

VICTORIA TOURISM BULLETIN

January 2024



- Kenmore Air is launching new seaplane flights between Friday Harbour Marina (Washington) and Victoria Inner Harbour starting May 16th. To read more click [here](#).
- The Victoria Conference Centre has become the second-only conference centre in North America to receive Biosphere Certification. Click [here](#) to learn more.
- Conference numbers in Victoria back to 80 percent of pre-pandemic levels. Read full article [here](#).
- Greater Victoria was a featured destination in an episode of the internationally acclaimed show, [Samantha Brown's Places to Love](#). To watch the episode click [here](#).
- Now in its 14th year, National Tourism Week is a dynamic, weeklong national social media campaign orchestrated by the Tourism Industry Association of Canada. This event is scheduled for April 15-19. For more information go to www.tiac-aitc.ca.
- [BC Hotel Association Summit](#) will be taking place May 1-2 at the Fairmont Chateau Whistler. To register click [here](#).

Tourism Statistics	January			Year-to-Date		
	2024	2023	Variance	2024	2023	Variance
Average Occupancy	44.27%	47.38%	(3.11%)	44.27%	47.38%	(3.11%)
Average Daily Room Rate	\$176.39	\$169.86	\$6.53	\$176.39	\$169.86	\$6.53
Revenue Per Available Room (RevPAR)	\$ 78.10	\$80.48	(\$2.38)	\$ 78.10	\$ 80.48	(\$2.38)
BC Ferries (Tsawwassen - Swartz Bay) Vehicles Passengers Buses	*BC Ferries has changed their internal processes and will be issuing stats on a quarterly basis moving forward. (Jan, Apr, July, Oct) We will provide you with these stats upon their release.					
Victoria International Airport	117,737	107,694	9.33%	117,737	107,694	9.33%
Victoria Conference Centre (Delegate Days)	4,040	1,310	208.40%	4,040	1,310	208.40%

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

January 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2024	Jan 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	36.15%	37.89%	36.15%	37.89%
100 - 150	734	51.09%	57.57%	51.09%	57.57%
50 - 99	828	55.05%	57.18%	55.05%	57.18%
Less than 50	324	52.54%	58.16%	52.54%	58.16%
Location					
Downtown/Inner Harbour	3,073	41.21%	45.24%	41.21%	45.24%
Suburban	592	52.46%	54.07%	52.46%	54.07%
Saanich Peninsula/Sidney	251	62.75%	58.57%	62.75%	58.57%
Tier					
Upper	1,908	38.60%	40.55%	38.60%	40.55%
Mid	1,333	47.24%	50.25%	47.24%	50.25%
Lower	675	54.49%	60.77%	54.49%	60.77%
Lodging Type					
Hotels	3,593	43.03%	45.69%	43.03%	45.69%
Motels	323	58.36%	66.94%	58.36%	66.94%
Total Rooms	3,916				
Average Occupancy		44.27%	47.38%	44.27%	47.38%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2024	Jan 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$197.41	\$194.80	\$197.41	\$194.80
100 - 150	734	\$156.94	\$145.36	\$156.94	\$145.36
50 - 99	828	\$167.94	\$163.32	\$167.94	\$163.32
Less than 50	324	\$150.15	\$140.20	\$150.15	\$140.20
Location					
Downtown/Inner Harbour	3,073	\$181.86	\$174.15	\$181.86	\$174.15
Suburban	592	\$156.48	\$151.75	\$156.48	\$151.75
Saanich Peninsula/Sidney	251	\$171.64	\$167.65	\$171.64	\$167.65
Tier					
Upper	1,908	\$219.44	\$216.05	\$219.44	\$216.05
Mid	1,333	\$159.20	\$152.39	\$159.20	\$152.39
Lower	675	\$119.51	\$112.42	\$119.51	\$112.42
Lodging Type					
Hotels	3,593	\$183.88	\$177.60	\$183.88	\$177.60
Motels	323	\$114.03	\$108.72	\$114.03	\$108.72
Total Rooms	3,916				
Average Room Rate		\$176.39	\$169.86	\$176.39	\$169.86
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2024	Jan 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$71.36	\$73.80	\$71.36	\$73.80
100 - 150	734	\$80.19	\$83.68	\$80.19	\$83.68
50 - 99	828	\$92.45	\$93.39	\$92.45	\$93.39
Less than 50	324	\$78.89	\$81.54	\$78.89	\$81.54
Location					
Downtown/Inner Harbour	3,073	\$74.95	\$78.79	\$74.95	\$78.79
Suburban	592	\$82.09	\$82.06	\$82.09	\$82.06
Saanich Peninsula/Sidney	251	\$107.70	\$98.20	\$107.70	\$98.20
Tier					
Upper	1,908	\$84.70	\$87.60	\$84.70	\$87.60
Mid	1,333	\$75.21	\$76.58	\$75.21	\$76.58
Lower	675	\$65.11	\$68.32	\$65.11	\$68.32
Lodging Type					
Hotels	3,593	\$79.12	\$81.14	\$79.12	\$81.14
Motels	323	\$66.55	\$72.78	\$66.55	\$72.78
Total Rooms	3,916				
Average REVPAR		\$78.10	\$80.48	\$78.10	\$80.48

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

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