suburban	838	\$207.01	\$193.41	\$167.81	\$153.53
Saanich Peninsula/Sidney	423	\$188.86	\$174.54	\$148.24	\$139.05
Tier					
Upper	1,940	\$309.75	\$279.02	\$240.64	\$222.12
Mid	1,418	\$217.13	\$194.86	\$170.23	\$153.33
Lower	1,047	\$163.69	\$140.49	\$127.04	\$105.21
Lodging Type					
Hotels	3,976	\$253.21	\$227.81	\$197.61	\$179.21
Motels	429	\$161.36	\$142.67	\$120.64	\$108.55
Total Rooms	4,405				
Average Room Rate		\$244.57	\$220.31	\$190.39	\$172.90

REVENUE PER AVAILABLE ROOM (REVPAR)

Lodging Type	Number of Rooms	August 2018	August 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,131	\$254.90	\$220.46	\$166.96	\$144.19
100 - 150	798	\$188.07	\$166.78	\$122.68	\$109.87
50 - 99	1,180	\$206.33	\$180.94	\$134.07	\$120.88
Less than 50	296	\$210.58	\$203.69	\$141.15	\$133.67
Location					
Downtown/Inner Harbour	3,144	\$244.01	\$211.46	\$159.28	\$140.27
Suburban	838	\$190.53	\$176.87	\$124.16	\$110.26
Saanich Peninsula/Sidney	423	\$170.26	\$155.37	\$114.95	\$104.33
Tier					
Upper	1,940	\$286.51	\$253.42	\$185.63	\$168.50
Mid	1,418	\$202.93	\$179.43	\$137.16	\$118.19
Lower	1,047	\$150.12	\$118.20	\$95.69	\$73.50
Lodging Type					
Hotels	3,976	\$235.78	\$208.25	\$154.80	\$137.03
Motels	429	\$142.18	\$120.53	\$88.36	\$76.11
Total Rooms	4,405				
Average REVPAR		\$226.52	\$199.95	\$148.18	\$131.14

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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