

VICTORIA TOURISM BULLETIN

March 2024



- Starting March 1, 2024, The Parkside Hotel & Spa and Huntingdon Manor are directing a portion of their Climate Contribution Fee - aimed to support sustainable initiatives - to the Indigenous Tourism Association of Canada (ITAC). Read full article [here](#).
- The contract for the construction of Phase I of the Steamship Temporary Terminal has been awarded and early work on the terminal began immediately, with estimated completion in fall 2024. The project is expected to be completed in time for the 2028 tourism season. Read full news release [here](#).
- A new survey conducted by the Tourism AI Network paints a picture of a cautiously optimistic British Columbia tourism industry on the cusp of significant AI-driven transformation. While the vast majority of respondents (77%) foresee AI impacting business models and job roles within the next year, barriers to adoption such as lack of expertise and cost concerns remain prevalent. Read more about the survey [here](#).
- [Episode #21 in TIABC's Voice of Tourism Podcast Series](#) - meet Ingrid Jarrett, President and CEO of the BC Hotel Association as she discusses her career path, the interconnectedness of BC's tourism industry, and the state of BC's hotel sector with TIABC's Voice of Tourism host Walt Judas.

See pages 3 and 4 for updated January and February Tourism Statistics showing the BC Ferry Stats.

| Tourism Statistics | March | | Variance | Year-to-Date | | Variance |
|--|----------|----------|----------|--------------|-----------|----------|
| | 2024 | 2023 | | 2024 | 2023 | |
| Average Occupancy | 74.85% | 70.86% | 3.99% | 60.61% | 59.68% | 0.93% |
| Average Daily Room Rate | \$202.56 | \$197.38 | \$5.18 | \$190.46 | \$184.44 | \$6.02 |
| Revenue Per Available Room (RevPAR) | \$151.61 | \$139.86 | \$11.75 | \$115.44 | \$110.07 | \$5.37 |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 164,768 | 160,913 | 2.40% | 409,486 | 405,438 | 1.00% |
| Passengers | 490,628 | 458,759 | 6.95% | 1,165,989 | 1,108,198 | 5.21% |
| Buses | 459 | 492 | (6.71%) | 1,213 | 1,252 | (3.12%) |
| Victoria International Airport | 141,183 | 122,135 | 15.60% | 377,102 | 329,875 | 14.32% |
| Victoria Conference Centre (Delegate Days) | 18,586 | 5,248 | 254.15 % | 26,489 | 9,811 | 169.99% |

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

March 2024

| OCCUPANCY RATE % | | | | | |
|--|------------------------|-----------------|-----------------|-----------------|-----------------|
| Lodging Type | Number of Rooms | Mar 2024 | Mar 2023 | YTD 2024 | YTD 2023 |
| Number of Rooms | | | | | |
| Greater than 150 | 2,030 | 73.32% | 64.13% | 56.04% | 51.64% |
| 100 - 150 | 757 | 70.92% | 77.93% | 61.86% | 67.89% |
| 50 - 99 | 825 | 79.44% | 75.17% | 67.61% | 66.70% |
| Less than 50 | 323 | 81.92% | 85.35% | 68.75% | 72.91% |
| Location | | | | | |
| Downtown/Inner Harbour | 3,095 | 75.68% | 70.18% | 59.65% | 58.25% |
| Suburban | 591 | 69.87% | 72.73% | 61.99% | 63.52% |
| Saanich Peninsula/Sidney | 249 | 76.31% | 74.95% | 69.28% | 68.70% |
| Tier | | | | | |
| Upper | 1,908 | 74.76% | 64.84% | 57.67% | 52.40% |
| Mid | 1,354 | 73.39% | 74.57% | 61.55% | 64.50% |
| Lower | 673 | 78.03% | 80.17% | 67.13% | 70.35% |
| Lodging Type | | | | | |
| Hotels | 3,613 | 74.90% | 69.35% | 60.04% | 58.12% |
| Motels | 322 | 74.26% | 88.05% | 67.10% | 77.61% |
| Total Rooms | 3,935 | | | | |
| Average Occupancy | | 74.85% | 70.86% | 60.61% | 59.68% |
| ROOM RATE | | | | | |
| Lodging Type | Number of Rooms | Mar 2024 | Mar 2023 | YTD 2024 | YTD 2023 |
| Number of Rooms | | | | | |
| Greater than 150 | 2,030 | \$230.34 | \$224.85 | \$216.83 | \$210.04 |
| 100 - 150 | 757 | \$176.90 | \$167.57 | \$166.09 | \$157.14 |
| 50 - 99 | 825 | \$178.43 | \$191.65 | \$171.14 | \$178.74 |
| Less than 50 | 323 | \$157.84 | \$144.71 | \$153.50 | \$143.12 |
| Location | | | | | |
| Downtown/Inner Harbour | 3,095 | \$209.74 | \$202.99 | \$197.43 | \$188.90 |
| Suburban | 591 | \$171.00 | \$178.02 | \$166.65 | \$168.19 |
| Saanich Peninsula/Sidney | 249 | \$182.47 | \$175.77 | \$166.54 | \$172.23 |
| Tier | | | | | |
| Upper | 1,908 | \$245.70 | \$243.79 | \$233.73 | \$232.16 |
| Mid | 1,354 | \$175.84 | \$177.27 | \$167.15 | \$164.41 |
| Lower | 673 | \$135.73 | \$130.39 | \$127.36 | \$122.06 |
| Lodging Type | | | | | |
| Hotels | 3,613 | \$208.98 | \$205.72 | \$197.31 | \$192.32 |
| Motels | 322 | \$129.43 | \$122.42 | \$120.85 | \$116.71 |
| Total Rooms | 3,935 | | | | |
| Average Room Rate | | \$202.56 | \$197.38 | \$190.46 | \$184.44 |
| REVENUE PER AVAILABLE ROOM (REVPAR) | | | | | |
| Lodging Type | Number of Rooms | Mar 2024 | Mar 2023 | YTD 2024 | YTD 2023 |
| Number of Rooms | | | | | |
| Greater than 150 | 2,030 | \$168.89 | \$144.18 | \$121.52 | \$108.46 |
| 100 - 150 | 757 | \$125.46 | \$130.58 | \$102.74 | \$106.68 |
| 50 - 99 | 825 | \$141.75 | \$144.06 | \$115.71 | \$119.21 |
| Less than 50 | 323 | \$129.30 | \$123.51 | \$105.53 | \$104.35 |
| Location | | | | | |
| Downtown/Inner Harbour | 3,095 | \$158.73 | \$142.46 | \$117.77 | \$110.03 |
| Suburban | 591 | \$119.48 | \$129.47 | \$103.31 | \$106.83 |
| Saanich Peninsula/Sidney | 249 | \$139.24 | \$131.73 | \$115.38 | \$118.33 |
| Tier | | | | | |
| Upper | 1,908 | \$183.69 | \$158.07 | \$134.79 | \$121.65 |
| Mid | 1,354 | \$129.04 | \$132.20 | \$102.88 | \$106.04 |
| Lower | 673 | \$105.91 | \$104.54 | \$85.49 | \$85.87 |
| Lodging Type | | | | | |
| Hotels | 3,613 | \$156.52 | \$142.67 | \$118.46 | \$111.77 |
| Motels | 322 | \$96.12 | \$107.79 | \$81.09 | \$90.58 |
| Total Rooms | 3,935 | | | | |
| Average REVPAR | | \$151.61 | \$139.86 | \$115.44 | \$110.07 |

