

Gaming Market Overview – Greater Victoria

As the Crown Corporation responsible for gaming in British Columbia, BCLC routinely assesses markets in conjunction with a third-party firm with extensive expertise in the international hospitality, tourism and leisure industries.

Our market analysis indicates that players in the Greater Victoria area are underserved, and that a potential second facility would be attractive to our players.

As an initial step in determining interest amongst local governments to host a gambling facility, BCLC initiated an Expression of Interest process in October 2015 with the City of Victoria, District of Saanich, Township of Esquimalt, Esquimalt First Nation, Songhees First Nation District of Oak Bay. In July 2016, BCLC selected the City of Victoria as its preferred Host Local Government for a potential new gaming facility.

Determining potential for a gambling facility is a detailed process that looks at a variety of factors, including existing play statistics, revenue potential, population size, proximity to other gambling facilities and socio-economic factors.

Our analysis looked at the gambling activities of the approximately 300,000 adults living in Greater Victoria. It showed that the annual spend for Greater Victoria players at gambling facilities is lower than the average spend of players from comparable municipalities across Canada, indicating that there is potential for increased gaming revenue in the Greater Victoria area with better accessibility.

Incremental revenue potential from a second gambling and entertainment facility in Greater Victoria is estimated to be approximately \$28.5 million; this would result in an annual Host Local Government payment of approximately \$1.6 million. A Host Local Government of a gaming facility receives 10 per cent of the net gaming income that its facility earns.

BCLC respects the authority of local governments to choose whether they want a gaming facility and will only consider pursuing development in communities where host local governments have indicated an interest.

For more information, visit bclc.com or contact:

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