

VICTORIA TOURISM BULLETIN

July 2019

- July 2019 occupancy shows a fairly significant drop compared to July 2018. While this decline may be due to some softening in the market, it is also possible that the Victoria tourism industry had an exceptionally strong summer last year due to the forest fires that impacted the rest of the province.
- Destination Greater Victoria and Greater Victoria have been awarded Go Media 2020, Canada's premier conference for travel media and influencers. We will be host to over 200 travel media and 150 industry partners in September 2020.
- Destination Greater Victoria was pleased to be part of the delegation welcoming Dominic Reid, OBE Chief Executive of the Invictus Games Foundation from August 25 to 27 for a detailed site inspection. Greater Victoria is a finalist for the 2022 Invictus Games with a decision expected in October of this year.
- Hatley Castle at Royal Road University has been recognized by tourism website, The Travel, as one of the top 10 film locations in the world that are worth travelling to. Other entries on the list include the *Ghostbusters* headquarters in New York City, the baseball diamond from *Field of Dreams* in Iowa, and the hobbit village from *Lord of the Rings* in New Zealand.

TOURISM STATISTICS	July		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	85.78%	90.30%	-4.52%	74.05%	75.64%	-1.59%
Average Daily Room Rate	\$249.50	\$241.80	\$7.70	\$186.63	\$180.57	\$6.06
Revenue Per Available Room (RevPAR)	\$214.02	\$218.35	-\$4.33	\$138.19	\$136.58	\$1.61
BC Ferries (Tsawwassen-Swartz Bay)						
Vehicles	235,191	231,433	1.62%	1,145,437	1,141,679	0.33%
Passengers	812,924	833,568	-2.48%	3,577,437	3,598,081	-0.57%
Buses	2,891	3,406	-15.12%	10,848	11,363	-4.53%
Victoria International Airport	184,561	199,161	-7.33%	1,119,872	1,165,872	-3.95%
Victoria Conference Centre (Delegate Days)	3,633	3,230	12.5%	64,905	71,967	-9.81%
Victoria Cruise Ships						
Ships	53	46	15.22%	152	145	4.83%
Passengers	145,156	127,808	13.57%	414,219	396,871	4.37%
Crew	58,361	49,247	18.51%	171,486	162,372	5.61%

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.

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VICTORIA LODGING RESULTS

July 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2019	July 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,098	83.07%	89.10%	70.46%	73.52%
100 - 150	797	90.59%	92.84%	78.27%	77.59%
50 - 99	1,144	85.58%	90.15%	75.52%	77.09%
Less than 50	298	92.75%	92.57%	81.83%	79.62%
Location					
Downtown/Inner Harbour	3,109	86.04%	91.14%	74.89%	76.81%
Suburban	837	84.59%	88.99%	69.35%	71.34%
Saanich Peninsula/Sidney	391	86.18%	86.69%	77.59%	75.66%
Tier					
Upper	1,905	83.66%	90.15%	71.56%	74.85%
Mid	1,419	88.14%	91.48%	77.61%	78.69%
Lower	1,013	86.43%	88.98%	73.52%	72.88%
Lodging Type					
Hotels	3,939	85.97%	90.82%	74.17%	76.15%
Motels	398	83.90%	85.52%	72.86%	71.06%
Total Rooms	4,337				
Average Occupancy		85.78%	90.30%	74.05%	75.64%
ROOM RATE					
Lodging Type	Number of Rooms	July 2019	July 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,098	\$284.36	\$275.74	\$214.23	\$209.38
100 - 150	797	\$203.43	\$193.35	\$152.47	\$145.70
50 - 99	1,144	\$227.14	\$220.75	\$169.13	\$160.04
Less than 50	298	\$229.89	\$222.84	\$172.62	\$164.24
Location					
Downtown/Inner Harbour	3,109	\$266.26	\$256.91	\$196.76	\$191.01
Suburban	837	\$211.66	\$212.07	\$165.05	\$160.37
Saanich Peninsula/Sidney	391	\$196.86	\$185.89	\$150.94	\$141.01
Tier					
Upper	1,905	\$313.09	\$304.12	\$235.21	\$227.94
Mid	1,419	\$226.60	\$219.10	\$168.41	\$162.06
Lower	1,013	\$167.41	\$159.23	\$126.84	\$120.18
Lodging Type					
Hotels	3,939	\$257.07	\$250.65	\$192.62	\$187.53
Motels	398	\$174.89	\$156.28	\$126.48	\$113.23
Total Rooms	4,337				
Average Room Rate		\$249.50	\$241.80	\$186.63	\$180.57
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2019	July 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,098	\$236.21	\$245.69	\$150.96	\$153.93
100 - 150	797	\$184.28	\$179.51	\$119.33	\$113.05
50 - 99	1,144	\$194.40	\$199.01	\$127.72	\$123.37
Less than 50	298	\$213.23	\$206.30	\$141.25	\$130.77
Location					
Downtown/Inner Harbour	3,109	\$229.10	\$234.16	\$147.36	\$146.73
Suburban	837	\$179.04	\$188.73	\$114.46	\$114.40
Saanich Peninsula/Sidney	391	\$169.65	\$161.15	\$117.12	\$106.69
Tier					
Upper	1,905	\$261.95	\$274.18	\$168.33	\$170.62
Mid	1,419	\$199.73	\$200.43	\$130.71	\$127.52
Lower	1,013	\$144.68	\$141.68	\$93.26	\$87.59
Lodging Type					
Hotels	3,939	\$221.01	\$227.65	\$142.86	\$142.80
Motels	398	\$146.73	\$133.64	\$92.15	\$80.46
Total Rooms	4,337				
Average REVPAR		\$214.02	\$218.35	\$138.19	\$136.58

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

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