

VICTORIA TOURISM BULLETIN

March 2023

- WestJet CEO optimistic about growth in the Victoria market. A total of 1.2 million WestJet passengers are forecast to pass through YYJ this year, an increase of 33 per cent from last year. Read article [here](#).
- Destination BC recently released three market profiles covering US, Domestic, and International markets. These publications summarize the size of the market, volume and expenditures in BC, traveller and trip characteristics, market insights, and top trends. Click [here](#) to read the reports.
- **Destination Greater Victoria** and its members celebrated receiving the Responsible Tourism Institute’s prestigious Biosphere Certification, making Greater Victoria the first urban destination in Canada or the United States to join an elite group of tourism destinations worldwide recognized for their commitment to principles of environmental sustainability, cultural diversity, equity and social responsibility.
- The Fairmont Empress hotel won a place amongst the **2023 Top 25 Historic Hotels Worldwide Afternoon Tea Experiences**.
- Vancouver Island makes CNN Travel’s List as one of the world’s top 25 most beautiful places! Read more [here](#).

Tourism Statistics	March		Variance	Year-to-Date		Variance
	2023	2022		2023	2022	
Average Occupancy	70.86%	68.67%	2.19%	59.68%	54.53%	5.15%
Average Daily Room Rate	\$197.38	\$185.34	\$12.04	\$184.44	\$170.22	\$14.22
Revenue Per Available Room (RevPAR)	\$139.86	\$127.27	\$12.59	\$110.07	\$92.82	\$17.25
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	160,913	155,156	3.71%	405,438	363,843	11.43%
Passengers	458,759	407,271	12.64%	1,108,198	892,991	24.10%
Buses	492	341	44.38%	1,252	740	69.19%
Victoria International Airport	122,135	94,642	29.05%	329,875	212,827	55.00%
Victoria Conference Centre (Delegate Days)	5,248	1,157	353.59%	9,811	1,157	747.97%

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.

REFRESHING YOUR HR PROCESSES?

Chemistry can help. Contact us today!

 Human Resources Consulting	 Professional Recruitment
 Leadership Development	 Compensation Reviews

Providing HR Support to the Tourism Sector for Over 20 Years

VICTORIA LODGING RESULTS

March 2023

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2023	Mar 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,038	64.13%	60.34%	51.64%	43.82%
100 - 150	771	77.93%	77.05%	67.89%	65.35%
50 - 99	848	75.17%	74.48%	66.70%	62.35%
Less than 50	319	85.35%	91.06%	72.91%	78.32%
Location					
Downtown/Inner Harbour	3,137	70.18%	67.44%	58.25%	52.19%
Suburban	590	72.73%	74.43%	63.52%	63.90%
Saanich Peninsula/Sidney	249	74.95%	72.95%	68.70%	62.65%
Tier					
Upper	1,914	64.84%	59.08%	52.40%	44.80%
Mid	1,368	74.57%	75.24%	64.50%	59.91%
Lower	694	80.17%	85.08%	70.35%	71.37%
Lodging Type					
Hotels	3,656	69.35%	66.92%	58.12%	52.40%
Motels	320	88.05%	88.44%	77.61%	78.60%
Total Rooms	3,976				
Average Occupancy		70.86%	68.67%	59.68%	54.53%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2023	Mar 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,038	\$224.85	\$209.22	\$210.04	\$194.73
100 - 150	771	\$167.57	\$148.50	\$157.14	\$137.76
50 - 99	848	\$191.65	\$184.79	\$178.74	\$173.46
Less than 50	319	\$144.71	\$146.41	\$143.12	\$136.99
Location					
Downtown/Inner Harbour	3,137	\$202.99	\$186.55	\$188.90	\$171.37
Suburban	590	\$178.02	\$182.47	\$168.19	\$165.20
Saanich Peninsula/Sidney	249	\$175.77	\$177.02	\$172.23	\$169.72
Tier					
Upper	1,914	\$243.79	\$235.36	\$232.16	\$222.38
Mid	1,368	\$177.27	\$161.05	\$164.41	\$148.84
Lower	694	\$130.39	\$120.39	\$122.06	\$113.15
Lodging Type					
Hotels	3,656	\$205.72	\$193.60	\$192.32	\$178.52
Motels	320	\$122.42	\$114.82	\$116.71	\$107.57
Total Rooms	3,976				
Average Room Rate		\$197.38	\$185.34	\$184.44	\$170.22
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2023	Mar 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,038	\$144.18	\$126.24	\$108.46	\$85.33
100 - 150	771	\$130.58	\$114.42	\$106.68	\$90.02
50 - 99	848	\$144.06	\$137.63	\$119.21	\$108.16
Less than 50	319	\$123.51	\$133.33	\$104.35	\$107.30
Location					
Downtown/Inner Harbour	3,137	\$142.46	\$125.80	\$110.03	\$89.44
Suburban	590	\$129.47	\$135.82	\$106.83	\$105.57
Saanich Peninsula/Sidney	249	\$131.73	\$129.13	\$118.33	\$106.34
Tier					
Upper	1,914	\$158.07	\$139.06	\$121.65	\$99.63
Mid	1,368	\$132.20	\$121.18	\$106.04	\$89.17
Lower	694	\$104.54	\$102.43	\$85.87	\$80.76
Lodging Type					
Hotels	3,656	\$142.67	\$129.55	\$111.77	\$93.55
Motels	320	\$107.79	\$101.55	\$90.58	\$84.55
Total Rooms	3,976				
Average REVPAR		\$139.86	\$127.27	\$110.07	\$92.82

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

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group.