

VICTORIA TOURISM BULLETIN

March 2020

Destination Greater Victoria and the Greater Victoria Tourism Rescue and Recovery Task Force (Task Force), comprised of twelve tourism business leaders from the hotel, transportation, and attraction sectors, as well as destination marketing organizations, have been working hard to advocate for industry support from government. The Task Force has prioritized five requests for government that are critical to support tourism businesses immediately and going forward, including:

- Extending the Canada Emergency Wage Subsidy (CEWS) well into 2021.
- Extending the 16-week period before severance is required for staff on temporary layoff, as well as flexibility on group lay-off provisions for tourism's highly seasonal workforce.
- Interest-free loans, grants, subsidies, or similar financial supports.
- Support for COVID-19 safety oriented and physical social-distancing measures.
- Redirect Destination Canada and Destination BC marketing funds from traditional international source markets to domestic source markets at the community level for the short term upon approved restart.

These priorities will be updated as recovery takes place and more clarity is gained around the support that tourism businesses require in order to survive.

TOURISM STATISTICS	March		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	34.92%	74.96%	(40.04%)	48.46%	63.76%	(15.30%)
Average Daily Room Rate	\$137.07	\$145.88	(\$8.81)	\$139.89	\$139.67	\$0.22
Revenue Per Available Room (RevPAR)	\$47.87	\$109.35	(\$61.48)	\$67.79	\$89.05	(\$21.26)
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	94,031	152,049	(38.16%)	319,875	374,810	(14.66%)
➤ Passengers	221,767	455,775	(51.34%)	848,606	1,083,925	(21.71%)
➤ Buses	307	832	(63.10%)	1,552	2,202	(29.52%)
Victoria International Airport	81,105	163,795	(50.48%)	345,816	434,197	(20.36%)
Victoria Conference Centre (Delegate Days)	2,524	11,406	(77.87%)	15,756	18,795	(16.17%)

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

March 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2020	Mar 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,975	28.89%	71.20%	43.43%	58.87%
100 - 150	915	40.44%	77.87%	54.63%	68.84%
50 - 99	1,131	37.79%	77.19%	51.05%	66.50%
Less than 50	309	46.61%	84.07%	55.59%	72.97%
Location					
Downtown/Inner Harbour	3,191	33.50%	77.21%	48.28%	64.66%
Suburban	721	41.60%	65.96%	49.07%	57.36%
Saanich Peninsula/Sidney	418	34.23%	76.93%	48.61%	70.73%
Tier					
Upper	1,936	27.98%	71.60%	43.71%	60.50%
Mid	1,348	41.94%	79.58%	56.98%	67.67%
Lower	1,046	38.77%	74.41%	46.50%	64.05%
Lodging Type					
Hotels	3,852	34.02%	74.83%	48.43%	63.35%
Motels	478	42.23%	76.16%	48.70%	67.74%
Total Rooms	4,330				
Average Occupancy		34.92%	74.96%	48.46%	63.76%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2020	Mar 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,975	\$160.71	\$165.88	\$164.09	\$158.93
100 - 150	915	\$119.56	\$126.45	\$115.69	\$118.80
50 - 99	1,131	\$128.45	\$131.59	\$128.24	\$127.26
Less than 50	309	\$114.22	\$129.87	\$117.58	\$130.43
Location					
Downtown/Inner Harbour	3,191	\$144.33	\$151.62	\$146.87	\$145.48
Suburban	721	\$117.72	\$133.47	\$119.09	\$127.31
Saanich Peninsula/Sidney	418	\$123.42	\$123.80	\$127.88	\$119.83
Tier					
Upper	1,936	\$179.42	\$180.92	\$177.54	\$172.98
Mid	1,348	\$126.12	\$136.96	\$126.52	\$129.75
Lower	1,046	\$95.68	\$98.29	\$95.08	\$97.34
Lodging Type					
Hotels	3,852	\$144.37	\$151.39	\$146.31	\$144.51
Motels	478	\$89.73	\$93.06	\$89.19	\$95.34
Total Rooms	4,330				
Average Room Rate		\$137.07	\$145.88	\$139.89	\$139.67
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2020	Mar 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	1,975	\$46.42	\$118.11	\$71.27	\$93.56
100 - 150	915	\$48.35	\$98.47	\$63.21	\$81.78
50 - 99	1,131	\$48.54	\$101.58	\$65.47	\$84.62
Less than 50	309	\$53.24	\$109.18	\$65.36	\$95.18
Location					
Downtown/Inner Harbour	3,191	\$48.36	\$117.06	\$70.91	\$94.06
Suburban	721	\$48.97	\$88.03	\$58.44	\$73.03
Saanich Peninsula/Sidney	418	\$42.25	\$95.25	\$62.16	\$84.76
Tier					
Upper	1,936	\$50.21	\$129.54	\$77.60	\$104.65
Mid	1,348	\$52.90	\$108.99	\$72.09	\$87.81
Lower	1,046	\$37.09	\$73.14	\$44.21	\$62.35
Lodging Type					
Hotels	3,852	\$49.11	\$113.29	\$70.85	\$91.55
Motels	478	\$37.89	\$70.87	\$43.44	\$64.58
Total Rooms	4,330				
Average REVPAR		\$47.87	\$109.35	\$67.79	\$89.05

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

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