



VICTORIA TOURISM BULLETIN

May 2019

Tourism Industry Performing Well to Last Year

"Hotel Room Rate is holding up well compared to 2019 and RevPAR is up again to \$163 – this equals stronger profitability! BC Ferries and YYJ are stable and the cruise ship season is off to a great season!"

Frank Bourree, FCMC, Partner

- Victoria has been awarded the Tourism and Travel Research Association Global Conference for June, 2020.
 Celebrating its 50th year, this significant conference will attract tourism and travel researchers from around the globe for four days of sessions, learning, collaboration and contribution to the local community.
- According to the MMGY Travel Sentiment Index, after 100 months of continuous growth, we have now seen 8 consecutive months of deterioration in "forward looking intention to travel" and can expect a global "travel recession by 2020". In Greater Victoria, we hope to avoid this or minimize any downside risk through what is anticipated to be slightly choppy waters ahead. To read the article in full: https://www.mmgy.com/we-are-headed-for-a-travel-recession/
- The Ramada Hotel on Gorge Road has been purchased by Evergreen Hospitality and has been reflagged as a Travelodge by Wyndham.
- Congratulations to Accent Inns the company received the highly commended distinction, which is the runnerup honour, for the Employee Culture & Purpose Award at the 2019 North American Employee Engagement Awards in New York.

| TOURION 4 OT 4 TIOTIOS | May | | | Year to Date | | |
|--|----------|----------|----------|--------------|-----------|----------|
| TOURISM STATISTICS | 2019 | 2018 | Variance | 2019 | 2018 | Variance |
| Average Occupancy | 80.27% | 80.87% | (0.60%) | 69.57% | 69.70% | (0.13%) |
| Average Daily Room Rate | \$203.67 | \$191.97 | \$11.70 | \$160.07 | \$152.78 | \$7.29 |
| Revenue Per Available Room (RevPAR) | \$163.48 | \$155.25 | \$8.23 | \$111.37 | \$106.48 | \$4.89 |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 181,106 | 181,143 | (0.02%) | 715,666 | 711,005 | 0.66% |
| Passengers | 567,885 | 578,127 | (1.77%) | 2,125,702 | 2,111,572 | 0.67% |
| Buses | 2,055 | 2,471 | (16.84%) | 5,381 | 5,900 | (8.80%) |
| Victoria International Airport | 169,825 | 174,345 | (2.59%) | 763,463 | 783,206 | (2.52%) |
| Victoria Conference Centre (Delegate Days) | 15,211 | 14,211 | 7.04% | 49,463 | 50,207 | (1.48%) |
| Victoria Cruise Ships | | | | | | |
| Ships | 44 | 35 | 25.71% | 46 | 37 | 24.32% |
| Passengers | 112,620 | 89,033 | 26.49% | 117,612 | 94,025 | 25.09% |
| Crew | 51,227 | 34,988 | 46.41% | 53,398 | 37,159 | 43.70% |

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.

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Judi Carter, GM, Origin at Longwood



