

# VICTORIA TOURISM BULLETIN

August 2021

- August 2021 saw a healthy recovery for Greater Victoria hotels, driven by regional and Canadian travel. However, it must be noted that the recovery was uneven as attractions, experience and some transportation operators, who rely more on international travellers as their customer segment, did not benefit as much.
- The Canadian border re-opened to fully vaccinated US travellers on August 9, 2021. For Greater Victoria the marine border remained closed until September 7, 2021. A strong lobbying effort helped to re-open the border.
- Labour shortages were a challenge in many hotels reaching their potential during the peak summer months.

Tourism Statistics	August			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	75.94%	51.04%	24.90%	43.60%	37.25%	6.35%
Average Daily Room Rate	\$265.93	\$183.11	\$82.82	\$182.15	\$149.37	\$32.78
Revenue Per Available Room (RevPAR)	\$201.96	\$93.46	\$108.50	\$79.41	\$55.63	\$23.78
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	259,089	193,874	33.64%	974,467	895,813	8.78%
Passengers	732,217	482,647	51.71%	2,260,956	2,131,625	6.07%
Buses	286	101	183.17%	727	1,781	(59.18%)
Victoria International Airport	123,024	46,889	162.37%	294,776	451,093	(34.65%)
Victoria Conference Centre (Delegate Days)	0	0	0%	*1,700	15,756	(89.21%)

\* **NOTE:** Updated data received from Victoria Conference Centre showed 1,700 delegate days for the month of May.

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.

All international source markets, most business travel, conference, leisure travel, cruise and international tour and travel business has been lost for the foreseeable future. As a result of these extraordinary circumstances year over year comparisons are immaterial. Also, please note that due to the impacts of Covid on hotel operations, the room inventory of reporting hotels is fluctuating from month to month and may impact year over year comparisons.

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# VICTORIA LODGING RESULTS

## August 2021

<b>OCCUPANCY RATE %</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2021</b>	<b>August 2020</b>	<b>YTD 2021</b>	<b>YTD 2020</b>	
<b>Number of Rooms</b>						
Greater than 150	1,818	64.64%	37.91%	33.69%	29.33%	
100 - 150	760	86.51%	62.67%	57.68%	42.29%	
50 - 99	844	82.96%	65.63%	47.87%	43.85%	
Less than 50	309	97.30%	73.21%	59.26%	50.33%	
<b>Location</b>						
Downtown/Inner Harbour	2,894	73.10%	45.98%	40.48%	34.24%	
Suburban	593	86.92%	73.95%	56.86%	50.19%	
Saanich Peninsula/Sidney	244	82.93%	55.57%	50.13%	37.25%	
<b>Tier</b>						
Upper	1,680	64.31%	39.04%	35.71%	30.58%	
Mid	1,353	83.82%	54.83%	46.38%	38.45%	
Lower	698	88.82%	78.10%	58.67%	48.44%	
<b>Lodging Type</b>						
Hotels	3,408	74.38%	48.80%	41.37%	35.48%	
Motels	323	92.33%	77.17%	68.22%	52.71%	
<b>Total Rooms</b>	<b>3,731</b>					
<b>Average Occupancy</b>		75.94%	51.04%	43.60%	37.25%	
<b>ROOM RATE</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2021</b>	<b>August 2020</b>	<b>YTD 2021</b>	<b>YTD 2020</b>	
<b>Number of Rooms</b>						
Greater than 150	1,818	\$300.00	\$208.22	\$206.33	\$181.35	
100 - 150	760	\$227.95	\$145.26	\$147.30	\$119.09	
50 - 99	844	\$261.97	\$174.45	\$190.37	\$139.04	
Less than 50	309	\$225.39	\$193.11	\$161.49	\$137.54	
<b>Location</b>						
Downtown/Inner Harbour	2,894	\$270.00	\$190.98	\$184.31	\$157.30	
Suburban	593	\$252.55	\$166.22	\$173.24	\$132.31	
Saanich Peninsula/Sidney	244	\$257.58	\$161.18	\$184.52	\$133.08	
<b>Tier</b>						
Upper	1,680	\$340.04	\$238.14	\$233.44	\$199.21	
Mid	1,353	\$241.84	\$172.60	\$166.96	\$140.29	
Lower	698	\$179.99	\$118.48	\$124.42	\$99.19	
<b>Lodging Type</b>						
Hotels	3,408	\$275.54	\$192.43	\$191.40	\$158.98	
Motels	323	\$184.78	\$114.42	\$120.03	\$92.57	
<b>Total Rooms</b>	<b>3,731</b>					
<b>Average Room Rate</b>		\$265.93	\$183.11	\$182.15	\$149.37	
<b>REVENUE PER AVAILABLE ROOM (REVPAR)</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2021</b>	<b>August 2020</b>	<b>YTD 2021</b>	<b>YTD 2020</b>	
<b>Number of Rooms</b>						
Greater than 150	1,818	\$193.91	\$78.94	\$69.51	\$53.20	
100 - 150	760	\$197.19	\$91.04	\$84.96	\$50.37	
50 - 99	844	\$217.33	\$114.50	\$91.13	\$60.97	
Less than 50	309	\$219.30	\$141.38	\$95.69	\$69.23	
<b>Location</b>						
Downtown/Inner Harbour	2,894	\$197.37	\$87.81	\$74.60	\$53.86	
Suburban	593	\$219.52	\$122.93	\$98.51	\$66.40	
Saanich Peninsula/Sidney	244	\$213.61	\$89.57	\$92.50	\$49.58	
<b>Tier</b>						
Upper	1,680	\$218.67	\$92.96	\$83.36	\$60.91	
Mid	1,353	\$202.71	\$94.64	\$77.44	\$53.94	
Lower	698	\$159.86	\$92.53	\$73.00	\$48.05	
<b>Lodging Type</b>						
Hotels	3,408	\$204.95	\$93.91	\$79.19	\$56.41	
Motels	323	\$170.60	\$88.30	\$81.88	\$48.79	
<b>Total Rooms</b>	<b>3,731</b>					
<b>Average REVPAR</b>		\$201.96	\$93.46	\$79.41	\$55.63	

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

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