

VICTORIA TOURISM BULLETIN

March 2019

Plateau in Tourism Performance

“As predicted by industry leaders, tourism performance data is showing a leveling off of the very significant growth that we witnessed in 2018. The numbers are still strong, and we expect that the rest of the year will follow this growth plateau pattern, providing operators with another year of strong results.”

Frank Bourree, FCMC, Partner

- Destination Greater Victoria has awarded the 2019 Miracle Award to Deirdre Campbell, Managing Director, Beattie Tartan Canada, while the 2019 Lifetime Member Award was presented to Paul Hadfield, Owner and Publican of Spinnakers Gastro Brewpub & Guesthouses. Both of these individuals are long-time tourism industry leaders in Victoria who have made significant contributions to tourism in this community. Congratulations to Deirdre and Paul on this well-deserved recognition!
- According to Destination BC research international visitor arrivals to B.C. increased 2.1% during the first two months of 2019. Growth was led by the U.S. (+2.2%) and Asia-Pacific (+2.8%).
- Mark your calendars for **Tourism Week**, May 26 to June 1. Join tourism colleagues and organizations from across Canada in celebrating tourism’s contributions to the national economy. You can support the cause by sharing community tourism activities on social media using the hashtags #BCTourismMatters and #TourismMatters and by sending DBC and TIABC photos, videos and stories for their power of tourism initiatives.
- The Greater Victoria Sport Tourism Commission has had a very successful first year in operation. Launched in April 2018, the GVSTC sponsored many key events including the Rugby Canada Women’s Sevens, the World Rowing Coastal Championship and the 2019 IIHF World Junior Hockey Championships. The support, financial and logistical, of the GVSTC helps to ensure that these events come to Victoria, build awareness of the City as a sport hosting destination and build the region’s shoulder and off-season tourism business.

TOURISM STATISTICS	March		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	74.96%	75.04%	(0.08%)	63.76%	63.34%	0.42%
Average Daily Room Rate	\$145.88	\$140.40	\$5.48	\$139.67	\$137.89	\$1.78
Revenue Per Available Room (RevPAR)	\$109.35	\$105.36	\$3.99	\$89.05	\$87.33	\$1.72
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	152,049	150,020	1.35%	374,810	372,448	0.63%
➤ Passengers	455,775	448,330	1.66%	1,083,925	1,073,728	0.95%
➤ Buses	832	868	(4.15%)	2,202	2,205	(0.14%)
Victoria International Airport	163,751	164,751	(0.61%)	434,197	435,153	(0.22%)
Victoria Conference Centre (Delegate Days)	11,406	13,300	(14.24%)	18,795	26,761	(29.77%)

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VICTORIA LODGING RESULTS

March 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2019	Mar 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,069	71.20%	74.26%	58.87%	59.74%
100 - 150	788	77.87%	75.66%	68.84%	65.69%
50 - 99	1,129	77.19%	74.74%	66.50%	66.64%
Less than 50	293	84.07%	79.86%	72.97%	69.08%
Location					
Downtown/Inner Harbour	3,069	77.21%	77.86%	64.66%	64.57%
Suburban	828	65.96%	66.61%	57.36%	56.86%
Saanich Peninsula/Sidney	382	76.93%	72.01%	70.73%	67.54%
Tier					
Upper	1,875	71.60%	75.59%	60.50%	62.05%
Mid	1,417	79.58%	78.07%	67.67%	67.15%
Lower	987	74.41%	69.95%	64.05%	60.36%
Lodging Type					
Hotels	3,887	74.83%	75.90%	63.35%	63.50%
Motels	392	76.16%	67.48%	67.74%	61.88%
Total Rooms	4,279				
Average Occupancy		74.96%	75.04%	63.76%	63.34%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2019	Mar 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,069	\$165.88	\$162.32	\$158.93	\$164.90
100 - 150	788	\$126.45	\$114.98	\$118.80	\$110.76
50 - 99	1,129	\$131.59	\$125.14	\$127.26	\$118.38
Less than 50	293	\$129.87	\$125.41	\$130.43	\$119.75
Location					
Downtown/Inner Harbour	3,069	\$151.62	\$147.08	\$145.48	\$146.26
Suburban	828	\$133.47	\$125.71	\$127.31	\$119.09
Saanich Peninsula/Sidney	382	\$123.80	\$116.50	\$119.83	\$111.23
Tier					
Upper	1,875	\$180.92	\$175.82	\$172.98	\$176.96
Mid	1,417	\$136.96	\$127.44	\$129.75	\$122.70
Lower	987	\$98.29	\$94.19	\$97.34	\$89.74
Lodging Type					
Hotels	3,887	\$151.39	\$145.62	\$144.51	\$143.84
Motels	392	\$93.06	\$88.55	\$95.34	\$83.38
Total Rooms	4,279				
Average Room Rate		\$145.88	\$140.40	\$139.67	\$137.89
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2019	Mar 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,069	\$118.11	\$120.53	\$93.56	\$98.51
100 - 150	788	\$98.47	\$87.00	\$81.78	\$72.75
50 - 99	1,129	\$101.58	\$93.53	\$84.62	\$78.89
Less than 50	293	\$109.18	\$100.16	\$95.18	\$82.72
Location					
Downtown/Inner Harbour	3,069	\$117.06	\$114.51	\$94.06	\$94.43
Suburban	828	\$88.03	\$83.73	\$73.03	\$67.71
Saanich Peninsula/Sidney	382	\$95.25	\$83.89	\$84.76	\$75.12
Tier					
Upper	1,875	\$129.54	\$132.91	\$104.65	\$109.80
Mid	1,417	\$108.99	\$99.50	\$87.81	\$82.40
Lower	987	\$73.14	\$65.88	\$62.35	\$54.17
Lodging Type					
Hotels	3,887	\$113.29	\$110.53	\$91.55	\$91.33
Motels	392	\$70.87	\$59.75	\$64.58	\$51.60
Total Rooms	4,279				
Average REVPAR		\$109.35	\$105.36	\$89.05	\$87.33

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

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