

VICTORIA TOURISM BULLETIN

December 2021

- Results on key metrics for Greater Victoria’s commercial accommodation sector continued to be positive during most of December 2021, approaching pre-pandemic levels in many categories. However, momentum decreased when further restrictions were introduced to address increasing COVID cases due to the Omicron variant.
- Overall, with re-opening and gradual recovery in the accommodation sector over the latter half of 2021, business results were much improved compared to 2020. Greater Victoria also performed strongly compared to other regions in BC. However, tourism businesses outside of the accommodation sector remain severely impacted by the pandemic and access to all markets and channels of business continues to be needed for significant and sustained recovery.
- Despite interruptions to business due to the Omicron variant, Destination Greater Victoria remains positive in it’s outlook for business in 2022 and is positioned to market the destination strongly in all channels as soon as conditions allow.

Tourism Statistics	December			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	53.22%	23.14%	30.08%	49.90%	36.39%	13.51%
Average Daily Room Rate	\$177.11	\$129.90	\$47.21	\$186.70	\$149.10	\$37.60
Revenue Per Available Room (RevPAR)	\$94.26	\$30.05	\$64.21	\$93.17	\$54.25	\$38.92
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	136,576	67,207	103.22%	1,579,498	1,317,670	19.87%
Passengers	344,750	122,574	181.26%	3,770,344	3,002,629	25.57%
Buses	323	21	1,438.10%	2,140	2,000	7.00%
Victoria International Airport	97,641	22,162	340.58%	673,748	574,874	17.20%
Victoria Conference Centre (Delegate Days)	900	0	100%	20,018*	15,756	27.05%

* **NOTE:** Updated data received from Victoria Conference Centre showed 18,815 delegate days for the year-to-date to October 2021, rather than the 17,135 delegate days reported previously.

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.

Please note that due to the impacts of Covid on hotel operations, the room inventory of reporting hotels is fluctuating from month to month and may impact year over year comparisons.

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VICTORIA LODGING RESULTS

December 2021

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Dec 2021	Dec 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,025	43.42%	12.66%	39.90%	26.70%	
100 - 150	771	60.89%	36.46%	62.62%	44.41%	
50 - 99	829	63.01%	31.98%	55.60%	44.78%	
Less than 50	301	72.76%	37.16%	66.87%	50.58%	
Location						
Downtown/Inner Harbour	3,094	51.11%	18.32%	47.16%	33.06%	
Suburban	585	60.96%	43.98%	61.28%	51.14%	
Saanich Peninsula/Sidney	247	61.30%	35.21%	56.60%	37.79%	
Tier						
Upper	1,889	46.74%	14.31%	42.11%	28.31%	
Mid	1,367	54.43%	23.67%	52.85%	38.41%	
Lower	670	69.19%	48.22%	64.91%	51.09%	
Lodging Type						
Hotels	3,611	51.61%	20.09%	47.92%	34.41%	
Motels	315	71.68%	58.49%	72.09%	55.04%	
Total Rooms	3,926					
Average Occupancy		53.22%	23.14%	49.90%	36.39%	
ROOM RATE						
Lodging Type	Number of Rooms	Dec 2021	Dec 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,025	\$209.54	\$162.51	\$214.38	\$181.62	
100 - 150	771	\$138.31	\$107.85	\$149.46	\$117.55	
50 - 99	829	\$169.92	\$134.67	\$188.96	\$141.10	
Less than 50	301	\$147.16	\$97.65	\$162.45	\$136.26	
Location						
Downtown/Inner Harbour	3,094	\$180.31	\$136.17	\$189.58	\$155.86	
Suburban	585	\$161.85	\$118.35	\$174.87	\$133.91	
Saanich Peninsula/Sidney	247	\$179.59	\$122.39	\$187.28	\$135.39	
Tier						
Upper	1,889	\$237.85	\$190.79	\$241.40	\$202.42	
Mid	1,367	\$148.02	\$121.29	\$166.31	\$137.69	
Lower	670	\$107.50	\$85.11	\$124.69	\$97.58	
Lodging Type						
Hotels	3,611	\$186.29	\$142.72	\$195.67	\$158.87	
Motels	315	\$101.32	\$78.68	\$120.04	\$91.52	
Total Rooms	3,926					
Average Room Rate		\$177.11	\$129.90	\$186.70	\$149.10	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Dec 2021	Dec 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,025	\$90.98	\$20.58	\$85.54	\$48.49	
100 - 150	771	\$84.21	\$39.32	\$93.60	\$52.20	
50 - 99	829	\$107.06	\$43.06	\$105.07	\$63.19	
Less than 50	301	\$107.08	\$36.28	\$108.64	\$68.93	
Location						
Downtown/Inner Harbour	3,094	\$92.16	\$24.95	\$89.41	\$51.52	
Suburban	585	\$98.67	\$52.05	\$107.16	\$68.48	
Saanich Peninsula/Sidney	247	\$110.09	\$43.10	\$106.01	\$51.17	
Tier						
Upper	1,889	\$111.16	\$27.31	\$101.65	\$57.31	
Mid	1,367	\$80.57	\$28.71	\$87.90	\$52.88	
Lower	670	\$74.38	\$41.04	\$80.94	\$49.85	
Lodging Type						
Hotels	3,611	\$96.15	\$28.68	\$93.76	\$54.67	
Motels	315	\$72.63	\$46.02	\$86.54	\$50.37	
Total Rooms	3,926					
Average REVPAR		\$94.26	\$30.05	\$93.17	\$54.25	

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

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