

VICTORIA TOURISM BULLETIN

September 2020

- Hotels continue to be heavily affected by the Covid-19 pandemic. However, some modest weekend business from regional travel continues to provide some revenue.
- Rebuilding Traveller Confidence: The Importance of Keeping Safety Top of Mind and in Plain Sight
Destination Canada knows that safety is top of mind for both businesses and travellers across the country. To that end, they have worked with partners to develop a [new guide](#), which outlines best practices we've seen across the sector to help restore and cultivate confidence within Canadian travellers.
- Follow [this link](#) to access the resource guide for snowbirds travelling to Vancouver Island this winter. Tourism Vancouver Island and the BC Hotel Association have collaborated on this guide to help visitors practice mindful travel and keep our Island communities safe.

TOURISM STATISTICS	September		Variance	Year to Date		Variance
	2020	2019		2020	2019	
Average Occupancy	46.10%	81.37%	(35.27%)	38.27%	76.70%	(38.43%)
Average Daily Room Rate	\$169.57	\$213.68	(\$44.11)	\$152.17	\$198.37	(\$46.20)
Revenue Per Available Room (RevPAR)	\$78.17	\$173.87	(\$95.70)	\$58.23	\$152.14	(\$93.91)
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	150,743	186,360	(19.11%)	1,046,556	1,586,482	(34.03%)
Passengers	330,211	568,845	(41.95%)	2,461,836	5,016,376	(50.92%)
Buses	80	2,522	(96.83%)	1,861	16,034	(88.39%)
Victoria International Airport	37,661	177,589	(78.79%)	488,754	1,558,268	(68.63%)

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.

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!

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Services

 Conference &
Event Management

 Executive Search
& Recruitment

VICTORIA LODGING RESULTS

September 2020

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Sep 2020	Sep 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	31.71%	79.87%	29.63%	73.46%	
100 - 150	757	62.61%	85.02%	44.36%	80.51%	
50 - 99	976	58.55%	81.45%	45.46%	77.79%	
Less than 50	230	68.22%	81.75%	52.15%	84.74%	
Location						
Downtown/Inner Harbour	3,153	42.17%	83.46%	35.20%	77.52%	
Suburban	606	65.48%	77.80%	51.75%	72.97%	
Saanich Peninsula/Sidney	270	48.58%	73.53%	38.26%	78.23%	
Tier						
Upper	1,917	34.61%	81.28%	31.10%	74.53%	
Mid	1,474	49.82%	83.92%	39.75%	79.91%	
Lower	638	71.85%	78.22%	50.55%	76.15%	
Lodging Type						
Hotels	3,716	43.95%	82.58%	36.48%	76.87%	
Motels	313	71.84%	71.45%	54.42%	75.02%	
Total Rooms	4,029					
Average Occupancy		46.10%	81.37%	38.27%	76.70%	
ROOM RATE						
Lodging Type	Number of Rooms	Sep 2020	Sep 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	\$200.15	\$244.93	\$183.90	\$227.65	
100 - 150	757	\$134.77	\$173.27	\$121.34	\$161.18	
50 - 99	976	\$161.87	\$192.27	\$142.26	\$179.65	
Less than 50	230	\$175.32	\$197.55	\$142.55	\$183.76	
Location						
Downtown/Inner Harbour	3,153	\$175.18	\$228.42	\$159.90	\$209.76	
Suburban	606	\$154.90	\$179.15	\$135.24	\$174.28	
Saanich Peninsula/Sidney	270	\$156.95	\$167.49	\$135.79	\$158.17	
Tier						
Upper	1,917	\$228.04	\$270.95	\$203.34	\$250.17	
Mid	1,474	\$154.05	\$190.92	\$142.26	\$178.62	
Lower	638	\$110.20	\$141.56	\$100.60	\$134.33	
Lodging Type						
Hotels	3,716	\$177.95	\$221.52	\$161.68	\$204.79	
Motels	313	\$108.15	\$139.71	\$94.41	\$134.67	
Total Rooms	4,029					
Average Room Rate		\$169.57	\$213.68	\$152.17	\$198.37	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Sep 2020	Sep 2019	YTD 2020	YTD 2019	
Number of Rooms						
Greater than 150	2,066	\$63.47	\$195.63	\$54.50	\$167.24	
100 - 150	757	\$84.37	\$147.32	\$53.83	\$129.77	
50 - 99	976	\$94.78	\$156.61	\$64.67	\$139.75	
Less than 50	230	\$119.59	\$161.51	\$74.34	\$155.72	
Location						
Downtown/Inner Harbour	3,153	\$73.87	\$190.63	\$56.29	\$162.61	
Suburban	606	\$101.44	\$139.38	\$69.99	\$127.16	
Saanich Peninsula/Sidney	270	\$76.25	\$123.15	\$51.96	\$123.74	
Tier						
Upper	1,917	\$78.93	\$220.24	\$63.23	\$186.45	
Mid	1,474	\$76.75	\$160.22	\$56.55	\$142.73	
Lower	638	\$79.18	\$110.74	\$50.85	\$102.29	
Lodging Type						
Hotels	3,716	\$78.21	\$182.94	\$58.99	\$157.42	
Motels	313	\$77.70	\$99.82	\$51.38	\$101.03	
Total Rooms	4,029					
Average REVPAR		\$78.17	\$173.87	\$58.23	\$152.14	

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