

VICTORIA TOURISM BULLETIN

October 2019

- 2020 is shaping up to be a strong conference year at the Victoria Conference Centre, possibly Victoria's best in many years with 35 city wide conferences, as well as an additional 66 conferences contracted with a hotel room component that is less than citywide size. All in all, delegate days numbers are expected to reach 122,000 or more in 2020.
- Victoria will be hosting the FIBA Olympic Qualifying Tournament June 23-28, 2020. The event is expected to garner world-wide positive media attention and generate at least 3,800 contracted room nights.
- Congratulations to Harbour Air who was presented with the Tourism Business of the Year award at the recent Canadian Tourism Awards. As one of the world's largest all-seaplane airlines and North America's first carbon neutral airline, Harbour Air welcomes nearly 500,000 passengers on 30,000 flights annually.
- The BC Tourism Industry Conference is looking for donations to the silent auction. This is a great opportunity to support TIABC who is an important advocate for the industry in British Columbia. Please visit [the website](#) for more information and to donate.

TOURISM STATISTICS	October		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	73.76%	75.53%	(1.77%)	76.32%	78.37%	(2.05%)
Average Daily Room Rate	\$168.53	\$161.00	\$7.53	\$195.57	\$190.29	\$5.28
Revenue Per Available Room (RevPAR)	\$124.30	\$121.60	\$2.70	\$149.27	\$149.14	\$0.13
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	159,432	160,623	(0.74%)	1,745,914	1,735,214	0.62%
Passengers	491,140	506,603	(3.05%)	5,507,516	5,565,550	(1.04%)
Buses	2,077	2,493	(16.69%)	18,111	21,175	(14.47%)
Victoria International Airport	159,369	174,227	(8.53%)	1,627,040	1,732,495	(6.09%)
Victoria Conference Centre (Delegate Days)	36,975	29,822	23.99%	108,248	109,342	(1.00%)
Victoria Cruise Ships						
Ships	8	7		256	258	(0.78%)
Passengers	21,519	13,386		709,042	698,297	1.54%
Crew	9,948	7,390		294,956	289,231	1.98%

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.

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

October 2019

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2019	October 2018	YTD 2019	YTD 2018	
Number of Rooms						
Greater than 150	2,114	72.81%	75.60%	73.39%	76.75%	
100 - 150	797	77.57%	77.35%	80.21%	80.41%	
50 - 99	1,167	72.71%	73.99%	77.26%	79.07%	
Less than 50	335	74.29%	76.34%	82.70%	81.60%	
Location						
Downtown/Inner Harbour	3,103	75.48%	77.09%	77.31%	79.57%	
Suburban	884	69.51%	70.37%	72.25%	74.45%	
Saanich Peninsula/Sidney	426	70.00%	74.74%	77.33%	77.45%	
Tier						
Upper	1,913	75.49%	78.63%	74.63%	78.09%	
Mid	1,418	75.04%	75.93%	79.41%	80.90%	
Lower	1,082	69.00%	69.42%	75.09%	75.44%	
Lodging Type						
Hotels	3,933	74.83%	77.18%	76.66%	79.04%	
Motels	480	64.97%	60.57%	73.11%	72.38%	
Total Rooms	4,413					
Average Occupancy		73.76%	75.53%	76.32%	78.37%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2019	October 2018	YTD 2019	YTD 2018	
Number of Rooms						
Greater than 150	2,114	\$191.67	\$184.29	\$223.89	\$219.14	
100 - 150	797	\$139.59	\$125.74	\$159.04	\$154.22	
50 - 99	1,167	\$154.42	\$146.05	\$177.18	\$169.59	
Less than 50	335	\$145.62	\$153.09	\$182.60	\$175.04	
Location						
Downtown/Inner Harbour	3,103	\$176.87	\$169.57	\$206.42	\$201.90	
Suburban	884	\$149.40	\$143.76	\$172.75	\$167.03	
Saanich Peninsula/Sidney	426	\$142.16	\$130.58	\$156.57	\$147.87	
Tier						
Upper	1,913	\$209.90	\$200.21	\$245.86	\$239.75	
Mid	1,418	\$148.76	\$143.81	\$175.74	\$170.14	
Lower	1,082	\$116.42	\$106.96	\$133.04	\$127.40	
Lodging Type						
Hotels	3,933	\$174.00	\$166.33	\$201.67	\$197.22	
Motels	480	\$116.85	\$99.57	\$134.06	\$121.76	
Total Rooms	4,413					
Average Room Rate		\$168.53	\$161.00	\$195.57	\$190.29	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2019	October 2018	YTD 2019	YTD 2018	
Number of Rooms						
Greater than 150	2,114	\$139.55	\$139.32	\$164.32	\$168.18	
100 - 150	797	\$108.28	\$97.26	\$127.57	\$124.01	
50 - 99	1,167	\$112.27	\$108.06	\$136.89	\$134.09	
Less than 50	335	\$108.19	\$116.87	\$151.00	\$142.83	
Location						
Downtown/Inner Harbour	3,103	\$133.50	\$130.71	\$159.58	\$160.66	
Suburban	884	\$103.85	\$101.16	\$124.81	\$124.35	
Saanich Peninsula/Sidney	426	\$99.51	\$97.60	\$121.07	\$114.53	
Tier						
Upper	1,913	\$158.46	\$157.42	\$183.49	\$187.21	
Mid	1,418	\$111.63	\$109.19	\$139.56	\$137.64	
Lower	1,082	\$80.32	\$74.25	\$99.90	\$96.12	
Lodging Type						
Hotels	3,933	\$130.20	\$128.37	\$154.60	\$155.88	
Motels	480	\$75.91	\$60.31	\$98.00	\$88.14	
Total Rooms	4,413					
Average REVPAR		\$124.30	\$121.60	\$149.27	\$149.14	

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

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