

VICTORIA TOURISM BULLETIN

April 2020

- While we wait for the Provincial Government to announce a return to inter-provincial travel, Destination Greater Victoria has been busy developing a relaunch campaign. Our beautiful destination is the perfect place to reconnect, and to do so safely. Victoria is ready to host travellers from around the province and other jurisdictions deemed safe by our provincial health officials. Here is the [relaunch video](#) that will spearhead the campaign.
- WestJet has released its [updated July schedule](#), developed to allow Canadians the pleasure of summer travel while economically supporting communities across the country in safely reopening travel and domestic tourism. In addition, the airline has added flights to select U.S. markets. From July 5 through August 4, WestJet will offer operations to 45 destinations including 39 in Canada, five in the U.S. and one in Mexico. Victoria will have twice daily flights to Vancouver and Calgary as well as flights to Edmonton six times a week.
- Social Media update – Moving forward, in respect to the #BlackLivesMatter movement, TIAC and TIABC are encourage a switch from the longstanding #tourismmatters hashtag to #tourismcounts and #BCTourismStrong to find or tag the latest tourism industry information.

TOURISM STATISTICS	April		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	12.49%	75.73%	(63.24%)	41.74%	66.34%	(24.60%)
Average Daily Room Rate	\$91.52	\$163.02	(\$71.50)	\$138.49	\$147.51	(\$9.02)
Revenue Per Available Room (RevPAR)	\$11.44	\$123.45	(\$112.01)	\$57.81	\$97.86	(\$40.05)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	41,497	159,750	(74.02%)	361,372	479,625	(24.66%)
Passengers	63,514	473,892	(86.60%)	912,120	1,322,498	(31.03%)
Buses	17	1,124	(98.49%)	1,569	2,676	(41.37%)
Victoria International Airport	4,261	159,441	(97.33%)	350,077	593,638	(41.03%)
Victoria Conference Centre (Delegate Days)	0	15,457	(100.00%)	15,756	34,252	(54.00%)
Victoria Cruise Ships						
Ships	0	2	(100.00%)	0	2	(100.00%)
Passengers	0	4,992	(100.00%)	0	4,992	(100.00%)
Crew	0	2,171	(100.00%)	0	2,171	(100.00%)

Important Note: Due to the COVID-19 pandemic, many of the properties from which we collect data were closed in April resulting in a reduction of the overall room inventory of almost 1,600 rooms from our usual sample.

Could your business benefit from HR support?

We can help - contact us today!

 Human Resources Services

 Conference & Event Management

 Executive Search & Recruitment

 Immigration Consulting

VICTORIA LODGING RESULTS

April 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Apr 2020	Apr 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,011	2.79%	71.74%	37.68%	62.13%
100 - 150	904	16.63%	80.13%	43.43%	69.75%
50 - 99	820	19.51%	78.34%	44.97%	69.47%
Less than 50	116	15.66%	81.41%	51.38%	75.10%
Location					
Downtown/Inner Harbour	2,007	8.85%	76.68%	41.69%	67.70%
Suburban	513	24.52%	71.74%	42.05%	57.84%
Saanich Peninsula/Sidney	331	15.90%	76.85%	41.59%	72.26%
Tier					
Upper	814	3.22%	72.24%	38.74%	63.48%
Mid	1,297	10.44%	80.89%	46.46%	70.98%
Lower	740	26.28%	74.76%	40.49%	64.73%
Lodging Type					
Hotels	2,567	8.68%	75.82%	40.89%	66.01%
Motels	284	46.84%	74.78%	48.40%	69.49%
Total Rooms	2,851				
Average Occupancy		12.49%	75.73%	41.74%	66.34%
ROOM RATE					
Lodging Type	Number of Rooms	Apr 2020	Apr 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,011	\$131.44	\$188.05	\$163.75	\$167.45
100 - 150	904	\$87.98	\$130.89	\$114.22	\$124.79
50 - 99	820	\$85.45	\$147.32	\$124.66	\$132.94
Less than 50	116	\$111.78	\$153.94	\$117.39	\$136.86
Location					
Downtown/Inner Harbour	2,007	\$96.31	\$170.25	\$145.05	\$152.57
Suburban	513	\$85.34	\$147.83	\$117.82	\$138.36
Saanich Peninsula/Sidney	331	\$90.23	\$136.24	\$124.79	\$124.18
Tier					
Upper	814	\$157.85	\$207.41	\$177.34	\$182.94
Mid	1,297	\$96.22	\$145.70	\$124.95	\$134.30
Lower	740	\$79.33	\$110.28	\$90.92	\$100.32
Lodging Type					
Hotels	2,567	\$101.55	\$168.53	\$146.29	\$152.87
Motels	284	\$74.77	\$107.37	\$86.90	\$98.57
Total Rooms	2,851				
Average Room Rate		\$91.52	\$163.02	\$138.49	\$147.51
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Apr 2020	Apr 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,011	\$3.67	\$134.91	\$61.70	\$104.04
100 - 150	904	\$14.63	\$104.88	\$49.60	\$87.04
50 - 99	820	\$16.67	\$115.40	\$56.07	\$92.35
Less than 50	116	\$17.51	\$125.33	\$60.31	\$102.79
Location					
Downtown/Inner Harbour	2,007	\$8.52	\$130.55	\$60.48	\$103.29
Suburban	513	\$20.92	\$106.05	\$49.54	\$80.02
Saanich Peninsula/Sidney	331	\$14.35	\$104.70	\$51.90	\$89.73
Tier					
Upper	814	\$5.08	\$149.82	\$68.71	\$116.13
Mid	1,297	\$10.05	\$117.85	\$58.05	\$95.33
Lower	740	\$20.85	\$82.45	\$36.82	\$64.94
Lodging Type					
Hotels	2,567	\$8.82	\$127.78	\$59.82	\$100.91
Motels	284	\$35.02	\$80.29	\$42.06	\$68.49
Total Rooms	2,851				
Average REVPAR		\$11.44	\$123.45	\$57.81	\$97.86

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

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group.