

VICTORIA TOURISM BULLETIN

September 2019

- Q4 business at the Victoria Conference Centre is strong, and 2020 will be even stronger with up to 39 citywide conferences for an estimated 122,000 or more delegate days. This exceeds our record of 33 citywide conference in 2018.
- Destination Greater Victoria is currently recruiting for three meetings professionals to take the sales efforts at the Victoria Conference Centre and Business Events Victoria to new heights.
- The BC Tourism Industry Conference has issued a Call for Presentations with a deadline for submissions of November 15th. For more information, please [click here](#) to visit the conference website.
- Destination BC has recently released its latest [Value of Tourism Report](#), providing insight into the economic value the tourism industry contributes to the province. The publication summarizes 10 years of tourism revenue, gross domestic product, and business and employment data. Visitor volume and associated expenditures by both domestic and international markets of origin are also covered.

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2019	2018		2019	2018	
Average Occupancy	81.41%	85.56%	(4.15%)	76.70%	78.69%	(1.99%)
Average Daily Room Rate	\$214.03	\$215.45	(\$1.42)	\$198.41	\$193.42	\$4.99
Revenue Per Available Room (RevPAR)	\$174.23	\$184.33	(\$10.10)	\$152.18	\$152.20	(\$0.02)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	186,360	186,340	0.01%	1,586,482	1,574,591	0.76%
Passengers	568,845	586,172	(2.96%)	5,016,376	5,058,947	(0.84%)
Buses	2,522	3,019	(16.46%)	16,034	18,682	(14.17%)
Victoria International Airport	156,363	177,589	(11.95%)	1,467,671	1,558,268	(5.81%)
Victoria Conference Centre (Delegate Days)	6,070	5,853	3.71%	71,273	79,520	(10.37%)
Victoria Cruise Ships						
Ships	42	52	(19.23%)	248	258	(3.88%)
Passengers	110,373	121,147	(8.89%)	687,523	698,297	(1.54%)
Crew	48,547	52,770	(8.00%)	285,008	289,231	(1.46%)

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

September 2019

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Sep 2019	Sep 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,104	79.87%	84.99%	73.46%	76.87%
100 - 150	797	85.23%	88.75%	80.54%	80.75%
50 - 99	1,181	81.45%	83.85%	77.79%	79.64%
Less than 50	347	81.75%	87.82%	84.74%	82.19%
Location					
Downtown/Inner Harbour	3,113	83.51%	87.26%	77.53%	79.85%
Suburban	888	77.80%	82.33%	72.97%	74.91%
Saanich Peninsula/Sidney	428	73.53%	79.47%	78.23%	77.76%
Tier					
Upper	1,911	81.28%	85.05%	74.53%	78.03%
Mid	1,419	84.03%	88.53%	79.92%	81.45%
Lower	1,099	78.22%	82.46%	76.15%	76.11%
Lodging Type					
Hotels	3,944	82.63%	86.45%	76.88%	79.24%
Motels	485	71.45%	77.37%	75.02%	73.70%
Total Rooms	4,429				
Average Occupancy		81.41%	85.56%	76.70%	78.69%
ROOM RATE					
Lodging Type	Number of Rooms	Sep 2019	Sep 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,104	\$244.93	\$243.06	\$227.65	\$222.94
100 - 150	797	\$175.20	\$182.00	\$161.41	\$157.23
50 - 99	1,181	\$192.27	\$191.49	\$179.65	\$172.05
Less than 50	347	\$197.55	\$207.82	\$183.76	\$177.35
Location					
Downtown/Inner Harbour	3,113	\$228.89	\$230.65	\$209.82	\$205.35
Suburban	888	\$179.15	\$181.89	\$174.28	\$169.51
Saanich Peninsula/Sidney	428	\$167.49	\$161.69	\$158.17	\$149.77
Tier					
Upper	1,911	\$270.95	\$269.51	\$250.17	\$244.17
Mid	1,419	\$192.00	\$192.46	\$178.74	\$172.89
Lower	1,099	\$141.56	\$147.27	\$134.33	\$129.48
Lodging Type					
Hotels	3,944	\$221.90	\$222.04	\$204.83	\$200.58
Motels	485	\$139.71	\$147.93	\$134.67	\$123.80
Total Rooms	4,429				
Average Room Rate		\$214.03	\$215.45	\$198.41	\$193.42
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Sep 2019	Sep 2018	YTD 2019	YTD 2018
Number of Rooms					
Greater than 150	2,104	\$195.63	\$206.56	\$167.24	\$171.39
100 - 150	797	\$149.32	\$161.53	\$129.99	\$126.97
50 - 99	1,181	\$156.61	\$160.57	\$139.75	\$137.01
Less than 50	347	\$161.51	\$182.51	\$155.72	\$145.77
Location					
Downtown/Inner Harbour	3,113	\$191.15	\$201.26	\$162.67	\$163.97
Suburban	888	\$139.38	\$149.75	\$127.16	\$126.98
Saanich Peninsula/Sidney	428	\$123.15	\$128.49	\$123.74	\$116.45
Tier					
Upper	1,911	\$220.24	\$229.22	\$186.45	\$190.52
Mid	1,419	\$161.34	\$170.39	\$142.86	\$140.82
Lower	1,099	\$110.74	\$121.44	\$102.29	\$98.55
Lodging Type					
Hotels	3,944	\$183.34	\$191.96	\$157.47	\$158.94
Motels	485	\$99.82	\$114.46	\$101.03	\$91.23
Total Rooms	4,429				
Average REVPAR		\$174.23	\$184.33	\$152.18	\$152.20

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

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