

VICTORIA TOURISM BULLETIN

February 2019

Time to Staff Up for Spring and Summer!

With strong tourism performance on all fronts and a forecast of a vibrant tourist year, staff shortages will be at critical levels this season. Consider attending or participating in the Work BC Job Fair, April 10th, 1-4 pm at the Central Baptist Church, 833 Pandora Ave. For booth information, call Michael Lane at 250-708-2462.

Frank Bourree, FCMC, Partner

- It's the last few days to register for the BC Hospitality Summit! Hosted by the BC Hotel Association and ABLE BC, the BC Hospitality Summit will take place in Kelowna on April 8th and 9th. Visit the website www.bchospitalitysummit.com for more information on the program, BC Hospitality Awards and other conference events.
- The National Toy Museum (Cherry Bomb Toys), Downtown Victoria Business Association and Destination Greater Victoria hosted the second Capital City Comic Con on March 22-24. While the final statistics are still being counted, it is anticipated to be approximately the same attendance as the very successful year one. We expect this event is here to stay, building reasons to come to Victoria in the off-peak season.
- Starting April 1st, staff from the Ministry of Tourism, Arts and Culture and the Royal BC Museum will be engaging with British Columbians to gather ideas for a more modern provincial museum. The current building no longer meets modern accessibility and seismic standards and the collection has outgrown its space. They look forward to hearing from people from all over B.C. Please visit [this website](#) to learn more about how to share your feedback.
- The Victoria Clipper has announced a new class of service in between the Economy and Comfort Classes. Vista Class is located on the upper deck of Victoria Clipper V and includes spacious, leather seats; additional legroom for window row seats; panoramic views plus easy access to outdoor viewing deck; and, table/group seating in select areas.

TOURISM STATISTICS	February		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	63.84%	65.64%	(1.80%)	56.55%	56.12%	0.43%
Average Daily Room Rate	\$137.38	\$130.95	\$6.43	\$138.48	\$138.95	(\$0.47)
Revenue Per Available Room (RevPAR)	\$87.70	\$85.95	\$1.75	\$78.32	\$77.98	\$0.34
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	106,707	111,632	(4.41%)	222,761	227,686	(2.16%)
➤ Passengers	308,627	322,358	(4.26%)	628,150	641,881	(2.14%)
➤ Buses	720	745	(3.36%)	1,370	1,395	(1.79%)
Victoria International Airport	129,205	136,455	(5.31%)	270,402	278,252	(2.82%)
Victoria Conference Centre (Delegate Days)	4,897	8,246	(40.61%)	7,389	13,461	(45.11%)

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

February 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2019	Feb 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,075	58.62%	62.87%	52.38%	52.42%
100 - 150	788	70.62%	68.48%	64.09%	60.43%
50 - 99	1,130	65.47%	67.48%	56.03%	58.12%
Less than 50	294	75.60%	69.93%	66.95%	63.01%
Location					
Downtown/Inner Harbour	3,074	64.61%	67.70%	58.02%	57.75%
Suburban	828	57.52%	57.82%	46.42%	45.87%
Saanich Peninsula/Sidney	385	71.67%	66.11%	67.43%	65.09%
Tier					
Upper	1,881	59.33%	64.19%	54.64%	55.18%
Mid	1,419	69.85%	71.26%	57.60%	57.96%
Lower	987	63.55%	60.50%	58.55%	55.26%
Lodging Type					
Hotels	3,894	63.27%	65.89%	55.87%	55.81%
Motels	393	69.55%	63.33%	63.26%	58.94%
Total Rooms	4,287				
Average Occupancy		63.84%	65.64%	56.55%	56.12%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2019	Feb 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,075	\$156.37	\$153.37	\$153.95	\$166.75
100 - 150	788	\$115.10	\$107.85	\$113.91	\$107.97
50 - 99	1,130	\$127.98	\$113.77	\$134.94	\$122.40
Less than 50	294	\$122.78	\$117.10	\$130.81	\$115.72
Location					
Downtown/Inner Harbour	3,074	\$142.50	\$137.70	\$141.15	\$145.69
Suburban	828	\$125.75	\$116.79	\$140.35	\$129.20
Saanich Peninsula/Sidney	385	\$120.79	\$105.47	\$117.42	\$108.03
Tier					
Upper	1,881	\$170.99	\$163.32	\$167.49	\$177.75
Mid	1,419	\$127.68	\$120.25	\$133.00	\$126.67
Lower	987	\$94.13	\$86.37	\$96.71	\$86.75
Lodging Type					
Hotels	3,894	\$142.60	\$136.53	\$143.29	\$145.85
Motels	393	\$89.57	\$78.72	\$96.81	\$80.26
Total Rooms	4,287				
Average Room Rate		\$137.38	\$130.95	\$138.48	\$138.95
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2019	Feb 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,075	\$91.65	\$96.43	\$80.64	\$87.41
100 - 150	788	\$81.28	\$73.86	\$73.01	\$65.24
50 - 99	1,130	\$83.79	\$76.77	\$75.60	\$71.14
Less than 50	294	\$92.82	\$81.89	\$87.58	\$72.91
Location					
Downtown/Inner Harbour	3,074	\$92.07	\$93.23	\$81.89	\$84.14
Suburban	828	\$72.34	\$67.53	\$65.15	\$59.26
Saanich Peninsula/Sidney	385	\$86.56	\$69.73	\$79.18	\$70.32
Tier					
Upper	1,881	\$101.45	\$104.83	\$91.51	\$98.08
Mid	1,419	\$89.18	\$85.69	\$76.62	\$73.42
Lower	987	\$59.83	\$52.26	\$56.62	\$47.94
Lodging Type					
Hotels	3,894	\$90.23	\$89.97	\$80.06	\$81.39
Motels	393	\$62.30	\$49.86	\$61.24	\$47.30
Total Rooms	4,287				
Average REVPAR		\$87.70	\$85.95	\$78.32	\$77.98

Note re: Tier: As of January 2018, we have updated the average annual room rate values that we use to determine property tiers. As a result, some properties have moved to a different tier.

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

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