VICTORIA LODGING RESULTS May 2019

| Number of Rooms | OCCUPANCY RATE % | | | | | | | | | | | |
|--|--------------------------|--------------------|---------------------------------------|------------|------------|------------|--|--|--|--|--|--|
| Number of Rooms Greater than 150 2,100 78,00% 79,00% 65,44% 66,99% 100-150 784 85,10% 22,45% 77,46% 71,46% | Lodging Type | | | | YTD 2019 | YTD 2018 | | | | | | |
| 100 - 150 | Number of Rooms | | · · · · · · · · · · · · · · · · · · · | | | | | | | | | |
| 50 - 99 1,1356 78.99% 80.52% 71.43% 74.44% Loes than 50 296 88.25% 85.86% 77.84% 74.44% Location Uownfoun/Inner Harbour 3.106 81.29% 81.98% 70.53% 70.98% Suburban 824 76.57% 77.89% 64.16% 64.28% Saenich Peninsula/Sidney 386 80.16% 78.75% 73.59% 71.21% Tier 1.907 72.20% 79.12% 66.55% 68.66% Mid 1,414 84.96% 86.20% 73.35% 75.63% Lower 994 77.41% 76.82% 68.95% 66.52% Hotels 3.921 81.38% 81.82% 69.95% 65.22% Total Rooms 4.356 80.27% 80.87% 69.57% 69.70% Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> | | | | | | | | | | | | |
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| Downtown/Inner Harbour 3,106 81,29% 70,53% 70,98% Suburban 824 76,57% 77,89% 64,16% 64,28% Saanich Peninsula/Sidney 385 80,10% 78,75% 73,89% 71,21% 72,10% 78,20% 79,12% 66,56% 65,66% 73,67% 73,89% 73,63% 73,63% 73,63% 76,63% 76,82% 66,20% 73,85% 73,63% 76,63% 76,82% 66,59% 70,20% 76,82% 66,59% 70,20% 76,82% 66,45% 66,22% 72,23% 69,45% 66,22% 72,23% 69,45% 66,22% 72,23% 69,45% 66,22% 72,23% 69,45% 66,22% 72,23% 69,45% 66,22% 72,23% 72,23% 72,23% 69,45% 66,22% 72,23% | | 296 | 88.25% | 85.85% | 77.84% | 74.41% | | | | | | |
| Suburben Saanich Peninsula/Sidney 385 80.16% 77.89% 77.89% 73.89% 71.21% Iter | | 7.106 | 01.000/ | 01.000/ | 70 E79/ | 70.00% | | | | | | |
| Samich Peninsula/Sidney 385 80.16% 78.76% 73.89% 71.21% Her | | | | | | | | | | | | |
| Tight | | | | | | | | | | | | |
| Upper | | 363 | 00.10% | 10.13/0 | 13.09% | /1.21/0 | | | | | | |
| Mid Lower 1,414 994 84,96% 77,47% 86,20% 76,82% 73,85% 89,96% 73,65% 66,52% Lodging Type Hotels 3,921 394 81,35% 69,31% 81,82% 72,23% 69,45% 65,22% Total Rooms 4,315 Total Rooms WE FORMATE FORMATE ROOM RATE Lodging Type Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2018 YTD 2019 YTD 2018 Suburban 150 2,100 \$23,03.5 \$220.15 \$183.08 \$177,83 \$10.15 \$15.00 \$15.5 \$19.13 \$19.13 \$15.00 \$15.00 \$15.00 | | 1 907 | 78 20% | 70 12% | 66 55% | 68 56% | | | | | | |
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| Lodging Type Hotels 3,921 81,38% 69,37% 69,45% 65,22% Total Rooms 4,315 | | | | | | | | | | | | |
| Hofels | | 331 | 77.1170 | 10.0270 | 00.5070 | 00.0270 | | | | | | |
| Moteles 394 69.31% 72.23% 69.45% 65.22% Total Rooms 4,315 | | 3 921 | 81.38% | 81.82% | 69.59% | 70.20% | | | | | | |
| Average Occupancy | | | | | | | | | | | | |
| ROOM RATE | | | | | | | | | | | | |
| ROOM RATE Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms Greater than 150 2,100 \$2,30,35 \$2,20,15 \$183,08 \$177,83 100 - 150 784 \$165,59 \$157,57 \$132,38 \$124,44 50 - 99 1,135 \$190,86 \$171,94 \$140,19 \$135,00 Less than 50 2.96 \$183,17 \$171,32 \$147,78 \$137,77 \$157,70 \$152,78 \$157,07 | | .,0.0 | 80.27% | 80.87% | 69.57% | 69.70% | | | | | | |
