

VICTORIA TOURISM BULLETIN

December 2018

2018 Another Great Year for Tourism in Victoria!

“Victoria finished the year with continued exceptional performance in the hotel sector in December as we saw ongoing Christmas business from our short haul markets. Year end results show very strong growth in every category. Victoria accommodation properties ended the year with annual occupancy of 76.43% (growth of 3.01 points over 2017), average rate of \$184.20 (up \$15.01 over 2017) and RevPAR of \$140.77 (\$16.56 increase). The sustained occupancy levels over 72% are a clear indicator that the city is in need of additional hotel room inventory. We predict that while growth may flatten somewhat, 2019 will be another great year for the industry in Victoria.”

Frank Bourree, FCMC, Partner

- President and CEO of Expedia Group Inc., Mark Okerstrom, will be the opening presenter at the 2019 BC Tourism Industry Conference. This year’s conference is taking place at the JW Marriott Parq Vancouver, February 27-March 1. [Visit the website](#) to check out the full program and to register. Anyone who works in BC’s tourism industry will find value in attending this conference – from the educational sessions and keynote speakers to the social events and the BC Tourism Industry Awards. Make sure that you are a part of the biggest tourism event of the year!
- December saw Greater Victoria acting as co-host for the IIHF World Hockey Championship helping to drive business throughout the region. A very strong partnership between Destination Greater Victoria, Victoria Hotel Destination Marketing Association, City of Victoria and the Downtown Victoria Business Association helped secure the required destination support.
- Dine Around Victoria kicked off with a gala event on January 24th, and the event will run until February 10th. Don’t miss out on this opportunity to try some of Victoria’s best eating establishments and their feature menus at \$20, \$30, \$40 or \$50. Check out participating restaurants and make your bookings [here](#).

TOURISM STATISTICS	December		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	63.94%	57.11%	6.83%	76.43%	73.42%	3.01%
Average Daily Room Rate	\$151.51	\$139.09	\$12.42	\$184.20	\$169.19	\$15.01
Revenue Per Available Room (RevPAR)	\$96.88	\$79.44	\$17.44	\$140.77	\$124.21	\$16.56
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	146,612	145,902	0.49%	2,016,916	1,969,907	2.39%
Passengers	440,852	437,480	0.77%	6,399,046	6,305,187	1.49%
Buses	669	761	(12.09%)	22,784	23,265	(2.07%)
Victoria International Airport	166,460	160,998	3.39%	2,048,627	1,934,842	5.88%
Victoria Conference Centre (Delegate Days)	1,100	3,380	(67.46%)	121,430	108,836	11.57%

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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

December 2018

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Dec 2018	Dec 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,069	62.78%	53.44%	75.01%	71.39%
100 - 150	790	63.42%	56.71%	78.24%	74.66%
50 - 99	1,156	64.35%	62.06%	76.86%	75.41%
Less than 50	295	71.72%	65.76%	79.76%	77.19%
Location					
Downtown/Inner Harbour	3,058	64.98%	58.32%	77.64%	74.46%
Suburban	830	57.21%	49.34%	72.10%	69.26%
Saanich Peninsula/Sidney	422	69.92%	63.63%	76.28%	73.89%
Tier					
Upper	1,876	66.39%	55.91%	76.83%	72.66%
Mid	1,414	64.35%	59.12%	78.35%	75.12%
Lower	1,020	59.09%	52.28%	73.08%	67.82%
Lodging Type					
Hotels	3,880	64.60%	57.51%	77.11%	73.98%
Motels	430	58.16%	53.40%	70.26%	68.16%
Total Rooms	4,310				
Average Occupancy		63.94%	57.11%	76.43%	73.42%
ROOM RATE					
Lodging Type	Number of Rooms	Dec 2018	Dec 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,069	\$173.55	\$160.15	\$211.84	\$191.41
100 - 150	790	\$120.52	\$111.25	\$149.20	\$138.32
50 - 99	1,156	\$138.08	\$123.96	\$164.69	\$152.26
Less than 50	295	\$142.24	\$135.28	\$169.28	\$164.13
Location					
Downtown/Inner Harbour	3,058	\$159.59	\$145.64	\$195.31	\$178.28
Suburban	830	\$135.72	\$125.38	\$162.22	\$150.10
Saanich Peninsula/Sidney	422	\$124.22	\$115.04	\$143.67	\$135.71
Tier					
Upper	1,876	\$188.83	\$180.30	\$231.13	\$217.87
Mid	1,414	\$136.57	\$120.46	\$165.15	\$149.06
Lower	1,020	\$100.56	\$80.68	\$123.49	\$103.23
Lodging Type					
Hotels	3,880	\$157.35	\$144.76	\$190.91	\$175.42
Motels	430	\$94.15	\$81.88	\$117.80	\$105.88
Total Rooms	4,310				
Average Room Rate		\$151.51	\$139.09	\$184.20	\$169.19
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Dec 2018	Dec 2017	YTD 2018	YTD 2017
Number of Rooms					
Greater than 150	2,069	\$108.95	\$85.58	\$158.91	\$136.64
100 - 150	790	\$76.44	\$63.09	\$116.73	\$103.27
50 - 99	1,156	\$88.85	\$76.93	\$126.58	\$114.81
Less than 50	295	\$102.01	\$88.96	\$135.02	\$126.69
Location					
Downtown/Inner Harbour	3,058	\$103.71	\$84.94	\$151.63	\$132.75
Suburban	830	\$77.65	\$61.86	\$116.96	\$103.96
Saanich Peninsula/Sidney	422	\$86.86	\$73.20	\$109.59	\$100.27
Tier					
Upper	1,876	\$125.36	\$100.80	\$177.57	\$158.31
Mid	1,414	\$87.88	\$71.22	\$129.39	\$111.97
Lower	1,020	\$59.42	\$42.18	\$90.24	\$70.01
Lodging Type					
Hotels	3,880	\$101.64	\$83.25	\$147.21	\$129.77
Motels	430	\$54.75	\$43.72	\$82.76	\$72.16
Total Rooms	4,310				
Average REVPAR		\$96.88	\$79.44	\$140.77	\$124.21

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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