

VICTORIA TOURISM BULLETIN

April 2024



- The Greater Victoria Harbour Authority (GVHA) welcomed the first cruise ship of the season, the Norwegian Bliss, which arrived in Victoria on April 3. The GVHA anticipates 315 ship calls and 910,000 visitors this cruise season. Click [here](#) to read more.
- Restrictions on short-term vacation rentals will not hurt visitor economy. In short, there's plenty of room at the inn. The accommodation sector can manage the volume of visitors coming to the region without short-term rentals. Click [here](#) to read the news article.
- Destination Canada's [Quarterly Tourism Snapshot](#) monitors the state of Canada's tourism sector and the recently published Q4 2023 report revealed total annual tourism revenue in 2023, reached 113% of 2019 tourism earnings.
- Congratulations to Delta Hotels by Marriott and the Victoria Ocean Pointe Resort for obtaining their Biosphere Certification.
- Cedarwood Inn & Suites closed its doors this month, after 49 years of operation.

Tourism Statistics	April		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	76.50%	71.90%	4.60%	64.53%	62.70%	1.83%
Average Daily Room Rate	\$213.06	\$220.25	(\$7.19)	\$197.07	\$194.59	\$2.48
Revenue Per Available Room (RevPAR)	\$162.98	\$158.35	\$4.63	\$127.18	\$122.01	\$5.17
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	167,764	175,389	(4.35%)	577,250	580,827	(0.62%)
Passengers	462,677	493,878	(6.32%)	1,628,666	1,602,076	1.66%
Buses	633	581	8.95%	1,846	1,833	0.71%
Victoria International Airport	136,748	132,685	3.06%	513,850	462,560	11.09%
Victoria Conference Centre (Delegate Days)	5,045	14,365	(64.88%)	31,534	24,176	30.44%
Victoria Cruise Ships						
Ships	13	11	18.18%	13	11	18.18%
Passengers	32,296	30,898	4.52%	32,296	30,898	4.52%
Crew	14,001	15,028	(6.83%)	14,001	15,028	(6.83%)

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

April 2024

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Apr 2024	Apr 2023	YTD 2024	YTD 2023	
Number of Rooms						
Greater than 150	2,031	75.45%	65.73%	60.86%	55.16%	
100 - 150	758	73.11%	77.50%	64.69%	70.29%	
50 - 99	828	78.98%	77.18%	70.43%	69.16%	
Less than 50	277	86.08%	84.70%	72.63%	75.92%	
Location						
Downtown/Inner Harbour	3,098	77.56%	71.46%	64.11%	61.56%	
Suburban	590	69.96%	73.87%	63.97%	65.88%	
Saanich Peninsula/Sidney	206	79.16%	73.31%	71.41%	69.86%	
Tier						
Upper	1,909	77.99%	65.90%	62.71%	55.78%	
Mid	1,357	74.43%	76.52%	64.77%	67.51%	
Lower	628	76.41%	80.12%	69.32%	72.63%	
Lodging Type						
Hotels	3,618	76.83%	70.89%	64.22%	61.27%	
Motels	276	72.12%	83.03%	68.22%	78.99%	
Total Rooms	3,894					
Average Occupancy		76.50%	71.90%	64.53%	62.70%	
ROOM RATE						
Lodging Type	Number of Rooms	Apr 2024	Apr 2023	YTD 2024	YTD 2023	
Number of Rooms						
Greater than 150	2,031	\$235.72	\$248.59	\$222.64	\$221.52	
100 - 150	758	\$177.93	\$184.99	\$169.46	\$164.82	
50 - 99	828	\$201.82	\$212.97	\$179.67	\$187.72	
Less than 50	277	\$179.71	\$174.52	\$160.44	\$152.08	
Location						
Downtown/Inner Harbour	3,098	\$216.68	\$225.31	\$203.23	\$199.49	
Suburban	590	\$193.15	\$205.34	\$173.84	\$177.68	
Saanich Peninsula/Sidney	206	\$210.07	\$189.49	\$176.95	\$176.79	
Tier						
Upper	1,909	\$256.43	\$275.66	\$240.74	\$245.02	
Mid	1,357	\$183.10	\$189.51	\$171.73	\$171.53	
Lower	628	\$141.56	\$145.06	\$131.06	\$127.97	
Lodging Type						
Hotels	3,618	\$219.24	\$229.22	\$203.84	\$202.86	
Motels	276	\$126.74	\$135.75	\$122.24	\$121.79	
Total Rooms	3,894					
Average Room Rate		\$213.06	\$220.25	\$197.07	\$194.59	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Apr 2024	Apr 2023	YTD 2024	YTD 2023	
Number of Rooms						
Greater than 150	2,031	\$177.85	\$163.41	\$135.49	\$122.20	
100 - 150	758	\$130.07	\$143.37	\$109.63	\$115.85	
50 - 99	828	\$159.40	\$164.37	\$126.54	\$129.83	
Less than 50	277	\$154.70	\$147.81	\$116.52	\$115.46	
Location						
Downtown/Inner Harbour	3,098	\$168.06	\$161.00	\$130.29	\$122.80	
Suburban	590	\$135.13	\$151.69	\$111.20	\$117.05	
Saanich Peninsula/Sidney	206	\$166.30	\$138.91	\$126.37	\$123.51	
Tier						
Upper	1,909	\$200.00	\$181.67	\$150.97	\$136.67	
Mid	1,357	\$136.28	\$145.01	\$111.24	\$115.80	
Lower	628	\$108.17	\$116.22	\$90.85	\$92.94	
Lodging Type						
Hotels	3,618	\$168.44	\$162.49	\$130.90	\$124.29	
Motels	276	\$91.41	\$112.71	\$83.39	\$96.20	
Total Rooms	3,894					
Average REVPAR		\$162.98	\$158.35	\$127.18	\$122.01	

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

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