

# VICTORIA TOURISM BULLETIN

August 2023

- **Greater Victoria Harbour Authority** welcomed the 10 millionth cruise passengers to The Breakwater District at Ogden Point on August 16, 2023. The passengers arrived on the Cunard's Queen Elizabeth cruise ship, marking 54 years of cruise ships visiting Victoria.
- BC tour operators are calling on the federal government to thaw relations with China, after it emerged that the Chinese government left Canada off a list of countries approved for tour groups. Click [here](#) to read the news article.
- Earlybird registration is now open for the Impact Sustainability Travel & Tourism conference taking place January 21-24, 2024 in Victoria. To register click [here](#).

See page 3 for the updated July Tourism Statistics showing the BC Ferry Stats.

Tourism Statistics	August			Year-to-Date		
	2023	2022	Variance	2023	2022	Variance
Average Occupancy	86.32%	83.42%	2.90%	71.88%	69.81%	2.07%
Average Daily Room Rate	\$313.79	\$305.38	\$8.41	\$251.74	\$242.75	\$8.99
Revenue Per Available Room (RevPAR)	\$270.85	\$254.76	\$16.09	\$180.95	\$169.48	\$11.47
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	250,189	249,572	0.25%	1,444,822	1,411,598	2.35%
Passengers	831,904	777,345	7.02%	4,365,071	3,936,169	10.90%
Buses	1,551	1,294	19.86%	7,665	5,762	33.03%
Victoria International Airport	196,607	169,326	16.11%	1,157,455	952,916	21.46%
Victoria Conference Centre (Delegate Days)	0	4,100	100.00%	43,928	36,186	21.40%
Victoria Cruise Ships						
Ships	56	58	(3.45%)	242	245	(1.22%)
Passengers	171,783	142,195	20.81%	722,460	526,728	37.16%
Crew	68,928	66,195	4.13%	291,796	262,380	11.21%

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 2023

<b>OCCUPANCY RATE %</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2023</b>	<b>August 2022</b>	<b>YTD 2023</b>	<b>YTD 2022</b>	
<b>Number of Rooms</b>						
Greater than 150	2,032	83.20%	76.17%	66.05%	61.51%	
100 - 150	771	90.25%	89.18%	77.56%	77.15%	
50 - 99	851	89.09%	92.21%	77.03%	77.45%	
Less than 50	323	89.27%	93.59%	81.85%	86.32%	
<b>Location</b>						
Downtown/Inner Harbour	3,134	85.92%	82.42%	71.12%	68.26%	
Suburban	591	90.29%	84.37%	74.61%	74.22%	
Saanich Peninsula/Sidney	252	81.89%	93.79%	75.05%	79.40%	
<b>Tier</b>						
Upper	1,909	85.22%	79.27%	67.31%	63.18%	
Mid	1,371	86.01%	85.08%	74.39%	73.31%	
Lower	697	89.93%	91.82%	79.62%	81.85%	
<b>Lodging Type</b>						
Hotels	3,654	86.04%	82.66%	70.92%	68.49%	
Motels	323	89.43%	92.18%	82.79%	84.78%	
<b>Total Rooms</b>	<b>3,977</b>					
<b>Average Occupancy</b>		86.32%	83.42%	71.88%	69.81%	
<b>ROOM RATE</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2023</b>	<b>August 2022</b>	<b>YTD 2023</b>	<b>YTD 2022</b>	
<b>Number of Rooms</b>						
Greater than 150	2,032	\$346.06	\$342.17	\$282.48	\$274.35	
100 - 150	771	\$265.62	\$257.47	\$211.97	\$202.70	
50 - 99	851	\$300.39	\$290.17	\$241.86	\$234.67	
Less than 50	323	\$275.78	\$259.01	\$208.96	\$198.83	
<b>Location</b>						
Downtown/Inner Harbour	3,134	\$325.07	\$313.99	\$259.35	\$248.06	
Suburban	591	\$273.84	\$284.38	\$227.45	\$230.59	
Saanich Peninsula/Sidney	252	\$269.49	\$255.07	\$217.40	\$211.15	
<b>Tier</b>						
Upper	1,909	\$380.78	\$372.28	\$311.69	\$303.59	
Mid	1,371	\$271.59	\$265.96	\$219.52	\$211.13	
Lower	697	\$219.03	\$215.28	\$170.47	\$165.27	
<b>Lodging Type</b>						
Hotels	3,654	\$322.87	\$314.07	\$260.96	\$251.64	
Motels	323	\$214.21	\$216.28	\$162.14	\$161.39	
<b>Total Rooms</b>	<b>3,977</b>					
<b>Average Room Rate</b>		\$313.79	\$305.38	\$251.74	\$242.75	
<b>REVENUE PER AVAILABLE ROOM (REVPAR)</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2023</b>	<b>August 2022</b>	<b>YTD 2023</b>	<b>YTD 2022</b>	
<b>Number of Rooms</b>						
Greater than 150	2,032	\$287.90	\$260.64	\$186.57	\$168.76	
100 - 150	771	\$239.72	\$229.61	\$164.39	\$156.38	
50 - 99	851	\$267.62	\$267.55	\$186.32	\$181.76	
Less than 50	323	\$246.20	\$242.39	\$171.05	\$171.63	
<b>Location</b>						
Downtown/Inner Harbour	3,134	\$279.29	\$258.78	\$184.46	\$169.33	
Suburban	591	\$247.25	\$239.92	\$169.70	\$171.15	
Saanich Peninsula/Sidney	252	\$220.69	\$239.23	\$163.15	\$167.65	
<b>Tier</b>						
Upper	1,909	\$324.49	\$295.10	\$209.80	\$191.79	
Mid	1,371	\$233.60	\$226.28	\$163.31	\$154.78	
Lower	697	\$196.98	\$197.68	\$135.73	\$135.28	
<b>Lodging Type</b>						
Hotels	3,654	\$277.81	\$259.60	\$185.07	\$172.36	
Motels	323	\$191.56	\$199.37	\$134.23	\$136.82	
<b>Total Rooms</b>	<b>3,977</b>					
<b>Average REVPAR</b>		\$270.85	\$254.76	\$180.95	\$169.48	

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

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July 2023

BC Ferries has recently changed their internal processes and will be issuing their stats on a quarterly basis moving forward. (Jan, Apr, July, Oct). We have revised the Tourism Statistics for July 2023 which now includes the BC Ferry stats, please see below.

Tourism Statistics	July			Year-to-Date		
	2023	2022	Variance	2023	2022	Variance
Average Occupancy	82.64%	81.69%	.95%	69.76%	67.78%	1.98%
Average Daily Room Rate	\$311.14	\$305.39	\$5.75	\$240.48	\$231.21	\$9.27
Revenue Per Available Room (RevPAR)	\$257.14	\$249.48	\$7.66	\$167.77	\$156.71	\$11.06
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	221,435	235,156	(5.83%)	1,194,633	1,162,026	2.81%
Passengers	757,400	736,429	2.85%	3,533,167	3,158,824	11.85%
Buses	1,622	1,297	25.06%	6,114	4,468	36.84%
Victoria International Airport	184,630	162,002	13.97%	960,848	783,590	22.62%
Victoria Conference Centre (Delegate Days)	4,032	8,201	(50.84%)	43,928	32,086	36.91%
Victoria Cruise Ships						
Ships	60	64	(6.25%)	186	187	(0.53%)
Passengers	187,836	158,026	18.86%	550,667	384,533	43.21%
Crew	72,356	70,015	3.34%	222,868	196,185	13.60%

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