

VICTORIA TOURISM BULLETIN

December 2023

- The year-end numbers are showing a slight increase from 2022. RevPar \$173.16 in 2023 compared to \$162.71 in 2022; the Average Daily Room Rate \$246.65 in 2023 with \$236.31 in 2022; and the Average Occupancy Rate 70.20% in 2023 with 68.85% in 2022.
- Destination Canada released its latest **Tourism Outlook: Unlocking Opportunities for the Sector**. The report stated there is an opportunity for the tourism sector to hit \$160 billion in annual revenue by 2030, but that “capacity constraints” could limit that total.
- The **2024 BC Tourism Industry Conference** will take place at the Victoria Conference Centre, March 6 & 7, 2024. To register click [here](#).

See pages 3 and 4 for updated October and November Tourism Statistics showing the BC Ferry Stats.

| Tourism Statistics | December | | | Year-to-Date | | |
|--------------------------------------------|----------|----------|----------|--------------|-----------|----------|
| | 2023 | 2022 | Variance | 2023 | 2022 | Variance |
| Average Occupancy | 56.64% | 55.37% | 1.27% | 70.20% | 68.85% | 1.35% |
| Average Daily Room Rate | \$203.70 | \$194.97 | \$8.73 | \$246.65 | \$236.31 | \$10.34 |
| Revenue Per Available Room (RevPAR) | \$115.38 | \$107.95 | \$7.43 | \$173.16 | \$162.71 | \$10.45 |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 155,445 | 146,387 | 6.19% | 2,104,551 | 2,074,979 | 1.43% |
| Passengers | 453,291 | 406,249 | 11.58% | 6,297,491 | 5,748,440 | 9.55% |
| Buses | 447 | 370 | 20.81% | 11,047 | 8,472 | 30.39% |
| Victoria International Airport | 137,661 | 117,163 | 17.50% | 1,740,107 | 1,490,039 | 16.78% |
| Victoria Conference Centre (Delegate Days) | 1,810 | 1,370 | 32.12% | 83,986 | 87,256 | (3.75%) |
| Victoria Cruise Ships | | | | | | |
| Ships | 0 | 0 | 0% | 326 | 336 | (2.98%) |
| Passengers | 0 | 0 | 0% | 966,546 | 700,068 | 38.06% |
| Crew | 0 | 0 | 0% | 387,188 | 305,344 | 26.80% |

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

December 2023

| OCCUPANCY RATE % | | | | | | |
|-------------------------------------|-----------------|----------|----------|----------|----------|--|
| Lodging Type | Number of Rooms | Dec 2023 | Dec 2022 | YTD 2023 | YTD 2022 | |
| Number of Rooms | | | | | | |
| Greater than 150 | 2,032 | 52.40% | 47.76% | 64.73% | 60.60% | |
| 100 - 150 | 736 | 58.17% | 60.14% | 75.56% | 75.91% | |
| 50 - 99 | 828 | 62.41% | 64.79% | 75.58% | 77.33% | |
| Less than 50 | 316 | 65.56% | 68.93% | 78.21% | 83.31% | |
| Location | | | | | | |
| Downtown/Inner Harbour | 3,078 | 56.65% | 54.10% | 69.65% | 67.40% | |
| Suburban | 583 | 56.54% | 56.29% | 72.13% | 72.60% | |
| Saanich Peninsula/Sidney | 251 | 56.74% | 69.79% | 72.59% | 78.71% | |
| Tier | | | | | | |
| Upper | 1,910 | 54.61% | 51.89% | 66.51% | 63.07% | |
| Mid | 1,335 | 59.50% | 56.59% | 72.53% | 71.62% | |
| Lower | 667 | 56.73% | 62.78% | 75.91% | 79.84% | |
| Lodging Type | | | | | | |
| Hotels | 3,597 | 56.66% | 54.55% | 69.56% | 67.69% | |
| Motels | 315 | 56.37% | 64.94% | 77.53% | 82.22% | |
| Total Rooms | 3,912 | | | | | |
| Average Occupancy | | 56.64% | 55.37% | 70.20% | 68.85% | |
| ROOM RATE | | | | | | |
| Lodging Type | Number of Rooms | Dec 2023 | Dec 2022 | YTD 2023 | YTD 2022 | |
| Number of Rooms | | | | | | |
| Greater than 150 | 2,032 | \$234.49 | \$224.31 | \$277.32 | \$267.69 | |
| 100 - 150 | 736 | \$166.06 | \$156.44 | \$206.58 | \$196.54 | |
| 50 - 99 | 828 | \$186.03 | \$184.64 | \$234.92 | \$226.96 | |
| Less than 50 | 316 | \$166.00 | \$168.98 | \$207.16 | \$196.25 | |
| Location | | | | | | |
| Downtown/Inner Harbour | 3,078 | \$209.73 | \$199.10 | \$254.20 | \$241.78 | |
| Suburban | 583 | \$177.03 | \$178.78 | \$221.01 | \$221.50 | |
| Saanich Peninsula/Sidney | 251 | \$191.24 | \$184.71 | \$215.66 | \$208.43 | |
| Tier | | | | | | |
| Upper | 1,910 | \$264.00 | \$248.11 | \$306.10 | \$294.78 | |
| Mid | 1,335 | \$164.29 | \$166.67 | \$212.46 | \$205.55 | |
| Lower | 667 | \$119.12 | \$121.69 | \$165.83 | \$160.16 | |
| Lodging Type | | | | | | |
| Hotels | 3,597 | \$211.34 | \$202.85 | \$255.32 | \$244.75 | |
| Motels | 315 | \$113.19 | \$117.67 | \$158.28 | \$156.87 | |
| Total Rooms | 3,912 | | | | | |
| Average Room Rate | | \$203.70 | \$194.97 | \$246.65 | \$236.31 | |
| REVENUE PER AVAILABLE ROOM (REVPAR) | | | | | | |
| Lodging Type | Number of Rooms | Dec 2023 | Dec 2022 | YTD 2023 | YTD 2022 | |
| Number of Rooms | | | | | | |
| Greater than 150 | 2,032 | \$122.87 | \$107.14 | \$179.52 | \$162.23 | |
| 100 - 150 | 736 | \$96.59 | \$94.08 | \$156.09 | \$149.20 | |
| 50 - 99 | 828 | \$116.11 | \$119.62 | \$177.54 | \$175.52 | |
| Less than 50 | 316 | \$108.83 | \$116.49 | \$162.01 | \$163.50 | |
| Location | | | | | | |
| Downtown/Inner Harbour | 3,078 | \$118.82 | \$107.71 | \$177.06 | \$162.95 | |
| Suburban | 583 | \$100.09 | \$100.63 | \$159.41 | \$160.81 | |
| Saanich Peninsula/Sidney | 251 | \$108.51 | \$128.92 | \$156.54 | \$164.05 | |
| Tier | | | | | | |
| Upper | 1,910 | \$144.18 | \$128.73 | \$203.59 | \$185.91 | |
| Mid | 1,335 | \$97.75 | \$94.31 | \$154.10 | \$147.21 | |
| Lower | 667 | \$67.58 | \$76.39 | \$125.88 | \$127.87 | |
| Lodging Type | | | | | | |
| Hotels | 3,597 | \$119.76 | \$110.65 | \$177.60 | \$165.66 | |
| Motels | 315 | \$63.81 | \$76.41 | \$122.71 | \$128.98 | |
| Total Rooms | 3,912 | | | | | |
| Average REVPAR | | \$115.38 | \$107.95 | \$173.16 | \$162.71 | |

