

VICTORIA TOURISM BULLETIN

January 2022

- Throughout January all segments of Greater Victoria’s visitor economy were impacted by restrictions on travel and gatherings required in response to the spread of the Omicron variant. Business is expected to gradually improve as restrictions ease.
- Destination Greater Victoria is launching its largest marketing campaign investment ever in key Canadian and US markets to help stimulate recovery, commencing in March 2022.
- Destination Greater Victoria announced the new dates for the **IMPACT Sustainability Travel & Tourism Conference** May 9-11, 2022 with a special Day of IMPACT on Sunday May 8th. To register click [here](#).
- The **BC Tourism & Hospitality Conference** will be taking place on March 9-11, 2022 at the Richmond Conference Centre. Join TIABC and the BC Hotel Association as they ‘Kickstart the Comeback’ and gather in-person to learn, tackle issues, forge new relationships, and work toward resiliency in the face of one of the hardest years in our sector’s history. To register click [here](#).


Tourism Statistics	January		Variance	Year-to-Date		Variance
	2022	2021		2022	2021	
Average Occupancy	40.13%	29.66%	10.47%	40.13%	29.66%	10.47%
Average Daily Room Rate	\$146.28	\$110.03	\$36.25	\$146.28	\$110.03	\$36.25
Revenue Per Available Room (RevPAR)	\$58.71	\$32.63	\$26.08	\$58.71	\$32.63	\$26.08
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	93,444	63,565	47.01%	93,444	63,565	47.01%
Passengers	208,143	116,125	79.24%	208,143	116,125	79.24%
Buses	156	18	766.67%	156	18	766.67%
Victoria International Airport	57,181	18,396	210.83%	57,181	18,396	210.83%
Victoria Conference Centre (Delegate Days)	0	0	-	0	0	-

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.

Re-opening, Re-creating, Re-hiring?

Chemistry can help. Contact us today!



Human Resources Consulting



Professional Recruitment

VICTORIA LODGING RESULTS

January 2022

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2022	Jan 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,066	27.02%	19.80%	27.02%	19.80%
100 - 150	771	53.39%	49.10%	53.39%	49.10%
50 - 99	819	50.03%	32.93%	50.03%	32.93%
Less than 50	282	64.81%	39.38%	64.81%	39.38%
Location					
Downtown/Inner Harbour	3,107	36.40%	26.61%	36.40%	26.61%
Suburban	582	53.71%	42.87%	53.71%	42.87%
Saanich Peninsula/Sidney	249	53.21%	36.59%	53.21%	36.59%
Tier					
Upper	1,910	29.80%	21.79%	29.80%	21.79%
Mid	1,369	44.32%	32.50%	44.32%	32.50%
Lower	659	59.15%	46.75%	59.15%	46.75%
Lodging Type					
Hotels	3,625	37.66%	27.14%	37.66%	27.14%
Motels	313	67.87%	59.15%	67.87%	59.15%
Total Rooms	3,938				
Average Occupancy		40.13%	29.66%	40.13%	29.66%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2022	Jan 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,066	\$158.86	\$117.54	\$158.86	\$117.54
100 - 150	771	\$129.66	\$94.27	\$129.66	\$94.27
50 - 99	819	\$156.78	\$128.44	\$156.78	\$128.44
Less than 50	282	\$124.20	\$91.20	\$124.20	\$91.20
Location					
Downtown/Inner Harbour	3,107	\$144.70	\$107.64	\$144.70	\$107.64
Suburban	582	\$146.59	\$117.45	\$146.59	\$117.45
Saanich Peninsula/Sidney	249	\$158.54	\$111.17	\$158.54	\$111.17
Tier					
Upper	1,910	\$188.80	\$134.05	\$188.80	\$134.05
Mid	1,369	\$134.81	\$104.65	\$134.81	\$104.65
Lower	659	\$106.66	\$85.11	\$106.66	\$85.11
Lodging Type					
Hotels	3,625	\$153.39	\$115.49	\$153.39	\$115.49
Motels	313	\$102.03	\$80.65	\$102.03	\$80.65
Total Rooms	3,938				
Average Room Rate		\$146.28	\$110.03	\$146.28	\$110.03
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2022	Jan 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,066	\$42.92	\$23.27	\$42.92	\$23.27
100 - 150	771	\$69.22	\$46.29	\$69.22	\$46.29
50 - 99	819	\$78.43	\$42.30	\$78.43	\$42.30
Less than 50	282	\$80.50	\$35.91	\$80.50	\$35.91
Location					
Downtown/Inner Harbour	3,107	\$52.67	\$28.64	\$52.67	\$28.64
Suburban	582	\$78.73	\$50.35	\$78.73	\$50.35
Saanich Peninsula/Sidney	249	\$84.36	\$40.68	\$84.36	\$40.68
Tier					
Upper	1,910	\$56.27	\$29.20	\$56.27	\$29.20
Mid	1,369	\$59.75	\$34.01	\$59.75	\$34.01
Lower	659	\$63.09	\$39.79	\$63.09	\$39.79
Lodging Type					
Hotels	3,625	\$57.77	\$31.35	\$57.77	\$31.35
Motels	313	\$69.25	\$47.71	\$69.25	\$47.71
Total Rooms	3,938				
Average REVPAR		\$58.71	\$32.63	\$58.71	\$32.63

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

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