

VICTORIA TOURISM BULLETIN

April 2023

- Victoria has been named **#1 most walkable city** outside of the U.S. by TravelAwaits, and **#1 best midsize city** in the world! TravelAwaits' 2023 Best of Travel Awards showcases their readers' favourite destinations and businesses. Nominations and voting took place earlier this year.
- Victoria was named one of the top two best places to travel in Canada in the Forbes' **23 Best Places To Travel Around The World In 2023**.
- Congratulations to the Fairmont Empress and Huntingdon Manor for achieving Biosphere Certification!
- Cruise ship season has begun and a record 850,000 passengers are expected this year. Read the article [here](#).
- Mark your calendars for the BC Hospitality Foundation Golf Tournament! The Victoria 9th Annual Tournament will take place on August 23rd at Olympic View Golf Club. For more information click [here](#).

Tourism Statistics	April			Year-to-Date		
	2023	2022	Variance	2023	2022	Variance
Average Occupancy	71.90%	75.34%	(3.44%)	62.70%	59.68%	3.02%
Average Daily Room Rate	\$220.25	\$211.28	\$8.97	\$194.59	\$183.05	\$11.54
Revenue Per Available Room (RevPAR)	\$158.35	\$159.18	(\$0.83)	\$122.01	\$109.25	\$12.76
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	175,389	175,192	0.11%	580,827	539,035	7.75%
Passengers	493,878	453,532	8.90%	1,602,076	1,346,523	18.98%
Buses	581	434	33.87%	1,833	1,174	56.13%
Victoria International Airport	132,685	116,422	13.97%	462,560	329,249	40.49%
Victoria Conference Centre (Delegate Days)	14,365	7,458	92.61%	24,176	8,615	180.63%
Victoria Cruise Ships						
Ships	11	13	(15.38)%	11	13	(15.38)%
Passengers	30,898	12,297	151.26%	30,898	12,297	151.26%
Crew	15,028	10,604	41.72%	15,028	10,604	41.72%

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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VICTORIA LODGING RESULTS

April 2023

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Apr 2023	Apr 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,038	65.73%	68.62%	55.16%	49.99%	
100 - 150	762	77.50%	79.41%	70.29%	68.64%	
50 - 99	776	77.18%	82.35%	69.16%	67.41%	
Less than 50	323	84.70%	90.73%	75.92%	81.52%	
Location						
Downtown/Inner Harbour	3,129	71.46%	73.99%	61.56%	57.66%	
Suburban	520	73.87%	78.61%	65.88%	67.25%	
Saanich Peninsula/Sidney	250	73.31%	85.63%	69.86%	68.43%	
Tier						
Upper	1,914	65.90%	69.00%	55.78%	50.85%	
Mid	1,360	76.52%	78.99%	67.51%	64.70%	
Lower	625	80.12%	87.04%	72.63%	75.02%	
Lodging Type						
Hotels	3,575	70.89%	74.23%	61.27%	57.80%	
Motels	324	83.03%	87.69%	78.99%	80.87%	
Total Rooms	3,899					
Average Occupancy		71.90%	75.34%	62.70%	59.68%	
ROOM RATE						
Lodging Type	Number of Rooms	Apr 2023	Apr 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,038	\$248.59	\$238.43	\$221.52	\$209.65	
100 - 150	762	\$184.99	\$180.83	\$164.82	\$149.42	
50 - 99	776	\$212.97	\$199.71	\$187.72	\$181.56	
Less than 50	323	\$174.52	\$165.21	\$152.08	\$145.09	
Location						
Downtown/Inner Harbour	3,129	\$225.31	\$214.68	\$199.49	\$185.30	
Suburban	520	\$205.34	\$206.76	\$177.68	\$176.25	
Saanich Peninsula/Sidney	250	\$189.49	\$183.23	\$176.79	\$173.97	
Tier						
Upper	1,914	\$275.66	\$264.22	\$245.02	\$236.57	
Mid	1,360	\$189.51	\$183.45	\$171.53	\$159.44	
Lower	625	\$145.06	\$136.54	\$127.97	\$119.48	
Lodging Type						
Hotels	3,575	\$229.22	\$219.72	\$202.86	\$191.61	
Motels	324	\$135.75	\$131.59	\$121.79	\$114.09	
Total Rooms	3,899					
Average Room Rate		\$220.25	\$211.28	\$194.59	\$183.05	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Apr 2023	Apr 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,038	\$163.41	\$163.62	\$122.20	\$104.81	
100 - 150	762	\$143.37	\$143.60	\$115.85	\$102.56	
50 - 99	776	\$164.37	\$164.47	\$129.83	\$122.38	
Less than 50	323	\$147.81	\$149.91	\$115.46	\$118.28	
Location						
Downtown/Inner Harbour	3,129	\$161.00	\$158.84	\$122.80	\$106.84	
Suburban	520	\$151.69	\$162.53	\$117.05	\$118.53	
Saanich Peninsula/Sidney	250	\$138.91	\$156.89	\$123.51	\$119.05	
Tier						
Upper	1,914	\$181.67	\$182.30	\$136.67	\$120.30	
Mid	1,360	\$145.01	\$144.91	\$115.80	\$103.16	
Lower	625	\$116.22	\$118.84	\$92.94	\$89.63	
Lodging Type						
Hotels	3,575	\$162.49	\$163.11	\$124.29	\$110.75	
Motels	324	\$112.71	\$115.39	\$96.20	\$92.27	
Total Rooms	3,899					
Average REVPAR		\$158.35	\$159.18	\$122.01	\$109.25	

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

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