

VICTORIA TOURISM BULLETIN

July 2023

- Victoria is voted #2 Best City in Canada by **Travel + Leisure** readers!
- Victoria Conference Centre business has rebounded to the point where it's nudging up to its prepandemic level. Click [here](#) to read the news article.
- The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance launched the new Federal Tourism Growth Strategy which will chart a course for growth, investment, and stability for Canada's tourism industry. Read the full strategy [here](#).
- Congratulations to the Fairmont Empress, named the Most Beloved Luxury Hotel outside of the US by **TravelAwaits!**
- Congratulations to the Magnolia Hotel & Spa for being listed among **Travel + Leisure** Readers' 10 Favorite City Hotels in Canada for 2023.
- The **Victoria Hospitality Awards Program** relaunched after a three year hiatus. This beloved program began 30 years ago to celebrate the outstanding staff of local hospitality businesses who consistently go above and beyond to provide exceptional service to customers and guests.
- **Pacific Coastal Airlines** will begin direct service between Victoria International Airport and Kamloops Airport on October 17th.

Tourism Statistics	July		Variance	Year-to-Date		Variance
	2023	2022		2023	2022	
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%

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

July 2023

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	July 2023	July 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	80.03%	74.74%	63.54%	59.32%	
100 - 150	771	84.43%	86.60%	75.70%	75.31%	
50 - 99	851	85.51%	89.83%	75.24%	75.29%	
Less than 50	323	87.26%	92.96%	80.77%	85.22%	
Location						
Downtown/Inner Harbour	3,133	82.67%	80.64%	68.96%	66.16%	
Suburban	592	83.59%	83.09%	72.27%	72.61%	
Saanich Peninsula/Sidney	252	80.01%	91.57%	74.05%	77.29%	
Tier						
Upper	1,908	82.40%	77.08%	64.69%	60.76%	
Mid	1,371	80.80%	84.12%	72.69%	71.60%	
Lower	698	86.92%	89.62%	78.09%	80.28%	
Lodging Type						
Hotels	3,653	82.28%	81.04%	68.70%	66.37%	
Motels	324	86.77%	89.21%	81.82%	83.68%	
Total Rooms	3,977					
Average Occupancy		82.64%	81.69%	69.76%	67.78%	
ROOM RATE						
Lodging Type	Number of Rooms	July 2023	July 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	\$336.28	\$334.46	\$270.33	\$261.33	
100 - 150	771	\$269.21	\$264.27	\$202.61	\$192.76	
50 - 99	851	\$304.92	\$299.61	\$231.55	\$224.69	
Less than 50	323	\$278.85	\$261.33	\$198.12	\$188.88	
Location						
Downtown/Inner Harbour	3,133	\$320.49	\$312.18	\$247.37	\$235.87	
Suburban	592	\$278.01	\$293.50	\$218.82	\$220.65	
Saanich Peninsula/Sidney	252	\$272.16	\$256.30	\$208.98	\$203.35	
Tier						
Upper	1,908	\$371.71	\$366.71	\$298.40	\$290.12	
Mid	1,371	\$276.03	\$274.82	\$210.49	\$201.65	
Lower	698	\$218.13	\$216.54	\$162.15	\$156.26	
Lodging Type						
Hotels	3,653	\$320.22	\$313.31	\$249.58	\$239.99	
Motels	324	\$213.80	\$223.10	\$153.84	\$152.42	
Total Rooms	3,977					
Average Room Rate		\$311.14	\$305.39	\$240.48	\$231.21	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	July 2023	July 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	\$269.14	\$249.98	\$171.78	\$155.02	
100 - 150	771	\$227.29	\$228.85	\$153.38	\$145.17	
50 - 99	851	\$260.74	\$269.15	\$174.22	\$169.16	
Less than 50	323	\$243.32	\$242.93	\$160.02	\$160.97	
Location						
Downtown/Inner Harbour	3,133	\$264.96	\$251.73	\$170.58	\$156.05	
Suburban	592	\$232.40	\$243.87	\$158.14	\$160.21	
Saanich Peninsula/Sidney	252	\$217.75	\$234.70	\$154.74	\$157.17	
Tier						
Upper	1,908	\$306.29	\$282.67	\$193.04	\$176.27	
Mid	1,371	\$223.05	\$231.18	\$153.01	\$144.38	
Lower	698	\$189.59	\$194.07	\$126.62	\$125.45	
Lodging Type						
Hotels	3,653	\$263.47	\$253.89	\$171.46	\$159.28	
Motels	324	\$185.51	\$199.03	\$125.87	\$127.55	
Total Rooms	3,977					
Average REVPAR		\$257.14	\$249.48	\$167.77	\$156.71	

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

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