

VICTORIA TOURISM BULLETIN

December 2019

- The **2020 BC Tourism Industry Conference** will take place in Victoria, March 4-6 at the Victoria Conference Centre. Program features include a presentation from John Furlong, CEO of VANOC, Inside the Games that Changed a Nation; Charting California's Recovery from Several Years of Wildfires with Caroline Beteta, President & CEO of Visit California; and, Meeting the Challenge of Achieving Sustainable Destinations, presented by Megan Epler Wood, renowned author, eco-pioneer and Harvard instructor. Please visit [the website](#) for more information and to register.
- While local tourism leaders agree that it is too early to understand the impact that the Coronavirus outbreak may have on tourism, the deputy chief economist for Central 1 Credit Union, Bryan Yu, indicated that BC may feel declines in travel more significantly than other parts of Canada due to its strong ties to the Asian-Pacific region.
- Merchant House Capital is proposing a new hotel for downtown Victoria, in the Fort and Blanshard streets area. The proposed building would be 15 stories and incorporate hotel, office, and food and beverage businesses.
- According to an Ipsos study conducted for Allianz Global Assistance Canada, 39% of Canadians have lied, or would consider lying about poor phone service or WIFI as an excuse not to check into work when on holidays. In fact, the data show a trend of Canadians trying to disconnect more while on vacation with 65% indicating this year that they don't check email at all when on vacation, over only 50% last year.

TOURISM STATISTICS	December		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	57.52%	63.94%	(6.42%)	73.52%	76.43%	(2.91%)
Average Daily Room Rate	\$153.97	\$151.51	\$2.46	\$189.10	\$184.20	\$4.90
Revenue Per Available Room (RevPAR)	\$88.57	\$96.88	(\$8.31)	\$139.03	\$140.77	(\$1.74)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	154,108	146,612	5.11%	2,038,219	2,016,916	1.06%
Passengers	457,743	440,852	3.83%	6,359,553	6,399,046	(0.62%)
Buses	718	669	7.32%	19,701	22,784	(13.53%)
Victoria International Airport	158,450	166,460	(4.81%)	1,924,385	2,048,627	(6.06%)
Victoria Conference Centre (Delegate Days)	3,137	1,100	185.18%	118,661	121,430	(2.28%)

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

December 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Dec 2019	Dec 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,108	54.85%	62.78%	70.63%	75.01%
100 - 150	792	59.67%	63.42%	77.61%	78.24%
50 - 99	1,054	60.03%	64.35%	74.62%	76.86%
Less than 50	314	61.50%	71.72%	78.39%	79.76%
Location					
Downtown/Inner Harbour	3,059	58.95%	64.98%	74.66%	77.64%
Suburban	882	52.91%	57.21%	69.28%	72.10%
Saanich Peninsula/Sidney	327	56.15%	69.92%	73.85%	76.28%
Tier					
Upper	1,914	57.57%	66.39%	72.21%	76.83%
Mid	1,385	62.49%	64.35%	76.83%	78.35%
Lower	969	50.36%	59.09%	71.34%	73.08%
Lodging Type					
Hotels	3,794	58.52%	64.60%	74.04%	77.11%
Motels	474	49.71%	58.16%	68.83%	70.26%
Total Rooms	4,268				
Average Occupancy		57.52%	63.94%	73.52%	76.43%
ROOM RATE					
Lodging Type	Number of Rooms	Dec 2019	Dec 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,108	\$178.01	\$173.55	\$216.93	\$211.84
100 - 150	792	\$118.18	\$120.52	\$153.26	\$149.20
50 - 99	1,054	\$143.34	\$138.08	\$172.07	\$164.69
Less than 50	314	\$134.29	\$142.24	\$172.59	\$169.28
Location					
Downtown/Inner Harbour	3,059	\$161.35	\$159.59	\$199.60	\$195.31
Suburban	882	\$131.05	\$135.72	\$165.81	\$162.22
Saanich Peninsula/Sidney	327	\$137.77	\$124.22	\$153.37	\$143.67
Tier					
Upper	1,914	\$195.12	\$188.83	\$237.40	\$231.13
Mid	1,385	\$133.57	\$136.57	\$169.77	\$165.15
Lower	969	\$94.85	\$100.56	\$128.19	\$123.49
Lodging Type					
Hotels	3,794	\$160.80	\$157.35	\$195.41	\$190.91
Motels	474	\$90.63	\$94.15	\$127.09	\$117.80
Total Rooms	4,268				
Average Room Rate		\$153.97	\$151.51	\$189.10	\$184.20
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Dec 2019	Dec 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,108	\$97.64	\$108.95	\$153.21	\$158.91
100 - 150	792	\$70.52	\$76.44	\$118.94	\$116.73
50 - 99	1,054	\$86.05	\$88.85	\$128.39	\$126.58
Less than 50	314	\$82.58	\$102.01	\$135.30	\$135.02
Location					
Downtown/Inner Harbour	3,059	\$95.12	\$103.71	\$149.02	\$151.63
Suburban	882	\$69.34	\$77.65	\$114.87	\$116.96
Saanich Peninsula/Sidney	327	\$77.35	\$86.86	\$113.27	\$109.59
Tier					
Upper	1,914	\$112.33	\$125.36	\$171.43	\$177.57
Mid	1,385	\$83.46	\$87.88	\$130.44	\$129.39
Lower	969	\$47.77	\$59.42	\$91.44	\$90.24
Lodging Type					
Hotels	3,794	\$94.09	\$101.64	\$144.68	\$147.21
Motels	474	\$45.05	\$54.75	\$87.47	\$82.76
Total Rooms	4,268				
Average REVPAR		\$88.57	\$96.88	\$139.03	\$140.77

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.