

# VICTORIA TOURISM BULLETIN

March 2022

- Business on the books continues to grow steadily, outpacing 2021 considerably and moving towards 2019 levels. Recovery seems to be building more quickly than many in the industry anticipated, although it is still uneven across sectors.
- Victoria will host the 52nd Annual Travel and Tourism Research Association International Conference from June 13 to 16, 2022. The theme for the conference is “Regenerative Tourism: Building Resilience”. For further information and registration, see <https://ttra.com/conference>.
- FRS Clipper will resume daily sailings between downtown Victoria and downtown Seattle starting on April 15.
- Cruise ships are returning to BC in April following new federal Covid-19 guidelines. Click [here](#) to read article.
- The BC Hospitality Foundation is excited to announce its Victoria Golf Tournament will take place Tuesday, August 23rd at Olympic View Golf Club! If you would like to register for this event click [here](#).

Tourism Statistics	March		Variance	Year-to-Date		Variance
	2022	2021		2022	2021	
Average Occupancy	68.67%	43.97%	24.70%	54.53%	36.46%	18.07%
Average Daily Room Rate	\$185.34	\$129.07	\$56.27	\$170.22	\$122.04	\$48.18
Revenue Per Available Room (RevPAR)	\$ 127.27	\$56.75	\$70.52	\$92.82	\$44.50	\$48.32
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	155,156	94,829	63.62%	363,843	221,759	64.07%
Passengers	407,271	190,568	113.71%	892,991	424,198	110.51%
Buses	341	17	1,905.88%	740	56	1,221.43%
Victoria International Airport	94,642	16,900	460.01%	212,827	48,684	337.16%
Victoria Conference Centre (Delegate Days)	1,157	0	100.00%	1,157	0	100.00%

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.

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# VICTORIA LODGING RESULTS

## March 2022

<b>OCCUPANCY RATE %</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2022</b>	<b>Mar 2021</b>	<b>YTD 2022</b>	<b>YTD 2021</b>
<b>Number of Rooms</b>					
Greater than 150	2,066	60.34%	35.67%	43.82%	26.77%
100 - 150	671	77.05%	57.93%	65.35%	51.58%
50 - 99	850	74.48%	43.86%	62.35%	38.82%
Less than 50	302	91.06%	52.62%	78.32%	48.39%
<b>Location</b>					
Downtown/Inner Harbour	3,155	67.44%	41.53%	52.19%	33.17%
Suburban	483	74.43%	55.15%	63.90%	50.55%
Saanich Peninsula/Sidney	251	72.95%	44.21%	62.65%	41.00%
<b>Tier</b>					
Upper	1,931	59.08%	39.97%	44.80%	30.10%
Mid	1,371	75.24%	42.32%	59.91%	35.80%
Lower	587	85.08%	55.84%	71.37%	53.19%
<b>Lodging Type</b>					
Hotels	3,576	66.92%	41.61%	52.40%	33.75%
Motels	313	88.44%	68.41%	78.60%	66.16%
<b>Total Rooms</b>	<b>3,889</b>				
<b>Average Occupancy</b>		68.67%	43.97%	54.53%	36.46%
<b>ROOM RATE</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2022</b>	<b>Mar 2021</b>	<b>YTD 2022</b>	<b>YTD 2021</b>
<b>Number of Rooms</b>					
Greater than 150	2,066	\$209.22	\$143.59	\$194.73	\$133.42
100 - 150	671	\$148.50	\$102.19	\$137.76	\$101.07
50 - 99	850	\$184.79	\$145.37	\$173.46	\$137.66
Less than 50	302	\$146.41	\$114.48	\$136.99	\$107.22
<b>Location</b>					
Downtown/Inner Harbour	3,155	\$186.55	\$125.46	\$171.37	\$119.43
Suburban	483	\$182.47	\$132.24	\$165.20	\$124.41
Saanich Peninsula/Sidney	251	\$177.02	\$157.29	\$169.72	\$139.45
<b>Tier</b>					
Upper	1,931	\$235.36	\$168.32	\$222.38	\$156.99
Mid	1,371	\$161.05	\$115.75	\$148.84	\$112.72
Lower	587	\$120.39	\$88.80	\$113.15	\$86.95
<b>Lodging Type</b>					
Hotels	3,576	\$193.60	\$136.55	\$178.52	\$129.24
Motels	313	\$114.82	\$81.85	\$107.57	\$81.85
<b>Total Rooms</b>	<b>3,889</b>				
<b>Average Room Rate</b>		\$185.34	\$129.07	\$170.22	\$122.04
<b>REVENUE PER AVAILABLE ROOM (REVPAR)</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2022</b>	<b>Mar 2021</b>	<b>YTD 2022</b>	<b>YTD 2021</b>
<b>Number of Rooms</b>					
Greater than 150	2,066	\$126.24	\$51.22	\$85.33	\$35.71
100 - 150	671	\$114.42	\$59.21	\$90.02	\$52.13
50 - 99	850	\$137.63	\$63.77	\$108.16	\$53.44
Less than 50	302	\$133.33	\$60.24	\$107.30	\$51.89
<b>Location</b>					
Downtown/Inner Harbour	3,155	\$125.80	\$52.10	\$89.44	\$39.61
Suburban	483	\$135.82	\$72.93	\$105.57	\$62.89
Saanich Peninsula/Sidney	251	\$129.13	\$69.53	\$106.34	\$57.17
<b>Tier</b>					
Upper	1,931	\$139.06	\$67.27	\$99.63	\$47.25
Mid	1,371	\$121.18	\$48.98	\$89.17	\$40.36
Lower	587	\$102.43	\$49.58	\$80.76	\$46.25
<b>Lodging Type</b>					
Hotels	3,576	\$129.55	\$56.82	\$93.55	\$43.61
Motels	313	\$101.55	\$55.99	\$84.55	\$54.15
<b>Total Rooms</b>	<b>3,889</b>				
<b>Average REVPAR</b>		\$127.27	\$56.75	\$92.82	\$44.50

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

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