

# VICTORIA TOURISM BULLETIN

April 2022

- Keeping a close eye on recovery to the sector, this month we have included statistics from April 2019 for comparison purposes. With occupancy numbers on the rise and the surge in pent up travel desire, we are on track to reach pre-pandemic stats in the coming months.
- On March 1st, Destination Greater Victoria launched it's largest ever marketing campaign, designed to lure more visitors to the region.
- The Minister of Employment, Workforce Development and Disability Inclusion, Carla Qualtrough, announced important changes to the Temporary Foreign Worker (TFW) program under the Workforce Solutions Road Map which will provide hoteliers with better access to the program. Click [here](#) to learn more.
- At the 2022 Vancouver Island Tourism Conference Industry Awards event the Oak Bay Beach Hotel was named Employer of the Year, an award that recognizes businesses that exemplify best practices in gender equity, diversity, skills training and benefits.

Tourism Statistics	April			Year-to-Date			April
	2022	2021	Variance	2022	2021	Variance	2019
Average Occupancy	75.34%	35.02%	40.32%	59.68%	36.07%	23.61%	75.73%
Average Daily Room Rate	\$211.28	\$121.08	\$90.20	\$183.05	\$121.79	\$61.26	\$163.02
Revenue Per Available Room (RevPAR)	\$159.18	\$42.40	\$116.78	\$109.25	\$43.93	\$65.32	\$123.45
BC Ferries (Tsawwassen - Swartz Bay)							
Vehicles	175,192	83,338	110.22%	539,035	305,097	76.68%	159,750
Passengers	453,532	153,144	196.15%	1,346,523	577,342	133.23%	473,892
Buses	434	58	648.28%	1,174	114	929.82%	1,124
Victoria International Airport	116,422	15,698	641.64%	329,249	64,382	411.40%	159,441
Victoria Conference Centre (Delegate Days)	7,458	0	100.00%	8,615	0	100.00%	15,457
Victoria Cruise Ships							
Ships	12	0	100.00%	12	0	100.00%	2
Passengers	12,387	0	100.00%	12,387	0	100.00%	4,992

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.

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.

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# VICTORIA LODGING RESULTS

## April 2022

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Apr 2022	Apr 2021	YTD 2022	YTD 2021	
<b>Number of Rooms</b>						
Greater than 150	2,065	68.62%	28.06%	49.99%	27.13%	
100 - 150	671	79.41%	55.56%	68.64%	52.57%	
50 - 99	851	82.35%	31.46%	67.41%	36.82%	
Less than 50	307	90.73%	42.65%	81.52%	47.12%	
<b>Location</b>						
Downtown/Inner Harbour	3,158	73.99%	33.29%	57.66%	33.20%	
Suburban	484	78.61%	44.59%	67.25%	49.04%	
Saanich Peninsula/Sidney	252	85.63%	34.08%	68.43%	38.84%	
<b>Tier</b>						
Upper	1,935	69.00%	30.22%	50.85%	30.13%	
Mid	1,371	78.99%	37.82%	64.70%	36.31%	
Lower	588	87.04%	42.53%	75.02%	50.38%	
<b>Lodging Type</b>						
Hotels	3,580	74.23%	33.49%	57.80%	33.68%	
Motels	314	87.69%	51.25%	80.87%	62.08%	
<b>Total Rooms</b>	<b>3,894</b>					
<b>Average Occupancy</b>		75.34%	35.02%	59.68%	36.07%	
ROOM RATE						
Lodging Type	Number of Rooms	Apr 2022	Apr 2021	YTD 2022	YTD 2021	
<b>Number of Rooms</b>						
Greater than 150	2,065	\$238.43	\$123.67	\$209.65	\$130.58	
100 - 150	671	\$180.83	\$102.24	\$149.42	\$101.38	
50 - 99	851	\$199.71	\$139.12	\$181.56	\$138.00	
Less than 50	307	\$165.21	\$133.11	\$145.09	\$112.40	
<b>Location</b>						
Downtown/Inner Harbour	3,158	\$214.68	\$115.99	\$185.30	\$118.51	
Suburban	484	\$206.76	\$132.36	\$176.25	\$126.24	
Saanich Peninsula/Sidney	252	\$183.23	\$141.27	\$173.97	\$139.95	
<b>Tier</b>						
Upper	1,935	\$264.22	\$141.14	\$236.57	\$152.48	
Mid	1,371	\$183.45	\$113.00	\$159.44	\$112.80	
Lower	588	\$136.54	\$96.57	\$119.48	\$89.09	
<b>Lodging Type</b>						
Hotels	3,580	\$219.72	\$125.41	\$191.61	\$128.22	
Motels	314	\$131.59	\$91.02	\$114.09	\$83.92	
<b>Total Rooms</b>	<b>3,894</b>					
<b>Average Room Rate</b>		\$211.28	\$121.08	\$183.05	\$121.79	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Apr 2022	Apr 2021	YTD 2022	YTD 2021	
<b>Number of Rooms</b>						
Greater than 150	2,065	\$163.62	\$34.71	\$104.81	\$35.43	
100 - 150	671	\$143.60	\$56.80	\$102.56	\$53.30	
50 - 99	851	\$164.47	\$43.77	\$122.38	\$50.82	
Less than 50	307	\$149.91	\$56.77	\$118.28	\$52.97	
<b>Location</b>						
Downtown/Inner Harbour	3,158	\$158.84	\$38.61	\$106.84	\$39.35	
Suburban	484	\$162.53	\$59.02	\$118.53	\$61.91	
Saanich Peninsula/Sidney	252	\$156.89	\$48.15	\$119.05	\$54.36	
<b>Tier</b>						
Upper	1,935	\$182.30	\$42.65	\$120.30	\$45.95	
Mid	1,371	\$144.91	\$42.74	\$103.16	\$40.96	
Lower	588	\$118.84	\$41.07	\$89.63	\$44.89	
<b>Lodging Type</b>						
Hotels	3,580	\$163.11	\$42.00	\$110.75	\$43.18	
Motels	314	\$115.39	\$46.64	\$92.27	\$52.09	
<b>Total Rooms</b>	<b>3,894</b>					
<b>Average REVPAR</b>		\$159.18	\$42.40	\$109.25	\$43.93	

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

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