

VICTORIA TOURISM BULLETIN

January 2021

- Dine Around and Stay in Town was very successful in 2021, thanks to our restaurants and hotels who operated safely and proved how seriously governments and restaurants took their safety protocols.
- Overall in January, operators continued to suffer under travel restrictions.
- The Victoria Conference Centre remains closed due to restrictions on public gatherings, however the City of Victoria is using this time to upgrade the finishes of the facility including fresh paint, floor tiling and other improvements.
- A strong public sector and consistently low cases of COVID-19 helped Vancouver Island place six communities in the Top 10 Most Resilient Cities in BC, [according to BC Business Magazine](#).

Tourism Statistics	January			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	29.66%	45.34%	(15.68%)	29.66%	45.34%	(15.68%)
Average Daily Room Rate	\$110.03	\$133.70	(\$23.67)	\$110.03	\$133.70	(\$23.67)
Revenue Per Available Room (RevPAR)	\$32.63	\$60.62	(\$27.99)	\$32.63	\$60.62	(\$27.99)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	63,565	104,330	(39.07%)	63,565	104,330	(39.07%)
Passengers	116,125	289,524	(59.89%)	116,125	289,524	(59.89%)
Buses	18	617	(97.08%)	18	617	(97.08%)
Victoria International Airport	18,396	132,279	(86.09%)	18,396	132,279	(86.09%)
Victoria Conference Centre (Delegate Days)	0	2,633	(100.00%)	0	2,633	(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?

Chemistry can help. Contact us today!

 Human Resources Services

 Executive Search & Recruitment

 Conference & Event Management

VICTORIA LODGING RESULTS

January 2021

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2021	Jan 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	2,066	19.80%	37.96%	19.80%	37.96%
100 - 150	771	49.10%	51.71%	49.10%	51.71%
50 - 99	848	32.93%	51.53%	32.93%	51.53%
Less than 50	285	39.38%	53.27%	39.38%	53.27%
Location					
Downtown/Inner Harbour	3,133	26.61%	43.52%	26.61%	43.52%
Suburban	586	42.87%	47.02%	42.87%	47.02%
Saanich Peninsula/Sidney	251	36.59%	57.61%	36.59%	57.61%
Tier					
Upper	1,911	21.79%	40.61%	21.79%	40.61%
Mid	1,368	32.50%	51.62%	32.50%	51.62%
Lower	691	46.75%	45.16%	46.75%	45.16%
Lodging Type					
Hotels	3,654	27.14%	45.26%	27.14%	45.26%
Motels	316	59.15%	46.04%	59.15%	46.04%
Total Rooms	3,970				
Average Occupancy		29.66%	45.34%	29.66%	45.34%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2021	Jan 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	2,066	\$117.54	\$156.04	\$117.54	\$156.04
100 - 150	771	\$94.27	\$111.22	\$94.27	\$111.22
50 - 99	848	\$128.44	\$126.64	\$128.44	\$126.64
Less than 50	285	\$91.20	\$117.17	\$91.20	\$117.17
Location					
Downtown/Inner Harbour	3,133	\$107.64	\$138.61	\$107.64	\$138.61
Suburban	586	\$117.45	\$117.41	\$117.45	\$117.41
Saanich Peninsula/Sidney	251	\$111.17	\$131.03	\$111.17	\$131.03
Tier					
Upper	1,911	\$134.05	\$168.54	\$134.05	\$168.54
Mid	1,368	\$104.65	\$121.79	\$104.65	\$121.79
Lower	691	\$85.11	\$94.00	\$85.11	\$94.00
Lodging Type					
Hotels	3,654	\$115.49	\$139.41	\$115.49	\$139.41
Motels	316	\$80.65	\$87.11	\$80.65	\$87.11
Total Rooms	3,970				
Average Room Rate		\$110.03	\$133.70	\$110.03	\$133.70
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2021	Jan 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	2,066	\$23.27	\$59.23	\$23.27	\$59.23
100 - 150	771	\$46.29	\$57.51	\$46.29	\$57.51
50 - 99	848	\$42.30	\$65.26	\$42.30	\$65.26
Less than 50	285	\$35.91	\$62.42	\$35.91	\$62.42
Location					
Downtown/Inner Harbour	3,133	\$28.64	\$60.32	\$28.64	\$60.32
Suburban	586	\$50.35	\$55.21	\$50.35	\$55.21
Saanich Peninsula/Sidney	251	\$40.68	\$75.48	\$40.68	\$75.48
Tier					
Upper	1,911	\$29.20	\$68.45	\$29.20	\$68.45
Mid	1,368	\$34.01	\$62.87	\$34.01	\$62.87
Lower	691	\$39.79	\$42.45	\$39.79	\$42.45
Lodging Type					
Hotels	3,654	\$31.35	\$63.10	\$31.35	\$63.10
Motels	316	\$47.71	\$40.11	\$47.71	\$40.11
Total Rooms	3,970				
Average REVPAR		\$32.63	\$60.62	\$32.63	\$60.62

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

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