

VICTORIA TOURISM BULLETIN

June 2018

June occupancy exceeds 90% for many hotels!

“There are 40 Victoria area hotels that participate in the Tourism Bulletin. The number of these properties reporting a June occupancy rate exceeding 90% increased from 11 in 2017 to 25 in 2018.” This increased occupancy rate (7% higher than last year on an overall basis), combined with a \$26 increase in ADR, resulted in a \$200 RevPAR rate – more than \$37 higher than last June.”

Frank Bourree, FCMC, Partner

- From June 23-28, 2018 the Federal Minister of Small Business and Tourism led her third mission in a year to China to raise awareness of Canada’s unique travel opportunities. Accompanied by reps from Destination Canada, TIAC, ITAC, Parks Canada and tourism operators, the mission resulted in the signing of seven MOUs and partnership agreements – including one between ITAC and a Chinese tour company that will increase the marketing of Canada’s authentic Indigenous tourism experiences to Chinese visitors. At the midway way point of the Canada-China Year of Tourism, Canada has hosted more than 178,000 Chinese visitors – up almost 24% compared to the same period in 2017.
- In today’s highly competitive tourism economy, effective marketing is increasingly important for tourist products and destinations. As such, consider the observations reported in an article on travel and tourism PR trends and tips in BreakTheIceMedia.com which states that the following ‘tourism promo’ words have become so over-used they’ve lost their meaning: unique, authentic, one-of-a-kind, farm-to-table, award-winning, acclaimed, best of, world-class, off-the-beaten-path, hidden gem, something for everybody, breathtaking, incredible, amazing, craft, bespoke and artisanal. If you use these words in your marketing, you may wish to break out the thesaurus and look for new ways to describe your destination, asset or attraction.

TOURISM STATISTICS	June		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	89.76%	82.71%	7.05%	73.09%	71.17%	1.92%
Average Daily Room Rate	\$223.26	\$196.91	\$26.35	\$167.43	\$151.53	\$15.90
Revenue Per Available Room (RevPAR)	\$200.38	\$162.86	\$37.52	\$122.38	\$107.84	\$14.54
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	193,914	187,758	3.28%	904,919	867,190	4.35%
Passengers	644,661	618,252	4.27%	2,756,233	2,671,632	3.17%
Buses	3,114	3,187	(2.29%)	9,014	8,880	1.51%
Victoria International Airport	183,519	169,063	8.55%	966,725	913,242	5.86%
Victoria Conference Centre (Delegate Days)	18,530	11,273	64.38%	68,737	45,801	50.08%
Victoria Cruise Ships						
Ships	54	55	(1.82%)	91	98	(7.14%)
Passengers	142,028	135,255	5.01%	234,837	231,942	1.25%
Crew	57,052	53,103	7.44%	93,808	93,611	0.21%

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VICTORIA LODGING RESULTS

June 2018

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2018	June 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,115	89.29%	79.94%	70.80%	69.12%
100 - 150	798	90.70%	86.63%	74.97%	72.49%
50 - 99	1,176	89.45%	84.62%	74.82%	73.02%
Less than 50	296	91.77%	86.45%	77.37%	75.07%
Location					
Downtown/Inner Harbour	3,120	90.63%	83.20%	74.32%	72.66%
Suburban	838	88.34%	82.26%	68.29%	65.82%
Saanich Peninsula/Sidney	427	86.12%	79.61%	73.74%	70.91%
Tier					
Upper	1,922	89.61%	81.20%	72.18%	71.26%
Mid	1,417	90.84%	85.14%	76.50%	72.27%
Lower	1,046	88.56%	75.83%	70.07%	65.53%
Lodging Type					
Hotels	3,953	90.24%	83.61%	73.60%	71.74%
Motels	432	85.31%	73.96%	68.57%	65.91%
Total Rooms	4,385				
Average Occupancy		89.76%	82.71%	73.09%	71.17%
ROOM RATE					
Lodging Type	Number of Rooms	June 2018	June 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,115	\$256.66	\$221.02	\$194.82	\$170.47
100 - 150	798	\$179.61	\$161.25	\$135.58	\$126.57
50 - 99	1,176	\$196.38	\$176.00	\$147.32	\$137.29
Less than 50	296	\$211.29	\$199.11	\$152.07	\$146.71
Location					
Downtown/Inner Harbour	3,120	\$238.21	\$209.48	\$176.95	\$159.08
Suburban	838	\$193.17	\$168.17	\$148.77	\$135.36
Saanich Peninsula/Sidney	427	\$168.62	\$150.56	\$131.86	\$124.45
Tier					
Upper	1,922	\$280.27	\$255.09	\$211.30	\$194.46
Mid	1,417	\$201.40	\$172.19	\$150.37	\$135.42
Lower	1,046	\$147.60	\$117.37	\$111.53	\$89.89
Lodging Type					
Hotels	3,953	\$231.55	\$203.65	\$173.99	\$157.28
Motels	432	\$142.76	\$122.71	\$103.99	\$93.63
Total Rooms	4,385				
Average Room Rate		\$223.26	\$196.91	\$167.43	\$151.53
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2018	June 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,115	\$229.17	\$176.69	\$137.93	\$98.71
100 - 150	798	\$162.91	\$139.69	\$101.65	\$66.88
50 - 99	1,176	\$175.66	\$148.93	\$110.22	\$78.92
Less than 50	296	\$193.90	\$172.12	\$117.66	\$91.06
Location					
Downtown/Inner Harbour	3,120	\$215.89	\$174.29	\$131.51	\$93.82
Suburban	838	\$170.65	\$138.33	\$101.60	\$71.91
Saanich Peninsula/Sidney	427	\$145.22	\$119.86	\$97.24	\$73.22
Tier					
Upper	1,922	\$251.15	\$207.14	\$152.51	\$102.74
Mid	1,417	\$182.95	\$146.60	\$115.02	\$64.48
Lower	1,046	\$130.71	\$89.00	\$78.15	\$43.36
Lodging Type					
Hotels	3,953	\$208.95	\$170.27	\$128.05	\$93.08
Motels	432	\$121.79	\$90.75	\$71.30	\$48.26
Total Rooms	4,385				
Average REVPAR		\$200.38	\$162.86	\$122.38	\$88.34

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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