

VICTORIA TOURISM BULLETIN

October 2018

Strong Results Continue!

“With a year-to-date hotel occupancy rate of 78.3%, we are sure to see some hotel developers take notice of Victoria! In the past 10 years, Victoria has lost 17 hotels and over 1,100 rooms to condo or social housing development. Time for some new hotels – if the land and building costs support the development!”

Frank Bourree, FCMC, Partner

- Congratulations to all winners of the 2018 Canadian Tourism Awards, especially the BC-based winners including Accent Inns – Business of the Year award; The Paisley Notebook – Culinary Tourism Experience award; Quaaout Lodge and Talking Rock Golf Course – Indigenous Cultural Tourism award; Tourism Richmond “Pacific. Authentic” – Marketing Campaign of the Year award; Cities in Sync – Tourism Victoria, Tourism Saskatoon and Destination St. Johns – Canada Innovator of the Year award; and finally, Nancy Stibbard, Capilano Group - Lifetime Achievement award.
- 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
- Hotel occupancy data from the last three years along with business feedback from Destination Victoria’s major attractions partners suggest the summer season is extending well into September and October. This shift is most likely due to international tour operators being able to secure incremental hotel room inventory in the spring and fall months as well as favourable weather in the shoulder seasons. Destination Greater Victoria has been working very hard to promote the spring and fall season to tour operator partners.
- Congratulations to Greater Victoria's Mandy Farmer, President of Accent Inns/Hotel Zed who was named to the Tourism Industry Association of Canada's Board of Directors. Mandy will serve on this board along with Paul Nurse ensuring strong Greater Victoria and British Columbia presence.
- Planning is well underway for the 2019 [BC Tourism Industry Conference](#), taking place in Vancouver, February 27-March 1. Visit the website to check out program information. Also consider making a donation to the [Silent Auction](#) and nominating a tourism individual or organization for a [BC Tourism Industry Award!](#)

TOURISM STATISTICS	October		Variance	Year to Date		Variance
	2018	2017		2018	2017	
Average Occupancy	75.53%	70.59%	4.94%	78.37%	76.40%	1.97%
Average Daily Room Rate	\$161.00	\$151.57	\$9.43	\$190.29	\$174.24	\$16.05
Revenue Per Available Room (RevPAR)	\$121.60	\$106.99	\$14.61	\$149.14	\$133.12	\$16.02
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	160,623	160,417	0.13%	1,735,214	1,696,688	2.27%
Passengers	506,603	515,241	(1.68%)	5,565,550	5,500,398	1.18%
Buses	2,493	2,454	1.59%	21,175	21,482	(1.43%)
Victoria International Airport	174,227	166,709	4.51%	1,732,495	1,724,977	0.44%
Victoria Conference Centre (Delegate Days)	29,822	34,560	(13.71%)	109,342	95,997	13.90%

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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

October 2018

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2018	October 2017	YTD 2018	YTD 2017	
Number of Rooms						
Greater than 150	2,085	75.60%	67.74%	76.75%	74.67%	
100 - 150	798	77.35%	71.93%	80.41%	77.76%	
50 - 99	1,158	73.99%	71.72%	79.07%	77.82%	
Less than 50	293	76.34%	74.46%	81.60%	79.84%	
Location						
Downtown/Inner Harbour	3,072	77.09%	70.84%	79.57%	77.52%	
Suburban	838	70.37%	66.24%	74.45%	72.53%	
Saanich Peninsula/Sidney	424	74.74%	71.32%	77.45%	75.70%	
Tier						
Upper	1,891	78.63%	68.46%	78.09%	76.03%	
Mid	1,416	75.93%	72.67%	80.90%	77.85%	
Lower	1,027	69.42%	63.37%	75.44%	70.61%	
Lodging Type						
Hotels	3,904	77.18%	70.51%	79.04%	76.98%	
Motels	430	60.57%	65.33%	72.38%	70.94%	
Total Rooms	4,334					
Average Occupancy		75.53%	70.59%	78.37%	76.40%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2018	October 2017	YTD 2018	YTD 2017	
Number of Rooms						
Greater than 150	2,085	\$184.29	\$175.19	\$219.14	\$196.63	
100 - 150	798	\$125.74	\$120.38	\$154.22	\$142.58	
50 - 99	1,158	\$146.05	\$135.03	\$169.59	\$157.11	
Less than 50	293	\$153.09	\$140.25	\$175.04	\$169.29	
Location						
Downtown/Inner Harbour	3,072	\$169.57	\$160.56	\$201.90	\$183.74	
Suburban	838	\$143.76	\$131.81	\$167.03	\$154.19	
Saanich Peninsula/Sidney	424	\$130.58	\$120.83	\$147.87	\$139.23	
Tier						
Upper	1,891	\$200.21	\$198.40	\$239.75	\$224.83	
Mid	1,416	\$143.81	\$129.62	\$170.14	\$153.48	
Lower	1,027	\$106.96	\$90.45	\$127.40	\$106.53	
Lodging Type						
Hotels	3,904	\$166.33	\$157.60	\$197.22	\$180.64	
Motels	430	\$99.57	\$91.14	\$121.76	\$109.25	
Total Rooms	4,334					
Average Room Rate		\$161.00	\$151.57	\$190.29	\$174.24	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2018	October 2017	YTD 2018	YTD 2017	
Number of Rooms						
Greater than 150	2,085	\$139.32	\$118.68	\$168.18	\$146.83	
100 - 150	798	\$97.26	\$86.58	\$124.01	\$110.87	
50 - 99	1,158	\$108.06	\$96.85	\$134.09	\$122.26	
Less than 50	293	\$116.87	\$104.43	\$142.83	\$135.16	
Location						
Downtown/Inner Harbour	3,072	\$130.71	\$113.75	\$160.66	\$142.42	
Suburban	838	\$101.16	\$87.31	\$124.35	\$111.83	
Saanich Peninsula/Sidney	424	\$97.60	\$86.18	\$114.53	\$105.39	
Tier						
Upper	1,891	\$157.42	\$135.82	\$187.21	\$170.95	
Mid	1,416	\$109.19	\$94.20	\$137.64	\$119.48	
Lower	1,027	\$74.25	\$57.32	\$96.12	\$75.22	
Lodging Type						
Hotels	3,904	\$128.37	\$111.12	\$155.88	\$139.06	
Motels	430	\$60.31	\$59.54	\$88.14	\$77.50	
Total Rooms	4,334					
Average REVPAR		\$121.60	\$106.99	\$149.14	\$133.12	

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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