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

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VICTORIA TOURISM BULLETIN

October 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 October 2023 which now includes the BC Ferry stats, please see below.

| Tourism Statistics | October | | | Year-to-Date | | |
|--------------------------------------------|----------|----------|----------|--------------|-----------|----------|
| | 2023 | 2022 | Variance | 2023 | 2022 | Variance |
| Average Occupancy | 69.31% | 70.75% | (1.44%) | 72.74% | 70.97% | 1.77% |
| Average Daily Room Rate | \$225.45 | \$213.09 | \$12.36 | \$254.05 | \$243.96 | \$10.09 |
| Revenue Per Available Room (RevPAR) | \$156.25 | \$150.76 | \$5.49 | \$184.78 | \$173.15 | \$11.63 |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 164,483 | 174,706 | (5.85%) | 1,809,788 | 1,788,625 | 1.18% |
| Passengers | 499,491 | 480,967 | 3.85% | 5,459,978 | 4,974,703 | 9.75% |
| Buses | 981 | 752 | 30.45% | 10,192 | 7,701 | 32.35% |
| Victoria International Airport | 159,148 | 149,659 | 6.34% | 1,477,414 | 1,253,580 | 17.86% |
| Victoria Conference Centre (Delegate Days) | 30,298 | 26,000 | 16.53% | 76,421 | 78,089 | (2.14%) |
| Victoria Cruise Ships | | | | | | |
| Ships | 29 | 25 | 16.00% | 326 | 335 | (2.69%) |
| Passengers | 69,903 | 35,363 | 97.67% | 966,546 | 697,974 | 38.48% |
| Crew | 30,525 | 21,217 | 43.87% | 387,188 | 304,262 | 27.25% |

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| Tourism Statistics | November | | Variance | Year-to-Date | | Variance |
|--------------------------------------------|----------|----------|----------|--------------|-----------|----------|
| | 2023 | 2022 | | 2023 | 2022 | |
| Average Occupancy | 58.22% | 61.58% | (3.36%) | 71.44% | 70.13% | 1.31% |
| Average Daily Room Rate | \$195.08 | \$186.42 | \$8.66 | \$249.77 | \$239.39 | \$10.38 |
| Revenue Per Available Room (RevPAR) | \$113.58 | \$114.81 | (\$1.23) | \$178.44 | \$167.88 | \$10.56 |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 139,318 | 139,967 | (0.46%) | 1,949,106 | 1,928,592 | 1.06%% |
| Passengers | 384,222 | 367,488 | 4.55% | 5,844,200 | 5,342,191 | 9.40% |
| Buses | 408 | 401 | 1.75% | 10,600 | 8,102 | 30.83% |
| Victoria International Airport | 125,032 | 119,296 | 4.81% | 1,602,446 | 1,372,876 | 16.72% |
| Victoria Conference Centre (Delegate Days) | 5,755 | 7,797 | (26.19%) | 82,176 | 85,886 | (4.32%) |
| Victoria Cruise Ships | | | | | | |
| Ships | 0 | 1 | (100%) | 326 | 336 | (2.98%) |
| Passengers | 0 | 2,094 | (100%) | 966,546 | 700,068 | 38.06% |
| Crew | 0 | 1,082 | (100%) | 387,188 | 305,344 | 26.80% |

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