| Number of Rooms | | | | | | | | | | | | |
| Number of Rooms Street than 150 2,100 \$230.35 \$220.15 \$183.08 \$177.83 \$100 - 150 784 \$165.59 \$157.57 \$132.38 \$124.44 \$165.59 \$157.57 \$132.38 \$124.44 \$165.59 \$157.57 \$132.38 \$124.44 \$165.59 \$157.57 \$132.38 \$124.44 \$100.50 \$190.86 \$171.94 \$146.19 \$135.00 \$150.00 \$150.00 \$150.00 \$160.93 \$177.32 \$147.78 \$137.07 \$170.00 \$150.00 \$ | Lodging Type | Number of Pooms | | May 2018 | VTD 2019 | VTD 2018 | | | | | | |
| Greater than 150 | | 14diliber of Rooms | 1414 2015 | 141dy 2010 | 110 2013 | 110 2010 | | | | | | |
| 100 | | 2.100 | \$230.35 | \$220.15 | \$183.08 | \$177.83 | | | | | | |
| 50 - 99 | | | | | | | | | | | | |
| Less than 50 296 \$183.17 \$171.32 \$147.78 \$137.07 Location Cocation Suburban 3,106 \$214.74 \$203.94 \$167.50 \$160.93 Suburban 824 \$180.87 \$170.86 \$145.00 \$155.56 Saanich Peninsula/Sidney 385 \$161.20 \$142.81 \$132.46 \$122.77 Tier Upper 1,907 \$255.77 \$242.10 \$200.81 \$192.58 Mid 1,414 \$183.13 \$171.92 \$145.84 \$137.82 Lower 994 \$138.61 \$129.28 \$109.76 \$101.74 Lodging Type 1 \$209.26 \$198.75 \$165.46 \$158.87 Motels 394 \$158.79 \$121.87 \$106.08 \$93.84 Total Rooms 4,315 \$191.97 \$160.07 \$152.78 Average Room Rate \$203.67 \$191.97 \$160.07 \$152.78 Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td></th<> | | | | | | | | | | | | |
| Downtown/Inner Harbour 3,106 \$214.74 \$203.94 \$167.50 \$160.93 | Less than 50 | | \$183.17 | \$171.32 | \$147.78 | \$137.07 | | | | | | |
| Suburban Saanich Peninsula/Sidney 824 \$180.87 \$170.86 \$145.00 \$136.56 Saanich Peninsula/Sidney 385 \$161.20 \$142.81 \$132.46 \$122.77 Tier Upper 1,907 \$255.77 \$242.10 \$200.81 \$192.58 Mid 1,414 \$183.13 \$171.92 \$145.84 \$137.82 Lower 994 \$138.61 \$129.28 \$109.76 \$101.74 Lodging Tye Hotels 3,921 \$209.26 \$198.75 \$165.46 \$158.87 Motels 394 \$138.79 \$121.87 \$106.86 \$93.84 Total Rooms 4,315 Average Room Rate \$203.67 \$191.97 \$160.07 \$152.78 REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018< | Location | | | | | , | | | | | | |
| Saanich Peninsula/Sidney 385 \$161.20 \$142.81 \$132.46 \$122.77 | Downtown/Inner Harbour | | \$214.74 | \$203.94 | \$167.50 | \$160.93 | | | | | | |
| Tier Upper 1,907 \$255.77 \$242.10 \$200.81 \$192.58 Mid 1,414 \$183.13 \$171.92 \$145.84 \$137.82 Lower 994 \$138.61 \$129.28 \$109.76 \$101.74 Lodging Type Hotels 3,921 \$209.26 \$198.75 \$165.46 \$158.87 Motels 394 \$138.79 \$121.87 \$106.86 \$93.84 Total Rooms 4,315 REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 \$115.69 \$119.81 \$119.13 100 - 150 784 \$140.92 \$129.77 \$98.53 | Suburban | 824 | \$180.87 | \$170.86 | | \$136.56 | | | | | | |
| Upper | Saanich Peninsula/Sidney | 385 | \$161.20 | \$142.81 | \$132.46 | \$122.77 | | | | | | |
| Mid Lower 1,414 \$183,13 \$171,92 \$145,84 \$137,82 Lower 994 \$138,61 \$129,28 \$109,76 \$101,74 Lodging Type Hotels 3,921 \$209,26 \$198,75 \$165,46 \$158,87 Motels 394 \$138,79 \$121,87 \$106,86 \$93,84 Total Rooms 4,315 REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms May 2018 YTD 2019 YTD 2018 Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of R | Tier | | | | | | | | | | | |
