

# VICTORIA TOURISM BULLETIN

## November 2019


- The Greater Victoria Sports Tourism Commission was pleased to welcome the NCAA Victoria International Women's Basketball Tournament at the University of Victoria November 28-30th at the University of Victoria. The event was presented by the City of Langford and supported by the Greater Victoria Sports Tourism Commission.
- The Victoria Conference Centre continued its strong second half of 2019, a trend that will continue into 2020 with a record amount of business booked.
- Destination Greater Victoria was pleased to welcome two new additions to the rejuvenated Victoria Conference Centre sales team. Tracey Webster and Nancy Moudahi are adding experience and fresh energy and hustle to the broader Victoria Conference Centre and Business Events Victoria team. One remaining role remains to be filled to complete the refresh of that sales team.
- The **IMPACT Sustainability Travel + Tourism Conference** will take place January 19-21 in Victoria. There are very limited seats left for this industry leading event. Be a part of the conversation and register today <https://www.tourismvictoria.com/impact>
- Registration is open and program updates are happening daily for the **2020 BC Tourism Industry Conference**. Early Bird rates are in effect until January 31<sup>st</sup>. Please visit [the website](#) for more information and to register.

TOURISM STATISTICS	November		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	62.62%	69.01%	(6.39%)	75.04%	77.56%	(2.52%)
Average Daily Room Rate	\$145.28	\$143.13	\$2.15	\$191.49	\$186.65	\$4.84
Revenue Per Available Room (RevPAR)	\$90.97	\$98.78	(\$7.81)	\$143.69	\$144.77	(\$1.08)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	138,197	135,090	2.30%	1,884,111	1,870,304	0.74%
Passengers	394,294	392,644	0.42%	5,901,810	5,958,194	(0.95%)
Buses	872	940	(7.23%)	18,983	22,115	(14.16%)
Victoria International Airport	138,895	149,629	(7.17%)	1,765,935	1,882,167	(6.18%)
Victoria Conference Centre (Delegate Days)	7,276	10,988	(33.78%)	115,524	120,330	(3.99%)

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.

### 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

## November 2019

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	November 2019	November 2018	YTD 2019	YTD 2018	
<b>Number of Rooms</b>						
Greater than 150	2,111	59.41%	69.29%	72.10%	76.10%	
100 - 150	792	69.74%	70.92%	79.27%	79.61%	
50 - 99	1,154	64.00%	67.23%	76.06%	78.01%	
Less than 50	345	61.28%	69.35%	80.01%	80.51%	
<b>Location</b>						
Downtown/Inner Harbour	3,169	64.15%	70.28%	76.11%	78.78%	
Suburban	882	57.85%	63.61%	70.82%	73.47%	
Saanich Peninsula/Sidney	424	61.35%	71.01%	75.80%	76.87%	
<b>Tier</b>						
Upper	1,916	63.65%	74.25%	73.61%	77.76%	
Mid	1,416	64.96%	66.57%	78.11%	79.65%	
Lower	1,070	57.66%	63.14%	73.37%	74.36%	
<b>Lodging Type</b>						
Hotels	3,919	63.82%	69.91%	75.49%	78.25%	
Motels	483	52.82%	61.12%	70.84%	71.38%	
<b>Total Rooms</b>	<b>4,402</b>					
<b>Average Occupancy</b>		62.62%	69.01%	75.04%	77.56%	
ROOM RATE						
Lodging Type	Number of Rooms	November 2019	November 2018	YTD 2019	YTD 2018	
<b>Number of Rooms</b>						
Greater than 150	2,111	\$168.76	\$162.09	\$219.70	\$214.66	
100 - 150	792	\$116.89	\$115.59	\$155.71	\$151.32	
50 - 99	1,154	\$132.88	\$132.04	\$173.81	\$166.71	
Less than 50	345	\$123.18	\$128.98	\$175.40	\$171.51	
<b>Location</b>						
Downtown/Inner Harbour	3,169	\$153.17	\$150.47	\$202.33	\$197.97	
Suburban	882	\$126.60	\$129.52	\$168.26	\$164.12	
Saanich Peninsula/Sidney	424	\$121.55	\$117.11	\$153.86	\$145.32	
<b>Tier</b>						
Upper	1,916	\$179.64	\$173.75	\$240.56	\$234.35	
Mid	1,416	\$130.50	\$130.95	\$172.36	\$167.29	
Lower	1,070	\$99.10	\$97.47	\$130.08	\$125.15	
<b>Lodging Type</b>						
Hotels	3,919	\$150.51	\$148.11	\$197.74	\$193.43	
Motels	483	\$93.75	\$93.16	\$129.78	\$119.58	
<b>Total Rooms</b>	<b>4,402</b>					
<b>Average Room Rate</b>		\$145.28	\$143.13	\$191.49	\$186.65	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	November 2019	November 2018	YTD 2019	YTD 2018	
<b>Number of Rooms</b>						
Greater than 150	2,111	\$100.26	\$112.31	\$158.41	\$163.37	
100 - 150	792	\$81.51	\$81.98	\$123.43	\$120.47	
50 - 99	1,154	\$85.04	\$88.77	\$132.20	\$130.05	
Less than 50	345	\$75.49	\$89.45	\$140.34	\$138.09	
<b>Location</b>						
Downtown/Inner Harbour	3,169	\$98.27	\$105.75	\$154.00	\$155.96	
Suburban	882	\$73.24	\$82.38	\$119.16	\$120.59	
Saanich Peninsula/Sidney	424	\$74.57	\$83.16	\$116.62	\$111.71	
<b>Tier</b>						
Upper	1,916	\$114.34	\$129.01	\$177.09	\$182.22	
Mid	1,416	\$84.77	\$87.17	\$134.64	\$133.25	
Lower	1,070	\$57.14	\$61.54	\$95.44	\$93.06	
<b>Lodging Type</b>						
Hotels	3,919	\$96.06	\$103.55	\$149.28	\$151.35	
Motels	483	\$49.52	\$56.94	\$91.94	\$85.36	
<b>Total Rooms</b>	<b>4,402</b>					
<b>Average REVPAR</b>		\$90.97	\$98.78	\$143.69	\$144.77	

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

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