

VICTORIA TOURISM BULLETIN

November 2018

Strong Results Continue!

“At the risk of sounding like a broken record, the accommodations sector in Victoria continues to show very strong results with occupancy increasing 9.34% over November of 2017 and 2.65% year-to-date. Room rate, and, as a result, RevPAR also increased significantly over 2017. The Victoria Conference Centre has had a very good year, to date and airport and ferries continue to perform well. Year-to-date occupancy (77.56%) remains well above the magic number of 70% that is acknowledged as a key indicator for support of increased hotel room inventory.

Frank Bourree, FCMC, Partner

- According to Destination BC figures, visitation to BC for the first nine months of 2018 climbed 5.2% over the same period last year to just under 5 million visitors.
- Last chance to join peers and stakeholders in Victoria for the second annual IMPACT Sustainability Travel & Tourism Conference, January 20-23, 2019. To learn more and register visit impactnational.ca
- Registration is open for the 2019 [BC Tourism Industry Conference](#) with early bird rates available only until January 31st! This conference is taking place at the JW Marriott parq Vancouver, February 27-March 1. Visit the website to check out program information. AND... don't miss the opportunity to nominate a deserving tourism individual or organization for a [BC Tourism Industry Award](#)...nominations close January 21st.
- Destination Greater Victoria and the Victoria Conference Centre successfully hosted the Professional Convention Management Association (PCMA) Canadian Innovation Conference. With over 300 meeting planner delegates from across North America it was a positive opportunity to showcase Greater Victoria as a meetings destination, setting a foundation for future meetings success. Further, as evidenced by the strong performance of the Victoria Conference Centre, the strategic efforts of Business Events Victoria and the major events initiatives of Destination Greater Victoria are succeeding in building off-peak season demand for meetings business, supporting small businesses in Victoria year round.

TOURISM STATISTICS	November		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	69.01%	59.67%	9.34%	77.56%	74.91%	2.65%
Average Daily Room Rate	\$143.13	\$132.60	\$10.53	\$186.65	\$171.30	\$15.35
Revenue Per Available Room (RevPAR)	\$98.77	\$79.12	\$19.65	\$144.77	\$128.32	\$16.45
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	135,090	127,317	6.11%	1,870,304	1,824,005	2.54%
Passengers	392,644	367,309	6.90%	5,958,194	5,867,707	1.54%
Buses	940	1,022	(8.02%)	22,115	22,504	(1.73%)
Victoria International Airport	149,629	145,328	2.96%	1,882,124	1,773,844	6.10%
Victoria Conference Centre (Delegate Days)	10,988	9,459	16.16%	120,330	105,456	14.10%

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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

November 2018

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	November 2018	November 2017	YTD 2018	YTD 2017	
Number of Rooms						
Greater than 150	2,074	69.29%	56.06%	76.10%	73.03%	
100 - 150	739	70.92%	61.67%	79.61%	76.32%	
50 - 99	1,158	67.23%	64.52%	78.01%	76.63%	
Less than 50	293	69.35%	61.45%	80.51%	78.24%	
Location						
Downtown/Inner Harbour	3,169	70.28%	59.75%	78.78%	75.94%	
Suburban	833	63.61%	56.52%	73.47%	71.09%	
Saanich Peninsula/Sidney	423	71.01%	65.65%	76.87%	74.83%	
Tier						
Upper	1,879	74.25%	57.84%	77.76%	74.31%	
Mid	1,362	66.57%	61.96%	79.65%	76.51%	
Lower	1,023	63.14%	55.73%	74.36%	69.27%	
Lodging Type						
Hotels	3,834	69.91%	60.19%	78.25%	75.49%	
Motels	430	61.12%	54.72%	71.38%	69.51%	
Total Rooms	4,264					
Average Occupancy		69.01%	59.67%	77.56%	74.91%	
ROOM RATE						
Lodging Type	Number of Rooms	November 2018	November 2017	YTD 2018	YTD 2017	
Number of Rooms						
Greater than 150	2,074	\$162.09	\$150.49	\$214.66	\$193.50	
100 - 150	739	\$115.59	\$109.45	\$151.32	\$140.17	
50 - 99	1,158	\$132.04	\$120.56	\$164.71	\$154.36	
Less than 50	293	\$128.98	\$126.51	\$171.51	\$166.35	
Location						
Downtown/Inner Harbour	3,169	\$150.47	\$138.64	\$197.97	\$180.58	
Suburban	833	\$129.52	\$119.04	\$164.12	\$151.68	
Saanich Peninsula/Sidney	423	\$117.11	\$114.00	\$145.32	\$137.33	
Tier						
Upper	1,879	\$173.75	\$168.05	\$234.35	\$220.64	
Mid	1,362	\$130.95	\$117.08	\$167.29	\$150.99	
Lower	1,023	\$97.47	\$82.82	\$125.15	\$104.81	
Lodging Type						
Hotels	3,834	\$148.11	\$137.18	\$193.43	\$177.56	
Motels	430	\$93.16	\$84.98	\$119.58	\$107.57	
Total Rooms	4,264					
Average Room Rate		\$143.13	\$132.60	\$186.65	\$171.30	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	November 2018	November 2017	YTD 2018	YTD 2017	
Number of Rooms						
Greater than 150	2,074	\$112.31	\$84.37	\$163.37	\$141.31	
100 - 150	739	\$81.98	\$67.50	\$120.47	\$106.98	
50 - 99	1,158	\$88.77	\$77.78	\$130.05	\$118.29	
Less than 50	293	\$89.45	\$77.74	\$138.09	\$130.15	
Location						
Downtown/Inner Harbour	3,169	\$105.75	\$82.84	\$155.96	\$137.12	
Suburban	833	\$82.38	\$67.27	\$120.59	\$107.83	
Saanich Peninsula/Sidney	423	\$83.16	\$74.84	\$111.71	\$102.76	
Tier						
Upper	1,879	\$129.01	\$97.19	\$182.22	\$163.95	
Mid	1,362	\$87.17	\$72.55	\$133.25	\$115.52	
Lower	1,023	\$61.54	\$46.15	\$93.06	\$72.60	
Lodging Type						
Hotels	3,834	\$103.55	\$82.57	\$151.35	\$134.04	
Motels	430	\$56.94	\$46.50	\$85.36	\$74.77	
Total Rooms	4,264					
Average REVPAR		\$98.78	\$79.12	\$144.77	\$128.32	

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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