

VICTORIA TOURISM BULLETIN

July 2021

- The pace of reservations increased steadily in July with Phase 3 of the BC Restart Plan.
- Destination Greater Victoria’s Reconnect 2.0 Campaign resonated well with domestic Canadian travellers, driving strong visitation and metrics.
- Despite increased summer business, throughout July Greater Victoria’s visitor economy continued to be impacted by lack of access to key source markets and channels of business, including US visitors, meetings and conventions, sports events and continuing closure of the marine border for international ferries.

Tourism Statistics	July			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	64.79%	35.78%	29.01%	39.00%	35.15%	3.85%
Average Daily Room Rate	\$230.22	\$177.76	\$52.46	\$158.97	\$141.94	\$17.03
Revenue Per Available Room (RevPAR)	\$149.15	\$63.61	\$85.54	\$62.00	\$49.90	\$12.10
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	221,698	158,751	39.65%	715,378	701,939	1.91%
Passengers	586,132	376,968	55.49%	1,528,739	1,648,978	(7.29%)
Buses	227	63	260.32%	441	1,680	(73.75%)
Victoria International Airport	68,292	34,055	100.53%	171,752	404,204	(57.51%)
Victoria Conference Centre (Delegate Days)	0	0	0%	0	15,756	(100.00%)

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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

July 2021

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	July 2021	July 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,066	51.82%	22.69%	29.42%	27.82%	
100 - 150	771	75.67%	47.71%	53.52%	39.96%	
50 - 99	936	78.02%	48.05%	42.88%	40.68%	
Less than 50	310	85.82%	55.53%	53.04%	47.28%	
Location						
Downtown/Inner Harbour	3,153	61.52%	28.77%	35.88%	32.36%	
Suburban	594	75.39%	68.68%	52.32%	46.92%	
Saanich Peninsula/Sidney	336	77.57%	35.01%	45.63%	35.19%	
Tier						
Upper	1,928	52.92%	21.43%	31.80%	29.05%	
Mid	1,368	71.12%	41.09%	40.91%	36.16%	
Lower	787	83.74%	63.47%	54.19%	44.96%	
Lodging Type						
Hotels	3,671	62.70%	32.50%	36.71%	33.40%	
Motels	412	84.56%	66.70%	64.59%	49.94%	
Total Rooms	4,083					
Average Occupancy		64.79%	35.78%	39.00%	35.15%	
ROOM RATE						
Lodging Type	Number of Rooms	July 2021	July 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,066	\$261.61	\$232.68	\$177.90	\$174.90	
100 - 150	771	\$191.01	\$138.52	\$128.50	\$114.40	
50 - 99	936	\$224.70	\$162.74	\$170.67	\$130.72	
Less than 50	310	\$204.28	\$151.97	\$142.33	\$126.07	
Location						
Downtown/Inner Harbour	3,153	\$235.06	\$188.25	\$159.74	\$149.66	
Suburban	594	\$224.01	\$162.62	\$153.31	\$124.97	
Saanich Peninsula/Sidney	336	\$202.83	\$156.55	\$166.29	\$128.08	
Tier						
Upper	1,928	\$297.01	\$253.65	\$203.97	\$189.79	
Mid	1,368	\$204.81	\$178.08	\$144.55	\$133.43	
Lower	787	\$161.12	\$109.06	\$110.91	\$95.25	
Lodging Type						
Hotels	3,671	\$239.63	\$194.20	\$167.30	\$151.35	
Motels	412	\$164.16	\$102.21	\$106.09	\$88.75	
Total Rooms	4,083					
Average Room Rate		\$230.22	\$177.76	\$158.97	\$141.94	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	July 2021	July 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,066	\$135.57	\$52.80	\$52.33	\$48.66	
100 - 150	771	\$144.53	\$66.09	\$68.77	\$45.72	
50 - 99	936	\$175.31	\$78.19	\$73.19	\$53.17	
Less than 50	310	\$175.31	\$84.38	\$75.49	\$59.61	
Location						
Downtown/Inner Harbour	3,153	\$144.61	\$54.16	\$57.32	\$48.43	
Suburban	594	\$168.88	\$111.69	\$80.20	\$58.64	
Saanich Peninsula/Sidney	336	\$157.34	\$54.80	\$75.87	\$45.07	
Tier						
Upper	1,928	\$157.16	\$54.36	\$64.87	\$55.14	
Mid	1,368	\$145.66	\$73.17	\$59.14	\$48.24	
Lower	787	\$134.92	\$69.22	\$60.11	\$42.83	
Lodging Type						
Hotels	3,671	\$150.24	\$63.12	\$61.41	\$50.56	
Motels	412	\$138.82	\$68.18	\$68.53	\$44.32	
Total Rooms	4,083					
Average REVPAR		\$149.15	\$63.61	\$62.00	\$49.90	

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

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