

VICTORIA TOURISM BULLETIN

June 2023

- The Belleville Terminal Redevelopment Project has taken a significant step forward; the Province announced it has approved funding for the redevelopment project. Read more about the announcement [here](#) and the project [here](#).
- The Hotel Association of Canada launched the **New Workforce Growth Strategy**. The report identifies major shifts in Canada’s workforce since COVID; why the hotel sector was disproportionately impacted and what challenges lie ahead. To read the report click [here](#).
- Uber officially launched its ride-hailing app in Greater Victoria, including at Victoria International Airport (YYJ) and the Swartz Bay ferry terminal. Click [here](#) to read the news article.
- Porter Airlines **announced** the airline will provide service daily between Toronto (YYZ) and Victoria (YYJ) starting September 20th.
- **Destinations International** announced that Destination Greater Victoria was the winner of the Destination Organization Award for Global Impact. For more information, read the [Business Examiner](#) article.

Tourism Statistics	June		Variance	Year-to-Date		Variance
	2023	2022		2023	2022	
Average Occupancy	80.67%	77.85%	2.82%	67.55%	65.35%	2.20%
Average Daily Room Rate	\$289.75	\$275.07	\$14.68	\$225.61	\$215.04	\$10.57
Revenue Per Available Room (RevPAR)	\$233.74	\$214.15	\$19.59	\$152.40	\$140.53	\$11.87
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	199,986	199,203	0.39%	973,198	926,870	5.00%
Passengers	605,588	563,084	7.55%	2,775,767	2,422,395	14.59%
Buses	1,462	1,131	29.27%	4,492	3,171	41.66%
Victoria International Airport	162,758	151,895	7.15%	776,218	621,588	24.88%
Victoria Conference Centre (Delegate Days)	5,867	7,058	(16.87%)	39,896	23,885	67.03%
Victoria Cruise Ships						
Ships	60	56	7.14%	126	123	2.44%
Passengers	190,256	115,471	64.77%	362,841	226,507	60.19%
Crew	74,231	59,569	24.61%	150,512	126,170	19.29%

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 2023

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	June 2023	June 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	76.96%	70.59%	60.73%	56.66%	
100 - 150	771	84.07%	84.55%	74.20%	73.27%	
50 - 99	850	83.84%	85.21%	73.45%	72.77%	
Less than 50	321	87.60%	89.50%	79.64%	83.87%	
Location						
Downtown/Inner Harbour	3,131	80.61%	76.64%	66.61%	63.67%	
Suburban	592	82.08%	79.82%	70.29%	70.62%	
Saanich Peninsula/Sidney	251	78.13%	88.50%	73.02%	74.86%	
Tier						
Upper	1,908	78.58%	72.43%	61.66%	57.93%	
Mid	1,370	81.13%	81.10%	71.30%	69.47%	
Lower	696	85.47%	86.61%	76.54%	78.53%	
Lodging Type						
Hotels	3,652	80.23%	76.99%	66.37%	63.81%	
Motels	322	85.58%	87.86%	80.97%	82.73%	
Total Rooms	3,974					
Average Occupancy		80.67%	77.85%	67.55%	65.35%	
ROOM RATE						
Lodging Type	Number of Rooms	June 2023	June 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	\$322.62	\$305.95	\$255.48	\$244.68	
100 - 150	771	\$241.43	\$233.92	\$189.64	\$177.48	
50 - 99	850	\$275.57	\$262.97	\$216.63	\$208.70	
Less than 50	321	\$254.31	\$241.00	\$182.80	\$174.78	
Location						
Downtown/Inner Harbour	3,131	\$299.36	\$282.97	\$231.82	\$219.23	
Suburban	592	\$255.67	\$252.22	\$206.46	\$204.43	
Saanich Peninsula/Sidney	251	\$250.53	\$237.32	\$197.03	\$192.32	
Tier						
Upper	1,908	\$354.08	\$335.25	\$281.64	\$272.47	
Mid	1,370	\$252.15	\$243.23	\$197.75	\$186.58	
Lower	696	\$198.13	\$193.08	\$151.00	\$143.38	
Lodging Type						
Hotels	3,652	\$299.15	\$282.87	\$234.52	\$223.73	
Motels	322	\$190.23	\$195.95	\$142.75	\$139.29	
Total Rooms	3,974					
Average Room Rate		\$289.75	\$275.07	\$225.61	\$215.04	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	June 2023	June 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	\$248.28	\$215.96	\$155.14	\$138.64	
100 - 150	771	\$202.97	\$197.77	\$140.72	\$130.03	
50 - 99	850	\$231.03	\$224.08	\$159.10	\$151.87	
Less than 50	321	\$222.78	\$215.70	\$145.58	\$146.58	
Location						
Downtown/Inner Harbour	3,131	\$241.30	\$216.87	\$154.42	\$139.58	
Suburban	592	\$209.86	\$201.34	\$145.11	\$144.38	
Saanich Peninsula/Sidney	251	\$195.74	\$210.03	\$143.87	\$143.96	
Tier						
Upper	1,908	\$278.23	\$242.83	\$173.67	\$157.84	
Mid	1,370	\$204.57	\$197.25	\$141.00	\$129.62	
Lower	696	\$169.35	\$167.22	\$115.57	\$112.60	
Lodging Type						
Hotels	3,652	\$240.02	\$217.77	\$155.64	\$142.77	
Motels	322	\$162.79	\$172.16	\$115.58	\$115.23	
Total Rooms	3,974					
Average REVPAR		\$233.74	\$214.15	\$152.40	\$140.53	

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

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