

VICTORIA TOURISM BULLETIN

September 2018

Congratulations to the Greater Victoria Harbour Authority for Another Great Cruise Ship Season!

“The Greater Victoria Harbour Authority (GVHA) deserves a big congratulations for another great season. Efforts made over the past ten years have really paid off for Greater Victoria’s tourism industry.”

Frank Bourree, FCMC, Partner

- 2019’s cruise ship season launched on April 11th and closed on October 14th. The GVHA reports that roughly 640,000 passengers and 260,000 crew visited Victoria on 250 ship calls. The Norwegian Bliss, the newest and biggest ship to visit Victoria in 2018, brought 1, 500 additional visitors to Victoria each Friday of the season. Research informs us that many cruise passengers are introduced to Greater Victoria for the first time on a cruise and then return for a longer land-based vacation.
- Early Bird registration fees are available for The IMPACT Tourism & Travel Sustainability Conference until **November 12th**. 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
- According to a report recently released by the Indigenous Tourism Association of BC, there are 401 Indigenous Tourism businesses in the province, a dramatic 33% increase over 2014. These businesses are responsible for 7,400 direct full-time jobs and \$705 million in direct gross domestic output (2016 figure).

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	85.86%	86.94%	(1.08%)	78.76%	77.12%	1.64%
Average Daily Room Rate	\$213.61	\$201.34	\$12.27	\$193.31	\$176.56	\$16.75
Revenue Per Available Room (RevPAR)	\$183.40	\$175.04	\$8.36	\$152.25	\$136.16	\$16.09
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	186,340	186,511	(0.09%)	1,574,591	1,536,271	2.49%
Passengers	586,172	592,585	(1.08%)	5,058,947	4,958,157	2.03%
Buses	3,019	3,190	(5.36%)	18,682	19,028	(1.82%)
Victoria International Airport	177,589	167,757	5.86%	1,558,268	1,461,807	6.60%
Victoria Conference Centre (Delegate Days)	5,853	9,293	(37.02%)	79,520	61,437	29.43%
Victoria Cruise Ships						
Ships	52	44	18.18%	234	237	(1.27%)
Passengers	121,147	107,937	12.24%	612,906	594,283	3.13%
Crew	52,770	44,198	19.39%	245,560	234,157	4.87%

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Note: Year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

VICTORIA LODGING RESULTS

September 2018

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Sep 2018	Sep 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,320	85.63%	85.81%	77.03%	75.45%
100 - 150	798	88.75%	88.74%	80.75%	78.43%
50 - 99	1,178	83.85%	87.28%	79.64%	78.51%
Less than 50	293	87.82%	89.59%	82.19%	80.46%
Location					
Downtown/Inner Harbour	3,327	87.58%	87.68%	79.94%	78.27%
Suburban	838	82.33%	84.80%	74.91%	73.25%
Saanich Peninsula/Sidney	424	79.47%	85.34%	77.76%	76.18%
Tier					
Upper	1,937	85.05%	85.13%	78.03%	76.95%
Mid	1,416	88.53%	88.85%	81.45%	78.40%
Lower	1,047	82.46%	83.86%	76.11%	71.44%
Lodging Type					
Hotels	4,159	86.74%	87.34%	79.31%	77.71%
Motels	430	77.37%	83.16%	73.70%	71.58%
Total Rooms	4,589				
Average Occupancy		85.86%	86.94%	78.76%	77.12%
ROOM RATE					
Lodging Type	Number of Rooms	Sep 2018	Sep 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,320	\$236.93	\$225.44	\$222.36	\$198.78
100 - 150	798	\$182.00	\$162.37	\$157.23	\$144.89
50 - 99	1,178	\$191.49	\$182.17	\$172.05	\$159.40
Less than 50	293	\$207.82	\$198.80	\$177.35	\$172.36
Location					
Downtown/Inner Harbour	3,327	\$227.24	\$212.96	\$205.10	\$186.09
Suburban	838	\$181.89	\$176.74	\$169.51	\$156.49
Saanich Peninsula/Sidney	424	\$161.69	\$155.85	\$149.77	\$141.15
Tier					
Upper	1,937	\$269.51	\$264.81	\$244.17	\$227.69
Mid	1,416	\$192.46	\$172.93	\$172.89	\$155.82
Lower	1,047	\$147.27	\$127.60	\$129.48	\$108.17
Lodging Type					
Hotels	4,159	\$219.71	\$208.58	\$200.41	\$182.99
Motels	430	\$147.93	\$128.40	\$123.80	\$111.13
Total Rooms	4,589				
Average Room Rate		\$213.61	\$201.34	\$193.31	\$176.56
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Sep 2018	Sep 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,320	\$202.89	\$193.45	\$171.29	\$149.97
100 - 150	798	\$161.53	\$144.09	\$126.97	\$113.63
50 - 99	1,178	\$160.57	\$159.01	\$137.01	\$125.14
Less than 50	293	\$182.51	\$178.10	\$145.77	\$138.67
Location					
Downtown/Inner Harbour	3,327	\$199.01	\$186.73	\$163.95	\$145.65
Suburban	838	\$149.75	\$149.87	\$126.98	\$114.62
Saanich Peninsula/Sidney	424	\$128.49	\$133.00	\$116.45	\$107.53
Tier					
Upper	1,937	\$229.22	\$225.44	\$190.52	\$175.22
Mid	1,416	\$170.39	\$153.66	\$140.82	\$122.16
Lower	1,047	\$121.44	\$107.00	\$98.55	\$77.28
Lodging Type					
Hotels	4,159	\$190.58	\$182.16	\$158.96	\$142.20
Motels	430	\$114.46	\$106.78	\$91.23	\$79.54
Total Rooms	4,589				
Average REVPAR		\$183.40	\$175.04	\$152.25	\$136.16

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Note: 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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