

VICTORIA TOURISM BULLETIN

January 2019

A Cold, Wet January Didn't Slow Tourism

"Hotels, restaurants, ferries and airport reported strong results compared to 2018 despite poor weather conditions. We are looking forward to those cherry blossoms – spring is on the way!"

Frank Bourree, FCMC, Partner

- The tourism industry in BC contributed \$9 billion to provincial GDP in 2017, an increase of 6.7% over the previous year, and well above overall provincial growth of 4%. The government forecasts the industry to grow by 6% annually over the next several years. This information was shared by the Minister of Tourism, Arts & Culture, the Honourable Lisa Beare, with the delegates of the BC Tourism Industry Conference last week in Vancouver. Minister Beare announced a new [Strategic Framework for Tourism](#) to guide year-round tourism growth and protect the environment.
- Chemistry Consulting would like to congratulate the 2019 winners of the prestigious BC Tourism Industry Awards: Accent Inns, Employees First Award; TOTA BC and Fishing BC, Innovation Award; CMH Summer Adventures, Remarkable Experiences Award; Tourism Kelowna, BCDMOA Professional Excellence Award; Jan Dobbener, Customer Service Award; Quaaout Lodge and Talking Rock Golf Course, Indigenous Tourism Award.
- Hosted by the BC Hotel Association and ABLE BC, the BC Hospitality Summit will take place in Kelowna on April 8th and 9th. Early bird registration has been extended until March 18th with the chance to win a pair of tickets to a 2019/2020 season Canucks game for all those who register in the early bird time frame. Visit the website www.bchospitalitysummit.com for more information on the program, BC Hospitality Awards and other conference events.

TOURISM STATISTICS	January		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	52.29%	49.65%	2.64%	52.29%	49.65%	2.64%
Average Daily Room Rate	\$133.21	\$142.46	(\$9.25)	\$133.21	\$142.46	(\$9.25)
Revenue Per Available Room (RevPAR)	\$69.66	\$70.74	(\$1.08)	\$69.66	\$70.74	(\$1.08)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	116,054	110,796	4.75%	116,054	110,796	4.75%
Passengers	319,523	303,040	5.44%	319,523	303,040	5.44%
Buses	650	592	9.80%	650	592	9.80%
Victoria International Airport	141,197	141,797	(0.42%)	141,197	141,797	(0.42%)
Victoria Conference Centre (Delegate Days)	2,492	5,215	(52.21%)	2,492	5,215	(52.21%)

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

January 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2019	Jan 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,069	46.56%	43.08%	46.56%	43.08%
100 - 150	788	58.20%	53.25%	58.20%	53.25%
50 - 99	1,119	56.56%	57.62%	56.56%	57.62%
Less than 50	292	58.83%	55.91%	58.83%	55.91%
Location					
Downtown/Inner Harbour	3,051	51.88%	48.76%	51.88%	48.76%
Suburban	828	48.62%	46.27%	48.62%	46.27%
Saanich Peninsula/Sidney	389	63.63%	64.07%	63.63%	64.07%
Tier					
Upper	1,873	50.21%	46.99%	50.21%	46.99%
Mid	1,405	53.68%	52.52%	53.68%	52.52%
Lower	990	54.02%	50.48%	54.02%	50.48%
Lodging Type					
Hotels	3,870	51.73%	49.06%	57.71%	54.95%
Motels	398	57.71%	54.95%	0.00%	0.00%
Total Rooms	4,268				
Average Occupancy		52.29%	49.65%	52.29%	49.65%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2019	Jan 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,069	\$151.11	\$184.18	\$151.11	\$184.18
100 - 150	788	\$112.60	\$108.10	\$112.60	\$108.10
50 - 99	1,119	\$120.49	\$114.44	\$120.49	\$114.44
Less than 50	292	\$140.51	\$113.94	\$140.51	\$113.94
Location					
Downtown/Inner Harbour	3,051	\$139.58	\$155.71	\$139.58	\$155.71
Suburban	828	\$120.64	\$112.14	\$120.64	\$112.14
Saanich Peninsula/Sidney	389	\$114.01	\$110.65	\$114.01	\$110.65
Tier					
Upper	1,873	\$163.60	\$195.68	\$163.60	\$195.68
Mid	1,405	\$121.43	\$118.68	\$121.43	\$118.68
Lower	990	\$99.45	\$87.16	\$99.45	\$87.16
Lodging Type					
Hotels	3,870	\$136.55	\$150.02	\$136.55	\$150.02
Motels	398	\$104.50	\$81.87	\$104.50	\$81.87
Total Rooms	4,268				
Average Room Rate		\$133.21	\$142.46	\$133.21	\$142.46
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2019	Jan 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,069	\$70.35	\$79.35	\$70.35	\$79.35
100 - 150	788	\$65.53	\$57.56	\$65.53	\$57.56
50 - 99	1,119	\$68.15	\$65.94	\$68.15	\$65.94
Less than 50	292	\$82.66	\$63.70	\$82.66	\$63.70
Location					
Downtown/Inner Harbour	3,051	\$72.41	\$75.93	\$72.41	\$75.93
Suburban	828	\$58.66	\$51.89	\$58.66	\$51.89
Saanich Peninsula/Sidney	389	\$72.55	\$70.90	\$72.55	\$70.90
Tier					
Upper	1,873	\$82.14	\$91.95	\$82.14	\$91.95
Mid	1,405	\$65.19	\$62.33	\$65.19	\$62.33
Lower	990	\$53.72	\$43.99	\$53.72	\$43.99
Lodging Type					
Hotels	3,870	\$70.63	\$73.60	\$78.81	\$82.43
Motels	398	\$60.31	\$44.99	\$0.00	\$0.00
Total Rooms	4,268				
Average REVPAR		\$69.66	\$70.74	\$69.66	\$70.74

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.

chemistry.