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

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VICTORIA TOURISM BULLETIN

January 2024



BC Ferries has recently changed their internal processes and will be issuing their stats on a quarterly basis moving forward. (Jan, Apr, July, Oct). We have revised the Tourism Statistics for January 2024 which now includes the BC Ferry stats, please see below.

| Tourism Statistics | January | | Variance | Year-to-Date | | Variance |
|--|----------|----------|----------|--------------|----------|----------|
| | 2024 | 2023 | | 2024 | 2023 | |
| Average Occupancy | 44.27% | 47.38% | (3.11%) | 44.27% | 47.38% | (3.11%) |
| Average Daily Room Rate | \$176.39 | \$169.86 | \$6.53 | \$176.39 | \$169.86 | \$6.53 |
| Revenue Per Available Room (RevPAR) | \$78.10 | \$80.48 | (\$2.38) | \$78.10 | \$80.48 | (\$2.38) |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 116,397 | 123,043 | (5.40%) | 116,397 | 123,043 | (5.40%) |
| Passengers | 314,487 | 318,700 | (1.32%) | 314,487 | 318,700 | (1.32%) |
| Buses | 375 | 398 | (5.78%) | 375 | 398 | (5.78%) |
| Victoria International Airport | 117,737 | 107,694 | 9.33% | 117,737 | 107,694 | 9.33% |
| Victoria Conference Centre (Delegate Days) | 4,040 | 1,310 | 208.40% | 4,040 | 1,310 | 208.40% |

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VICTORIA TOURISM BULLETIN

February 2024



BC Ferries has recently changed their internal processes and will be issuing their stats on a quarterly basis moving forward. (Jan, Apr, July, Oct). We have revised the Tourism Statistics for February 2024 which now includes the BC Ferry stats, please see below.

| Tourism Statistics | February | | | Year-to-Date | | |
|--|----------|----------|----------|--------------|----------|----------|
| | 2024 | 2023 | Variance | 2024 | 2023 | Variance |
| Average Occupancy | 62.74% | 60.85% | 1.89% | 53.20% | 53.79% | (.59%) |
| Average Daily Room Rate | \$185.53 | \$180.24 | \$5.29 | \$181.60 | \$175.45 | \$6.15 |
| Revenue Per Available Room (RevPAR) | \$116.40 | \$109.67 | \$6.73 | \$96.61 | \$94.37 | \$2.24 |
| BC Ferries (Tsawwassen - Swartz Bay) | | | | | | |
| Vehicles | 128,321 | 121,482 | 5.63% | 244,718 | 244,525 | 0.08% |
| Passengers | 360,874 | 330,739 | 9.11% | 675,361 | 649,439 | 3.99% |
| Buses | 379 | 362 | 4.70% | 754 | 760 | (0.79%) |
| Victoria International Airport | 118,182 | 100,046 | 18.13% | 235,919 | 207,740 | 13.56% |
| Victoria Conference Centre (Delegate Days) | 3,863 | 3,253 | 18.75% | 7,903 | 4,563 | 73.20% |

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