

VICTORIA TOURISM BULLETIN

June 2022

- Strong recovery continues in Greater Victoria’s commercial accommodation sector. All three key indicators – occupancy, ADR and RevPAR – are tracking well ahead of the same period in 2021, while ADR and RevPAR are higher than 2019 levels.
- Greater Victoria will be hosting the 55+ BC Games from September 13 to 17. This large multi-sport event will involve 2,800 athletes from throughout BC participating across 22 events, with support from more than 800 volunteers. Further information is available at <https://55plusbcgames.org/greatervictoria2022>
- Another very successful Northwest Deuce Days was held in Victoria from July 14 to 17. The event was sold-out with 1,284 registrations and delivered an estimate \$2.5 million in economic impact for the local economy.
- TripAdvisor’s 2022 Traveller’s Choice Awards recognized three Victoria hotels among the top 25 in Canada. The Magnolia Hotel & Spa, Oak Bay Beach Hotel and The Oswego Hotel all received the highest number of outstanding reviews from travellers over the last 12 months. Read more at www.tripadvisor.ca.

Tourism Statistics	June		Variance	Year-to-Date		Variance	June 2019
	2022	2021		2022	2021		
Average Occupancy	77.85%	38.22%	39.63%	65.35%	34.30%	31.05%	83.79%
Average Daily Room Rate	\$275.07	\$180.64	\$94.43	\$215.04	\$134.41	\$80.63	\$227.84
Revenue Per Available Room (RevPAR)	\$214.15	\$69.04	\$145.11	\$140.53	\$46.10	\$94.43	\$190.90
BC Ferries (Tsawwassen - Swartz Bay)							
Vehicles	199,203	121,106	64.49%	926,870	493,680	87.75%	194,580
Passengers	563,084	252,634	122.89%	2,422,395	942,607	156.99%	638,811
Buses	1,131	86	1,215.12%	3,171	214	1,381.78%	2,576
Victoria International Airport	151,895	26,332	476.85%	621,588	103,460	500.80%	171,848
Victoria Conference Centre (Delegate Days)	7,058	0	100%	23,885	1,700	1,305.00%	11,809
Victoria Cruise Ships							
Ships	56	0	100%	123	0	100%	53
Passengers	115,471	0	100%	226,507	0	100%	145,557
Crew	59,569	0	100%	126,170	0	100%	59,727

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

June 2022

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	June 2022	June 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	70.59%	28.39%	56.66%	25.25%	
100 - 150	771	84.55%	49.61%	73.27%	49.73%	
50 - 99	851	85.21%	46.24%	72.77%	36.53%	
Less than 50	311	89.50%	53.88%	83.87%	46.71%	
Location						
Downtown/Inner Harbour	3,156	76.64%	34.30%	63.67%	31.25%	
Suburban	590	79.82%	58.46%	70.62%	48.19%	
Saanich Peninsula/Sidney	252	88.50%	49.65%	74.86%	38.86%	
Tier						
Upper	1,933	72.43%	30.76%	57.93%	27.88%	
Mid	1,371	81.10%	42.15%	69.47%	35.68%	
Lower	694	86.61%	52.97%	78.53%	48.52%	
Lodging Type						
Hotels	3,678	76.99%	36.47%	63.81%	32.05%	
Motels	320	87.86%	62.31%	82.73%	60.23%	
Total Rooms	3,998					
Average Occupancy		77.85%	38.22%	65.35%	34.30%	
ROOM RATE						
Lodging Type	Number of Rooms	June 2022	June 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	\$305.95	\$201.79	\$244.68	\$145.92	
100 - 150	771	\$233.92	\$153.22	\$177.48	\$112.20	
50 - 99	851	\$262.97	\$185.06	\$208.70	\$149.80	
Less than 50	311	\$241.00	\$157.05	\$174.78	\$120.35	
Location						
Downtown/Inner Harbour	3,156	\$282.97	\$185.64	\$219.23	\$132.94	
Suburban	590	\$252.22	\$157.46	\$204.43	\$133.55	
Saanich Peninsula/Sidney	252	\$237.32	\$193.07	\$192.32	\$150.85	
Tier						
Upper	1,933	\$335.25	\$235.13	\$272.47	\$171.13	
Mid	1,371	\$243.23	\$162.51	\$186.58	\$123.76	
Lower	694	\$193.08	\$113.57	\$143.38	\$94.26	
Lodging Type						
Hotels	3,678	\$282.87	\$189.75	\$223.73	\$141.93	
Motels	320	\$195.95	\$107.12	\$139.29	\$88.27	
Total Rooms	3,998					
Average Room Rate		\$275.07	\$180.64	\$215.04	\$134.41	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	June 2022	June 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	\$215.96	\$57.29	\$138.64	\$36.84	
100 - 150	771	\$197.77	\$76.01	\$130.03	\$55.80	
50 - 99	851	\$224.08	\$85.58	\$151.87	\$54.72	
Less than 50	311	\$215.70	\$84.62	\$146.58	\$56.21	
Location						
Downtown/Inner Harbour	3,156	\$216.87	\$63.69	\$139.58	\$41.55	
Suburban	590	\$201.34	\$92.05	\$144.38	\$64.36	
Saanich Peninsula/Sidney	252	\$210.03	\$95.86	\$143.96	\$58.62	
Tier						
Upper	1,933	\$242.83	\$72.33	\$157.84	\$47.71	
Mid	1,371	\$197.25	\$68.49	\$129.62	\$44.16	
Lower	694	\$167.22	\$60.16	\$112.60	\$45.74	
Lodging Type						
Hotels	3,678	\$217.77	\$69.21	\$142.77	\$45.48	
Motels	320	\$172.16	\$66.74	\$115.23	\$53.16	
Total Rooms	3,998					
Average REVPAR		\$214.15	\$69.04	\$140.53	\$46.10	

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

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