| Lower 994 \$138.61 \$129.28 \$109.76 \$101.74 Lodging Type Hotels 3,921 \$209.26 \$198.75 \$165.46 \$158.87 Motels 394 \$138.79 \$121.87 \$106.86 \$93.84 Total Rooms 4,315 REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms Greater than 150 2,100 \$179.69 \$175.69 \$119.81 \$119.13 100 - 150 784 \$140.92 \$129.77 \$98.53 \$89.38 50 - 99 1,135 \$150.62 \$138.43 \$104.42 \$97.01 Less than 50 296 \$161.64 \$147.08 \$115.03 \$102.00 Location Downtown/Inner Harbour 3,106 \$174.56 \$167.19 \$118.14 \$114.23 Suburban 824 \$138.50 \$133.08 \$93.04 \$87.79 Saanich Peninsula/Sidney 385 \$129.22 \$112.46 \$97.87 \$87.43 Tier Upper 1,907 \$200.00 \$191.54 \$133.65 \$132.03 Mid 1,414 \$155.59 \$148.18 \$107.71 \$101.48 Lower 994 \$107.30 \$99.32 \$75.69 \$67.48 Lodging Type Hotels 3,921 \$170.28 \$162.61 \$115.14 \$111.52 Motels 394 \$96.19 \$88.03 \$74.22 \$61.21 Total Rooms | | | | | | | | | | | | |
| Codging Type | | | | | | | | | | | | |
| Hotels | | 994 | \$138.61 | \$129.28 | \$109.76 | \$101.74 | | | | | | |
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| Total Rooms | | | | | | | | | | | | |
| Second Rate \$203.67 | | | \$158.79 | \$121.87 | \$100.80 | \$93.84 | | | | | | |
| REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms May 2019 May 2018 YTD 2019 YTD 2018 Number of Rooms Stroms | | 4,315 | 4007.67 | 4404.07 | 4460.07 | 4450.70 | | | | | | |
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| Greater than 150 2,100 \$179.69 \$175.69 \$119.81 \$119.13 100 - 150 784 \$140.92 \$129.77 \$98.53 \$89.38 50 - 99 1,135 \$150.62 \$138.43 \$104.42 \$97.01 Less than 50 296 \$161.64 \$147.08 \$115.03 \$102.00 Location Downtown/Inner Harbour 3,106 \$174.56 \$167.19 \$118.14 \$114.23 Suburban 824 \$138.50 \$133.08 \$93.04 \$87.79 Saanich Peninsula/Sidney 385 \$129.22 \$112.46 \$97.87 \$87.43 Tier Upper 1,907 \$200.00 \$191.54 \$133.65 \$132.03 Mid 1,414 \$155.59 \$148.18 \$107.71 \$101.48 Lower 994 \$107.30 \$99.32 \$75.69 \$67.48 Lodging Type Hotels 3,921 \$170.28 \$162.61 \$115.14 \$111.52 Motels 394 \$96.19 \$88.03 \$74.22 \$61.21 | | Number of Rooms | May 2019 | May 2018 | Y I D 2019 | Y I D 2018 | | | | | | |
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| Lower 994 \$107.30 \$99.32 \$75.69 \$67.48 Lodging Type Hotels 3,921 \$170.28 \$162.61 \$115.14 \$111.52 Motels 394 \$96.19 \$88.03 \$74.22 \$61.21 Total Rooms 4,315 | | | | | | | | | | | | |
| Hotels 3,921 \$170.28 \$162.61 \$115.14 \$111.52 Motels 394 \$96.19 \$88.03 \$74.22 \$61.21 Total Rooms 4,315 | | | | | | \$67.48 | | | | | | |
| Motels 394 \$96.19 \$88.03 \$74.22 \$61.21 Total Rooms 4,315 | | | | | | | | | | | | |
| Total Rooms 4,315 | | | | | | • | | | | | | |
| | | | \$96.19 | \$88.03 | \$74.22 | \$61.21 | | | | | | |
| Average REVPAR \$163.48 \$155.25 \$111.37 \$106.48 | | 4,315 | | | | | | | | | | |
| | Average REVPAR | | \$163.48 | \$155.25 | \$111.37 | \$106.48 | | | | | | |

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

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