

# VICTORIA TOURISM BULLETIN

April 2019

## Strong Tourism Results Continue

*“Although we are seeing a little softening of occupancy numbers in the larger, upper tier accommodation properties compared to last year, performance is still very strong and we expect the tourism season results to be close to the 2017 and 2018 seasons.”*

Frank Bourree, FCMC, Partner

- The Canadian government has launched a new Federal Tourism Growth Strategy designed to boost international visits to Canada during non-peak seasons and get visitors to see the country beyond Canada’s biggest cities. The plan includes a \$58.5 million Experiences Fund that will be distributed over two years to help communities create or improve tourism facilities and experiences. Destination Greater Victoria is pleased to see the investment and support for the sector and hopes to access some of the funds to support its goals of building off-season business.
- As part of Tourism Week, May 26-June 2, the BC Provincial Government announced \$200,000 worth of one-time grants available to the tourist destinations around the province to support emergency preparedness marketing. Specifically, organizations are expected to use this funding to help keep visitors, and potential visitors informed about emergencies such as wildfires and floods, and to help alleviate any misperceptions that travellers to the province may have regarding their safety.
- **Deuce Days** returns to Victoria this year, July 18-21 in the Inner Harbour and on the Legislature grounds. Over 1,200 classic, pre-1952 vehicles will be on display, 500 of which are “Deuces”, with car owners travelling from all over Northern America and even as far as Australia and New Zealand to participate. Mark your calendars for this spectacular event!

TOURISM STATISTICS	April		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	75.73%	76.91%	(1.18%)	66.34%	66.52%	(0.18%)
Average Daily Room Rate	\$163.02	\$146.13	\$16.89	\$147.51	\$141.30	\$6.21
Revenue Per Available Room (RevPAR)	\$123.45	\$112.39	\$11.06	\$97.86	\$94.00	\$3.86
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	159,750	157,414	1.48%	534,560	529,862	0.89%
Passengers	473,892	459,717	3.08%	1,557,817	1,533,445	1.59%
Buses	1,124	1,224	(8.17%)	3,326	3,429	(3.00%)
Victoria International Airport	159,441	165,858	(3.87%)	593,638	608,861	(2.50%)
Victoria Conference Centre (Delegate Days)	15,457	9,236	67.36%	34,252	35,996	(4.84%)
Victoria Cruise Ships						
Ships	2	2	-	2	2	-
Passengers	4,992	3,776	32.20%	4,992	3,776	32.20%
Crew	2,171	1,768	22.79%	2,171	1,768	22.79%

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.

*Looking for an executive recruiter or HR support? Contact Chemistry today!*

# VICTORIA LODGING RESULTS

## April 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Apr 2019	Apr 2018	YTD 2019	YTD 2018
<b>Number of Rooms</b>					
Greater than 150	2,074	71.74%	75.00%	62.13%	63.60%
100 - 150	787	80.13%	79.40%	69.75%	68.01%
50 - 99	1,127	78.34%	78.40%	69.47%	69.59%
Less than 50	294	81.41%	77.84%	75.10%	71.35%
<b>Location</b>					
Downtown/Inner Harbour	3,074	76.68%	78.49%	67.70%	68.08%
Suburban	827	71.74%	72.55%	57.84%	58.59%
Saanich Peninsula/Sidney	381	76.85%	74.02%	72.26%	69.21%
<b>Tier</b>					
Upper	1,881	72.24%	76.58%	63.48%	65.75%
Mid	1,415	80.89%	80.05%	70.98%	70.38%
Lower	986	74.76%	73.16%	64.73%	62.14%
<b>Lodging Type</b>					
Hotels	3,892	75.82%	77.91%	66.01%	66.88%
Motels	390	74.78%	67.97%	69.49%	63.41%
<b>Total Rooms</b>	<b>4,282</b>				
<b>Average Occupancy</b>		75.73%	76.91%	66.34%	66.52%
ROOM RATE					
Lodging Type	Number of Rooms	Apr 2019	Apr 2018	YTD 2019	YTD 2018
<b>Number of Rooms</b>					
Greater than 150	2,074	\$188.05	\$161.24	\$167.45	\$163.81
100 - 150	787	\$130.89	\$122.68	\$124.79	\$115.93
50 - 99	1,127	\$147.32	\$137.51	\$132.94	\$123.79
Less than 50	294	\$153.94	\$141.96	\$136.86	\$126.03
<b>Location</b>					
Downtown/Inner Harbour	3,074	\$170.25	\$149.76	\$152.57	\$147.28
Suburban	827	\$147.83	\$139.45	\$138.36	\$129.02
Saanich Peninsula/Sidney	381	\$136.24	\$131.10	\$124.18	\$116.69
<b>Tier</b>					
Upper	1,881	\$207.41	\$176.20	\$182.94	\$176.73
Mid	1,415	\$145.70	\$137.79	\$134.30	\$127.00
Lower	986	\$110.28	\$100.94	\$100.32	\$91.57
<b>Lodging Type</b>					
Hotels	3,892	\$168.53	\$151.42	\$152.87	\$147.37
Motels	390	\$107.37	\$91.60	\$98.57	\$85.59
<b>Total Rooms</b>	<b>4,282</b>				
<b>Average Room Rate</b>		\$163.02	\$146.13	\$147.51	\$141.30
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Apr 2019	Apr 2018	YTD 2019	YTD 2018
<b>Number of Rooms</b>					
Greater than 150	2,074	\$134.91	\$120.93	\$104.04	\$104.19
100 - 150	787	\$104.88	\$97.41	\$87.04	\$78.84
50 - 99	1,127	\$115.40	\$107.80	\$92.35	\$86.14
Less than 50	294	\$125.33	\$110.50	\$102.79	\$89.92
<b>Location</b>					
Downtown/Inner Harbour	3,074	\$130.55	\$117.55	\$103.29	\$100.27
Suburban	827	\$106.05	\$101.18	\$80.02	\$75.59
Saanich Peninsula/Sidney	381	\$104.70	\$97.05	\$89.73	\$80.76
<b>Tier</b>					
Upper	1,881	\$149.82	\$134.93	\$116.13	\$116.20
Mid	1,415	\$117.85	\$110.30	\$95.33	\$89.39
Lower	986	\$82.45	\$73.85	\$64.94	\$56.90
<b>Lodging Type</b>					
Hotels	3,892	\$127.78	\$117.97	\$100.91	\$98.56
Motels	390	\$80.29	\$62.26	\$68.49	\$54.27
<b>Total Rooms</b>	<b>4,282</b>				
<b>Average REVPAR</b>		\$123.45	\$112.39	\$97.86	\$94.00

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

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