

VICTORIA TOURISM BULLETIN

August 2022

- Victoria has just been named the #2 Best Small City in the World by the prestigious **Conde Nast** Reader’s Survey.
- The August 2022 numbers demonstrate continued recovery in the accommodation sector.
- A new hotel has been proposed at the Victoria International Airport. The proposal is for a 129-room New TownePlace Suites by Marriott. Construction is expected to being in 2023.
- Victoria makes list of ‘**Gram-Worthy Barbiecore Travel Destinations**’. With all the anticipation of the upcoming Barbie movie starring Margot Robbie and Ryan Gosling coming out in 2023, Barbiecore is having a moment. The Zedstream at **Hotel Zed** was listed in the top 10 places for a trendy Barbiecore-inspired vacation.

Tourism Statistics	August			Year-to-Date			August
	2022	2021	Variance	2022	2021	Variance	2019
Average Occupancy	83.42%	75.94%	7.48%	69.81%	43.60%	26.21%	88.81%
Average Daily Room Rate	\$305.38	\$265.93	\$39.45	\$242.75	\$182.15	\$60.60	\$249.43
Revenue Per Available Room (RevPAR)	\$254.76	\$201.96	\$52.80	\$169.48	\$79.41	\$90.07	\$221.53
BC Ferries (Tsawwassen - Swartz Bay)							
Vehicles	249,572	259,089	(3.67)%	1,411,598	974,467	44.86%	254,685
Passengers	777,345	732,217	6.16%	3,936,169	2,260,956	74.09%	870,094
Buses	1,294	286	352.45%	5,762	727	692.57%	2,664
Victoria International Airport	169,326	123,024	37.64%	592,916	294,776	223.27%	191,436
Victoria Conference Centre (Delegate Days)	4,100	0	100%	36,186	1,700	2,028.59%	298
Victoria Cruise Ships							
Ships	58	0	100%	245	0	100%	54
Passengers	142,195	0	100%	526,728	0	100%	162,931
Crew	66,195	0	100%	262,380	0	100%	64,975

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

August 2022

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	August 2022	August 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,065	76.17%	64.64%	61.51%	33.69%
100 - 150	759	89.18%	86.51%	77.15%	57.68%
50 - 99	851	92.21%	82.96%	77.45%	47.87%
Less than 50	312	93.59%	97.30%	86.32%	59.26%
Location					
Downtown/Inner Harbour	3,145	82.42%	73.10%	68.26%	40.48%
Suburban	590	84.37%	86.92%	74.22%	56.86%
Saanich Peninsula/Sidney	252	93.79%	82.93%	79.40%	50.13%
Tier					
Upper	1,934	79.27%	64.31%	63.18%	35.71%
Mid	1,359	85.08%	83.82%	73.31%	46.38%
Lower	694	91.82%	88.82%	81.85%	58.67%
Lodging Type					
Hotels	3,667	82.66%	74.38%	68.49%	41.37%
Motels	320	92.18%	92.33%	84.78%	68.22%
Total Rooms	3,987				
Average Occupancy		83.42%	75.94%	69.81%	43.60%
ROOM RATE					
Lodging Type	Number of Rooms	August 2022	August 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,065	\$342.17	\$300.00	\$274.35	\$206.33
100 - 150	759	\$257.47	\$227.95	\$202.70	\$147.30
50 - 99	851	\$290.17	\$261.97	\$234.67	\$190.37
Less than 50	312	\$259.01	\$225.39	\$198.83	\$161.49
Location					
Downtown/Inner Harbour	3,145	\$313.99	\$270.00	\$248.06	\$184.31
Suburban	590	\$284.38	\$252.55	\$230.59	\$173.24
Saanich Peninsula/Sidney	252	\$255.07	\$257.58	\$211.15	\$184.52
Tier					
Upper	1,934	\$372.28	\$340.04	\$303.59	\$233.44
Mid	1,359	\$265.96	\$241.84	\$211.13	\$166.96
Lower	694	\$215.28	\$179.99	\$165.27	\$124.42
Lodging Type					
Hotels	3,667	\$314.07	\$275.54	\$251.64	\$191.40
Motels	320	\$216.28	\$184.78	\$161.39	\$120.03
Total Rooms	3,987				
Average Room Rate		\$305.38	\$265.93	\$242.75	\$182.15
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	August 2022	August 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,065	\$260.64	\$193.91	\$168.76	\$69.51
100 - 150	759	\$229.61	\$197.19	\$156.38	\$84.96
50 - 99	851	\$267.55	\$217.33	\$181.76	\$91.13
Less than 50	312	\$242.39	\$219.30	\$171.63	\$95.69
Location					
Downtown/Inner Harbour	3,145	\$258.78	\$197.37	\$169.33	\$74.60
Suburban	590	\$239.92	\$219.52	\$171.15	\$98.51
Saanich Peninsula/Sidney	252	\$239.23	\$213.61	\$167.65	\$92.50
Tier					
Upper	1,934	\$295.10	\$218.67	\$191.79	\$83.36
Mid	1,359	\$226.28	\$202.71	\$154.78	\$77.44
Lower	694	\$197.68	\$159.86	\$135.28	\$73.00
Lodging Type					
Hotels	3,667	\$259.60	\$204.95	\$172.36	\$79.19
Motels	320	\$199.37	\$170.60	\$136.82	\$81.88
Total Rooms	3,987				
Average REVPAR		\$254.76	\$201.96	\$169.48	\$79.41

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

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