

VICTORIA TOURISM BULLETIN

May 2019

Tourism Industry Performing Well to Last Year

“Hotel Room Rate is holding up well compared to 2019 and RevPAR is up again to \$163 – this equals stronger profitability! BC Ferries and YYJ are stable and the cruise ship season is off to a great season!”

Frank Bourree, FCMC, Partner

- Victoria has been awarded the Tourism and Travel Research Association Global Conference for June, 2020. Celebrating its 50th year, this significant conference will attract tourism and travel researchers from around the globe for four days of sessions, learning, collaboration and contribution to the local community.
- According to the MMGY Travel Sentiment Index, after 100 months of continuous growth, we have now seen 8 consecutive months of deterioration in “forward looking intention to travel” and can expect a global “travel recession by 2020”. In Greater Victoria, we hope to avoid this or minimize any downside risk through what is anticipated to be slightly choppy waters ahead. To read the article in full: <https://www.mmgy.com/we-are-headed-for-a-travel-recession/>
- The Ramada Hotel on Gorge Road has been purchased by Evergreen Hospitality and has been reflagged as a Travelodge by Wyndham.
- Congratulations to Accent Inns – the company received the highly commended distinction, which is the runner-up honour, for the Employee Culture & Purpose Award at the 2019 North American Employee Engagement Awards in New York.

TOURISM STATISTICS	May		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	80.27%	80.87%	(0.60%)	69.57%	69.70%	(0.13%)
Average Daily Room Rate	\$203.67	\$191.97	\$11.70	\$160.07	\$152.78	\$7.29
Revenue Per Available Room (RevPAR)	\$163.48	\$155.25	\$8.23	\$111.37	\$106.48	\$4.89
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	181,106	181,143	(0.02%)	715,666	711,005	0.66%
Passengers	567,885	578,127	(1.77%)	2,125,702	2,111,572	0.67%
Buses	2,055	2,471	(16.84%)	5,381	5,900	(8.80%)
Victoria International Airport	169,825	174,345	(2.59%)	763,463	783,206	(2.52%)
Victoria Conference Centre (Delegate Days)	15,211	14,211	7.04%	49,463	50,207	(1.48%)
Victoria Cruise Ships						
Ships	44	35	25.71%	46	37	24.32%
Passengers	112,620	89,033	26.49%	117,612	94,025	25.09%
Crew	51,227	34,988	46.41%	53,398	37,159	43.70%

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group. Note: Year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

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“The team at Chemistry Consulting is an asset to our community and to any organization in search of excellent corporate level HR expertise and support.”

Judi Carter, GM, Origin at Longwood

VICTORIA LODGING RESULTS

May 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	May 2019	May 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,100	78.00%	79.80%	65.44%	66.99%
100 - 150	784	85.10%	82.36%	74.43%	71.82%
50 - 99	1,135	78.92%	80.52%	71.43%	71.86%
Less than 50	296	88.25%	85.85%	77.84%	74.41%
Location					
Downtown/Inner Harbour	3,106	81.29%	81.98%	70.53%	70.98%
Suburban	824	76.57%	77.89%	64.16%	64.28%
Saanich Peninsula/Sidney	385	80.16%	78.75%	73.89%	71.21%
Tier					
Upper	1,907	78.20%	79.12%	66.55%	68.56%
Mid	1,414	84.96%	86.20%	73.85%	73.63%
Lower	994	77.41%	76.82%	68.96%	66.32%
Lodging Type					
Hotels	3,921	81.38%	81.82%	69.59%	70.20%
Motels	394	69.31%	72.23%	69.45%	65.22%
Total Rooms	4,315				
Average Occupancy		80.27%	80.87%	69.57%	69.70%
ROOM RATE					
Lodging Type	Number of Rooms	May 2019	May 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,100	\$230.35	\$220.15	\$183.08	\$177.83
100 - 150	784	\$165.59	\$157.57	\$132.38	\$124.44
50 - 99	1,135	\$190.86	\$171.94	\$146.19	\$135.00
Less than 50	296	\$183.17	\$171.32	\$147.78	\$137.07
Location					
Downtown/Inner Harbour	3,106	\$214.74	\$203.94	\$167.50	\$160.93
Suburban	824	\$180.87	\$170.86	\$145.00	\$136.56
Saanich Peninsula/Sidney	385	\$161.20	\$142.81	\$132.46	\$122.77
Tier					
Upper	1,907	\$255.77	\$242.10	\$200.81	\$192.58
Mid	1,414	\$183.13	\$171.92	\$145.84	\$137.82
Lower	994	\$138.61	\$129.28	\$109.76	\$101.74
Lodging Type					
Hotels	3,921	\$209.26	\$198.75	\$165.46	\$158.87
Motels	394	\$138.79	\$121.87	\$106.86	\$93.84
Total Rooms	4,315				
Average Room Rate		\$203.67	\$191.97	\$160.07	\$152.78
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	May 2019	May 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,100	\$179.69	\$175.69	\$119.81	\$119.13
100 - 150	784	\$140.92	\$129.77	\$98.53	\$89.38
50 - 99	1,135	\$150.62	\$138.43	\$104.42	\$97.01
Less than 50	296	\$161.64	\$147.08	\$115.03	\$102.00
Location					
Downtown/Inner Harbour	3,106	\$174.56	\$167.19	\$118.14	\$114.23
Suburban	824	\$138.50	\$133.08	\$93.04	\$87.79
Saanich Peninsula/Sidney	385	\$129.22	\$112.46	\$97.87	\$87.43
Tier					
Upper	1,907	\$200.00	\$191.54	\$133.65	\$132.03
Mid	1,414	\$155.59	\$148.18	\$107.71	\$101.48
Lower	994	\$107.30	\$99.32	\$75.69	\$67.48
Lodging Type					
Hotels	3,921	\$170.28	\$162.61	\$115.14	\$111.52
Motels	394	\$96.19	\$88.03	\$74.22	\$61.21
Total Rooms	4,315				
Average REVPAR		\$163.48	\$155.25	\$111.37	\$106.48

Note: Comparative figures may vary due to an increase/decrease in the number of available rooms.

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