

VICTORIA TOURISM BULLETIN

February 2020

Across the entire tourism and hospitality sector, the impact of COVID 19 has been broad and deep. All segments and elements of the industry have been devastatingly affected. Destination Greater Victoria, like the rest of the industry, has had significant layoffs in order to contain costs through this period of highly reduced revenue. However, the organization remains open with a core team covering all functions.





At Chemistry Consulting Group, we are pleased to be a part of Tourism Vancouver Island's *Vancouver Island Coastal Tourism Resiliency Project* which will provide tourism businesses with practical assistance as they navigate the current crisis, through to their eventual recovery, post-pandemic. The first phase of the program will match businesses with Tourism Advisors to help navigate available resources and relief measures. Advisors will have access to subject matter experts and, as business needs evolve, provide one-on-one coaching and advisory services to facilitate business adaptation and recovery. For more information and to register, please visit this [website](#).

TOURISM STATISTICS	February		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	63.79%	63.84%	(0.05%)	53.12%	56.55%	(3.43%)
Average Daily Room Rate	\$144.91	\$137.38	\$7.53	\$143.43	\$138.48	\$4.95
Revenue Per Available Room (RevPAR)	\$92.43	\$87.70	\$4.73	\$76.19	\$78.32	(\$2.13)
BC Ferries (Tsawwassen - Swartz Bay)						
➤ Vehicles	121,514	106,707	13.88%	225,844	222,761	1.38%
➤ Passengers	337,315	308,627	9.30%	626,839	628,150	(0.21%)
➤ Buses	628	720	(12.78%)	1,245	1,370	(9.12%)
Victoria International Airport	132,432	129,205	2.50%	264,711	270,402	(2.10%)
Victoria Conference Centre (Delegate Days)	10,599	4,897	116.44%	13,232	7,389	79.08%

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

February 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2020	Feb 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	2,051	64.20%	58.62%	50.67%	52.38%
100 - 150	915	60.88%	70.62%	56.21%	64.09%
50 - 99	1,145	64.57%	65.47%	53.05%	56.03%
Less than 50	343	66.62%	75.60%	59.89%	66.95%
Location					
Downtown/Inner Harbour	3,213	66.31%	64.61%	54.59%	58.02%
Suburban	817	58.14%	57.52%	45.74%	46.42%
Saanich Peninsula/Sidney	424	55.62%	71.67%	56.58%	67.43%
Tier					
Upper	1,921	63.93%	59.33%	51.94%	54.64%
Mid	1,475	69.27%	69.85%	56.45%	57.60%
Lower	1,058	55.93%	63.55%	50.55%	58.55%
Lodging Type					
Hotels	3,971	64.45%	63.27%	53.24%	55.87%
Motels	483	58.32%	69.55%	52.06%	63.26%
Total Rooms	4,454				
Average Occupancy		63.79%	63.84%	53.12%	56.55%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2020	Feb 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	2,051	\$170.72	\$156.37	\$165.05	\$153.95
100 - 150	915	\$115.13	\$115.10	\$113.30	\$113.91
50 - 99	1,145	\$129.41	\$127.98	\$140.10	\$134.94
Less than 50	343	\$120.18	\$122.78	\$118.83	\$130.81
Location					
Downtown/Inner Harbour	3,213	\$152.09	\$142.50	\$146.57	\$141.15
Suburban	817	\$121.44	\$125.75	\$137.11	\$140.35
Saanich Peninsula/Sidney	424	\$127.79	\$120.79	\$129.37	\$117.42
Tier					
Upper	1,921	\$182.71	\$170.99	\$177.01	\$167.49
Mid	1,475	\$128.45	\$127.68	\$133.86	\$133.00
Lower	1,058	\$95.52	\$94.13	\$94.84	\$96.71
Lodging Type					
Hotels	3,971	\$150.88	\$142.60	\$149.87	\$143.29
Motels	483	\$90.49	\$89.57	\$88.96	\$96.81
Total Rooms	4,454				
Average Room Rate		\$144.91	\$137.38	\$143.43	\$138.48
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2020	Feb 2019	YTD 2020	YTD 2019
Number of Rooms					
Greater than 150	2,051	\$109.61	\$91.65	\$83.62	\$80.64
100 - 150	915	\$70.08	\$81.28	\$63.69	\$73.01
50 - 99	1,145	\$83.56	\$83.79	\$74.32	\$75.60
Less than 50	343	\$80.07	\$92.82	\$71.17	\$87.58
Location					
Downtown/Inner Harbour	3,213	\$100.84	\$92.07	\$80.01	\$81.89
Suburban	817	\$70.61	\$72.34	\$62.72	\$65.15
Saanich Peninsula/Sidney	424	\$71.08	\$86.56	\$73.19	\$79.18
Tier					
Upper	1,921	\$116.81	\$101.45	\$91.94	\$91.51
Mid	1,475	\$88.98	\$89.18	\$75.56	\$76.62
Lower	1,058	\$53.43	\$59.83	\$47.94	\$56.62
Lodging Type					
Hotels	3,971	\$97.24	\$90.23	\$79.80	\$80.06
Motels	483	\$52.77	\$62.30	\$46.32	\$61.24
Total Rooms	4,454				
Average REVPAR		\$92.43	\$87.70	\$76.19	\$78.32

Note re: Tier: As of January 2018, we have updated the average annual room rate values that we use to determine property tiers. As a result, some properties have moved to a different tier.

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

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