

# VICTORIA TOURISM BULLETIN

June 2020





When COVID-19 struck the BC tourism industry, Tourism Vancouver Island launched the Vancouver Island Coastal Tourism Resiliency Program with Island Coastal Economic Trust. Designed by the industry for the industry, the program supports more than 300 tourism enterprises on the Island. It also secured funding from Western Economic Diversification Canada to go province-wide as the British Columbia Tourism Resiliency Network. Led by the BC Regional Tourism Secretariat and supported by the Ministry of Tourism, Arts and Culture, Destination BC and Indigenous Tourism BC, the network is now giving some 1,300 tourism businesses one-on-one support to deal with the impact of the pandemic, find ways to adapt and move toward long-term resiliency. Tourism operators are sharing their stories of resilience [here](#). No matter where they are on the road to recovery, businesses are encouraged to reach out for help at [TourismResiliency.ca](https://TourismResiliency.ca).

TOURISM STATISTICS	June		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	21.00%	89.76%	(68.76%)	35.48%	73.09%	(37.61%)
Average Daily Room Rate	\$138.85	\$223.26	(\$84.41)	\$135.58	\$167.43	(\$31.85)
Revenue Per Available Room (RevPAR)	\$29.16	\$200.38	(\$171.22)	\$48.10	\$122.38	(\$74.28)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	107,428	194,580	(44.79%)	543,188	910,246	(40.33%)
Passengers	224,505	638,811	(64.86%)	1,272,010	2,764,513	(53.99%)
Buses	29	2,576	(98.87%)	1,617	7,957	(79.68%)
Victoria International Airport	13,467	171,848	(92.16%)	370,179	935,311	(60.42%)
Victoria Conference Centre (Delegate Days)	0	11,809	(100.00%)	15,756	61,272	(74.29%)
Victoria Cruise Ships						
Ships	0	53	(100.00%)	0	53	(100.00%)
Passengers	0	145,557	(100.00%)	0	145,557	(100.00%)
Crew	0	59,727	(100.00%)	0	59,727	(100.00%)

**Important Note:** Due to the COVID-19 pandemic, overall room inventory is varying month to month.

## 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

June 2020

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2020	June 2019	YTD 2020	YTD 2019
<b>Number of Rooms</b>					
Greater than 150	2,066	8.52%	81.71%	28.92%	68.21%
100 - 150	742	35.31%	84.64%	41.41%	76.14%
50 - 99	925	30.61%	85.40%	39.44%	73.75%
Less than 50	194	30.09%	89.81%	45.53%	79.89%
<b>Location</b>					
Downtown/Inner Harbour	3,011	15.98%	84.59%	33.06%	72.91%
Suburban	604	43.41%	79.46%	47.52%	66.72%
Saanich Peninsula/Sidney	312	20.42%	86.87%	35.22%	76.02%
<b>Tier</b>					
Upper	1,895	9.96%	83.14%	30.75%	69.39%
Mid	1,438	22.55%	85.60%	35.29%	75.80%
Lower	594	45.72%	82.43%	45.41%	71.22%
<b>Lodging Type</b>					
Hotels	3,599	18.11%	84.36%	34.03%	72.08%
Motels	328	48.26%	77.97%	47.14%	70.85%
<b>Total Rooms</b>	<b>3,927</b>				
<b>Average Occupancy</b>		<b>21.00%</b>	<b>83.79%</b>	<b>35.48%</b>	<b>71.97%</b>
ROOM RATE					
Lodging Type	Number of Rooms	June 2020	June 2019	YTD 2020	YTD 2019
<b>Number of Rooms</b>					
Greater than 150	2,066	\$194.97	\$260.96	\$165.21	\$198.97
100 - 150	742	\$110.74	\$183.93	\$110.38	\$141.98
50 - 99	925	\$135.48	\$203.94	\$124.16	\$157.29
Less than 50	194	\$141.31	\$215.56	\$119.34	\$160.85
<b>Location</b>					
Downtown/Inner Harbour	3,011	\$152.32	\$242.32	\$143.11	\$182.21
Suburban	604	\$120.36	\$194.49	\$115.49	\$154.87
Saanich Peninsula/Sidney	312	\$124.98	\$180.10	\$123.64	\$141.43
<b>Tier</b>					
Upper	1,895	\$224.13	\$286.28	\$179.91	\$218.32
Mid	1,438	\$135.69	\$204.13	\$124.32	\$156.77
Lower	594	\$94.69	\$152.36	\$91.63	\$118.06
<b>Lodging Type</b>					
Hotels	3,599	\$153.18	\$234.21	\$144.21	\$179.07
Motels	328	\$88.18	\$157.71	\$85.57	\$116.07
<b>Total Rooms</b>	<b>3,927</b>				
<b>Average Room Rate</b>		<b>\$138.85</b>	<b>\$227.84</b>	<b>\$135.58</b>	<b>\$173.38</b>
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2020	June 2019	YTD 2020	YTD 2019
<b>Number of Rooms</b>					
Greater than 150	2,066	\$16.60	\$213.23	\$47.78	\$135.72
100 - 150	742	\$39.11	\$155.68	\$45.71	\$108.10
50 - 99	925	\$41.46	\$174.17	\$48.96	\$116.00
Less than 50	194	\$42.51	\$193.60	\$54.34	\$128.50
<b>Location</b>					
Downtown/Inner Harbour	3,011	\$24.33	\$204.99	\$47.31	\$132.86
Suburban	604	\$52.25	\$154.54	\$54.89	\$103.33
Saanich Peninsula/Sidney	312	\$25.52	\$156.45	\$43.54	\$107.52
<b>Tier</b>					
Upper	1,895	\$22.32	\$238.01	\$55.31	\$151.49
Mid	1,438	\$30.60	\$174.74	\$43.88	\$118.84
Lower	594	\$43.29	\$125.59	\$41.61	\$84.08
<b>Lodging Type</b>					
Hotels	3,599	\$27.73	\$197.57	\$49.07	\$129.08
Motels	328	\$42.56	\$122.97	\$40.34	\$82.24
<b>Total Rooms</b>	<b>3,927</b>				
<b>Average REVPAR</b>		<b>\$29.16</b>	<b>\$190.90</b>	<b>\$48.10</b>	<b>\$124.78</b>

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

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