

VICTORIA TOURISM BULLETIN

February 2021

- Ongoing Public Health Orders dating back to November 2020 continue to have extremely negative consequences on the industry.
- A proposed 20-storey hotel featuring a slender triangular-shaped tower at the corner of Fort and Blanshard streets will head to public hearing following a vote by Victoria council members. Read full article at the [Times Colonist](#).
- Destination Canada released research detailing the impact of COVID-19 on Canada's tourism economy, one year into the global pandemic. The report outlines the unprecedented losses 2020 saw for the sector, and calls on Canadians to play a key role in bolstering the tourism economy, creating jobs and supporting local businesses by spending their tourism dollars in Canada. [Click here to read the report](#).

Tourism Statistics	February			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	36.58%	63.79%	(27.21%)	32.75%	53.12%	(20.37%)
Average Daily Room Rate	\$124.74	\$144.91	(\$20.17)	\$117.36	\$143.43	(\$26.07)
Revenue Per Available Room (RevPAR)	\$45.63	\$92.43	(\$46.80)	\$38.43	\$76.19	(\$37.76)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	63,365	121,514	(47.85%)	126,930	225,844	(43.80%)
Passengers	117,505	337,315	(65.16%)	233,630	626,839	(62.73%)
Buses	21	628	(96.66%)	39	1,245	(96.87%)
Victoria International Airport	13,388	132,432	(89.89%)	31,784	264,711	(87.99%)
Victoria Conference Centre (Delegate Days)	0	10,599	(100.00%)	0	13,232	(100.00%)

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.

All international source markets, most business travel, conference, leisure travel, cruise and international tour and travel business has been lost for the foreseeable future. As a result of these extraordinary circumstances year over year comparisons are immaterial. Also, 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.

Re-opening, Re-creating, Re-hiring?

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 Human Resources Services

 Executive Search & Recruitment

 Conference & Event Management

VICTORIA LODGING RESULTS

February 2021

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2021	Feb 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	1,602	26.86%	64.20%	22.71%	50.67%
100 - 150	771	47.28%	60.88%	48.24%	56.21%
50 - 99	843	39.57%	64.57%	36.13%	53.05%
Less than 50	303	53.06%	66.62%	46.05%	59.89%
Location					
Downtown/Inner Harbour	2,692	32.28%	66.31%	29.09%	54.59%
Suburban	581	54.03%	58.14%	48.14%	45.74%
Saanich Peninsula/Sidney	246	42.44%	55.62%	39.33%	56.58%
Tier					
Upper	1,470	31.14%	63.93%	25.62%	51.94%
Mid	1,363	32.26%	69.27%	32.38%	56.45%
Lower	686	57.13%	55.93%	51.76%	50.55%
Lodging Type					
Hotels	3,208	33.30%	64.45%	29.88%	53.24%
Motels	311	71.57%	58.32%	64.96%	52.06%
Total Rooms	3,519				
Average Occupancy		36.58%	63.79%	32.75%	53.12%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2021	Feb 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	1,602	\$135.18	\$170.72	\$126.13	\$165.05
100 - 150	771	\$107.36	\$115.13	\$100.36	\$113.30
50 - 99	843	\$136.45	\$129.41	\$132.67	\$140.10
Less than 50	303	\$111.52	\$120.18	\$102.61	\$118.83
Location					
Downtown/Inner Harbour	2,692	\$123.25	\$152.09	\$115.24	\$146.57
Suburban	581	\$121.70	\$121.44	\$119.71	\$137.11
Saanich Peninsula/Sidney	246	\$146.52	\$127.79	\$129.05	\$129.37
Tier					
Upper	1,470	\$164.00	\$182.71	\$148.97	\$177.01
Mid	1,363	\$117.39	\$128.45	\$110.65	\$133.86
Lower	686	\$86.53	\$95.52	\$85.87	\$94.84
Lodging Type					
Hotels	3,208	\$133.16	\$150.88	\$124.24	\$149.87
Motels	311	\$82.97	\$90.49	\$81.84	\$88.96
Total Rooms	3,519				
Average Room Rate		\$124.74	\$144.91	\$117.36	\$143.43
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2021	Feb 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	1,602	\$36.31	\$109.61	\$28.64	\$83.62
100 - 150	771	\$50.76	\$70.08	\$48.41	\$63.69
50 - 99	843	\$53.99	\$83.56	\$47.93	\$74.32
Less than 50	303	\$59.17	\$80.07	\$47.25	\$71.17
Location					
Downtown/Inner Harbour	2,692	\$39.78	\$100.84	\$33.53	\$80.01
Suburban	581	\$65.76	\$70.61	\$57.63	\$62.72
Saanich Peninsula/Sidney	246	\$62.19	\$71.08	\$50.76	\$73.19
Tier					
Upper	1,470	\$51.07	\$116.81	\$38.17	\$91.94
Mid	1,363	\$37.87	\$88.98	\$35.83	\$75.56
Lower	686	\$49.44	\$53.43	\$44.45	\$47.94
Lodging Type					
Hotels	3,208	\$44.34	\$97.24	\$37.12	\$79.80
Motels	311	\$59.38	\$52.77	\$53.17	\$46.32
Total Rooms	3,519				
Average REVPAR		\$45.63	\$92.43	\$38.43	\$76.19

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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