

VICTORIA TOURISM BULLETIN

March 2021

- Visitor economy continues to see significant declines due to travel restrictions.
- We have heard from some hoteliers that the March break and Easter were decent weekends with staycation business.
- From the outset of the pandemic, the Hotel Association Canada’s (HAC) objective has been to deliver the maximum level of financial support to hotels from government and to enable the quickest possible return to normal operations. As expected, the government has shifted gears with the 2021 Budget away from relief and more towards recovery. Download the HAC analysis of the Federal Budget with an outline of key measures that will impact hoteliers, together with links to more detailed information, [here](#).

Tourism Statistics	March			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	43.97%	34.92%	9.05%	36.46%	48.46%	(12.00%)
Average Daily Room Rate	\$129.07	\$137.07	(\$8.00)	\$122.04	\$139.89	(\$17.85)
Revenue Per Available Room (RevPAR)	\$56.75	\$47.87	\$8.88	\$44.50	\$67.79	(\$23.29)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	94,829	94,031	0.85%	221,759	319,875	(30.67%)
Passengers	190,568	221,767	(14.07%)	424,198	848,606	(50.01%)
Buses	17	307	(94.46%)	56	1,552	(96.39%)
Victoria International Airport	16,900	81,105	(79.16%)	48,684	345,816	(85.92%)
Victoria Conference Centre (Delegate Days)	0	2,524	(100.00%)	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?

Chemistry can help. Contact us today!

 Human Resources Services

 Executive Search & Recruitment

 Conference & Event Management

VICTORIA LODGING RESULTS

March 2021

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2021	Mar 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	1,602	35.67%	28.89%	26.77%	43.43%
100 - 150	771	57.93%	40.44%	51.58%	54.63%
50 - 99	842	43.86%	37.79%	38.82%	51.05%
Less than 50	306	52.62%	46.61%	48.39%	55.59%
Location					
Downtown/Inner Harbour	2,694	41.53%	33.50%	33.17%	48.28%
Suburban	582	55.15%	41.60%	50.55%	49.07%
Saanich Peninsula/Sidney	245	44.21%	34.23%	41.00%	48.61%
Tier					
Upper	1,472	39.97%	27.98%	30.10%	43.71%
Mid	1,362	42.32%	41.94%	35.80%	56.98%
Lower	687	55.84%	38.77%	53.19%	46.50%
Lodging Type					
Hotels	3,209	41.61%	34.02%	33.75%	48.43%
Motels	312	68.41%	42.23%	66.16%	48.70%
Total Rooms	3,521				
Average Occupancy		43.97%	34.92%	36.46%	48.46%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2021	Mar 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	1,602	\$143.59	\$160.71	\$133.42	\$164.09
100 - 150	771	\$102.19	\$119.56	\$101.07	\$115.69
50 - 99	842	\$145.37	\$128.45	\$137.66	\$128.24
Less than 50	306	\$114.48	\$114.22	\$107.22	\$117.58
Location					
Downtown/Inner Harbour	2,694	\$125.46	\$144.33	\$119.43	\$146.87
Suburban	582	\$132.24	\$117.72	\$124.41	\$119.09
Saanich Peninsula/Sidney	245	\$157.29	\$123.42	\$139.45	\$127.88
Tier					
Upper	1,472	\$168.32	\$179.42	\$156.99	\$177.54
Mid	1,362	\$115.75	\$126.12	\$112.72	\$126.52
Lower	687	\$88.80	\$95.68	\$86.95	\$95.08
Lodging Type					
Hotels	3,209	\$136.55	\$144.37	\$129.24	\$146.31
Motels	312	\$81.85	\$89.73	\$81.85	\$89.19
Total Rooms	3,521				
Average Room Rate		\$129.07	\$137.07	\$122.04	\$139.89
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2021	Mar 2020	YTD 2021	YTD 2020
Number of Rooms					
Greater than 150	1,602	\$51.22	\$46.42	\$35.71	\$71.27
100 - 150	771	\$59.21	\$48.35	\$52.13	\$63.21
50 - 99	842	\$63.77	\$48.54	\$53.44	\$65.47
Less than 50	306	\$60.24	\$53.24	\$51.89	\$65.36
Location					
Downtown/Inner Harbour	2,694	\$52.10	\$48.36	\$39.61	\$70.91
Suburban	582	\$72.93	\$48.97	\$62.89	\$58.44
Saanich Peninsula/Sidney	245	\$69.53	\$42.25	\$57.17	\$62.16
Tier					
Upper	1,472	\$67.27	\$50.21	\$47.25	\$77.60
Mid	1,362	\$48.98	\$52.90	\$40.36	\$72.09
Lower	687	\$49.58	\$37.09	\$46.25	\$44.21
Lodging Type					
Hotels	3,209	\$56.82	\$49.11	\$43.61	\$70.85
Motels	312	\$55.99	\$37.89	\$54.15	\$43.44
Total Rooms	3,521				
Average REVPAR		\$56.75	\$47.87	\$44.50	\$67.79

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

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