

VICTORIA TOURISM BULLETIN

June 2019

Tourism Industry Performance Softens Compared to June 2018

“As we have been hearing anecdotally from tourism operators in the city, Victoria’s tourism sector is showing some signs of a slow-down. After several years of growth and strong performance, the industry is feeling the impact of a variety of factors including uncertainty in the Canadian and US economies, a softening of bus tour business, as well as the fallout from the grounding of the Boeing 737 Max airplanes.”

Frank Bourree, FCMC, Partner

- Tourism Vancouver Island will be welcoming attendees to the 56th Annual Tourism Vancouver Island Conference & AGM at the Coast Bastion Hotel in Nanaimo from October 8-10, 2019. The theme is focused on sharing Vancouver Island’s untold stories. Visit the [website](#) for more information and to register. Early bird pricing is in effect until August 30.
- go2HR has recently released the 2019 BC Tourism Human Resource Strategy. The document covers the job growth projections for the tourism industry leading up to 2028, workforce challenges facing the industry, and the strategies and activities needed to recruit, retain and train the workers required to meet the projected industry growth. [Download a copy here.](#)

TOURISM STATISTICS	June		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	83.79%	89.76%	(5.97%)	71.97%	73.09%	(1.12%)
Average Daily Room Rate	\$227.84	\$223.26	\$4.58	\$173.38	\$167.43	\$5.95
Revenue Per Available Room (RevPAR)	\$190.90	\$200.38	(\$9.48)	\$124.78	\$122.38	\$2.40
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	194,580	193,914	0.34%	910,246	904,919	0.59%
Passengers	638,811	644,661	(0.91%)	2,764,513	2,756,233	0.30%
Buses	2,576	3,114	(17.28%)	7,957	9,014	(11.73%)
Victoria International Airport	171,848	183,519	(6.36%)	935,311	966,725	(3.25%)
Victoria Conference Centre (Delegate Days)	11,809	18,530	(36.27%)	61,272	68,737	(10.86%)
Victoria Cruise Ships						
Ships	53	54	(1.85%)	99	100	(1.00%)
Passengers	145,557	142,028	2.48%	269,063	259,640	3.63%
Crew	59,727	57,052	4.69%	113,125	110,450	2.42%

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

June 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2019	June 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,089	81.71%	89.29%	68.21%	70.80%
100 - 150	798	84.64%	90.70%	76.14%	74.97%
50 - 99	1,125	85.40%	89.45%	73.75%	74.82%
Less than 50	300	89.81%	91.77%	79.89%	77.37%
Location					
Downtown/Inner Harbour	3,097	84.59%	90.63%	72.91%	74.32%
Suburban	838	79.46%	88.34%	66.72%	68.29%
Saanich Peninsula/Sidney	377	86.87%	86.12%	76.02%	73.74%
Tier					
Upper	1,896	83.14%	89.61%	69.39%	72.18%
Mid	1,417	85.60%	90.84%	75.80%	76.50%
Lower	999	82.43%	88.56%	71.22%	70.07%
Lodging Type					
Hotels	3,928	84.36%	90.24%	72.08%	73.60%
Motels	384	77.97%	85.31%	70.85%	68.57%
Total Rooms	4,312				
Average Occupancy		83.79%	89.76%	71.97%	73.09%
ROOM RATE					
Lodging Type	Number of Rooms	June 2019	June 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,089	\$260.96	\$256.66	\$198.97	\$194.82
100 - 150	798	\$183.93	\$179.61	\$141.98	\$135.58
50 - 99	1,125	\$203.94	\$196.38	\$157.29	\$147.32
Less than 50	300	\$215.56	\$211.29	\$160.85	\$152.07
Location					
Downtown/Inner Harbour	3,097	\$242.32	\$238.21	\$182.21	\$176.95
Suburban	838	\$194.49	\$193.17	\$154.87	\$148.77
Saanich Peninsula/Sidney	377	\$180.10	\$168.62	\$141.43	\$131.86
Tier					
Upper	1,896	\$286.28	\$280.27	\$218.32	\$211.30
Mid	1,417	\$204.13	\$201.40	\$156.77	\$150.37
Lower	999	\$152.36	\$147.60	\$118.06	\$111.53
Lodging Type					
Hotels	3,928	\$234.21	\$231.55	\$179.07	\$173.99
Motels	384	\$157.71	\$142.76	\$116.07	\$103.99
Total Rooms	4,312				
Average Room Rate		\$227.84	\$223.26	\$173.38	\$167.43
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2019	June 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,089	\$213.23	\$229.17	\$135.72	\$137.93
100 - 150	798	\$155.68	\$162.91	\$108.10	\$101.65
50 - 99	1,125	\$174.17	\$175.66	\$116.00	\$110.22
Less than 50	300	\$193.60	\$193.90	\$128.50	\$117.66
Location					
Downtown/Inner Harbour	3,097	\$204.99	\$215.89	\$132.86	\$131.51
Suburban	838	\$154.54	\$170.65	\$103.33	\$101.60
Saanich Peninsula/Sidney	377	\$156.45	\$145.22	\$107.52	\$97.24
Tier					
Upper	1,896	\$238.01	\$251.15	\$151.49	\$152.51
Mid	1,417	\$174.74	\$182.95	\$118.84	\$115.02
Lower	999	\$125.59	\$130.71	\$84.08	\$78.15
Lodging Type					
Hotels	3,928	\$197.57	\$208.95	\$129.08	\$128.05
Motels	384	\$122.97	\$121.79	\$82.24	\$71.30
Total Rooms	4,312				
Average REVPAR		\$190.90	\$200.38	\$124.78	\$122.38

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

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