

VICTORIA TOURISM BULLETIN

June 2024



- Deloitte has released the **Canadian Summer Travel Outlook**. The outlook is based on an online survey of over 1,000 Canadians who had plans to travel between May 24th and September 30th. Asked where they plan to spend their “big trip”, an impressive 81% of respondents said within Canada.
- A recent study conducted by a Canadian company suggests that Victoria is the second most walkable city in the country. Learn more [here](#).
- Starting September 28th the Hawaii Martin Mars bomber plane will be installed in its new home at the BC Aviation Museum. Donated by Coulson Aviation, this red and white beauty will be escorted by the Canadian Forces Snowbirds, as they salute the brave firefighters, in the air and on the ground, that work to protect our country from wildfires.
- Save the dates! The 8th Annual IMPACT Sustainable Tourism & Travel Summit will be held again in Victoria. Day of Impact: January 26, 2025 and dates of conference: January 27 - 29, 2025.

See pages 3 and 4 for updated April and May Tourism Statistics showing the BC Ferry Stats.

Tourism Statistics	June			Year-to-Date		
	2024	2023	Variance	2024	2023	Variance
Average Occupancy	88.97%	80.67%	8.30%	71.64%	67.55%	4.09%
Average Daily Room Rate	\$323.16	\$289.75	\$33.41	\$237.23	\$225.61	\$11.62
Revenue Per Available Room (RevPAR)	\$287.51	\$233.74	\$53.77	\$169.94	\$152.40	\$17.54
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	207,301	199,986	3.66%	981,668	973,198	0.87%
Passengers	635,959	605,588	5.02%	2,848,271	2,775,767	2.61%
Buses	1,558	1,462	6.57%	4,676	4,492	4.10%
Victoria International Airport	173,965	162,758	6.89%	850,859	776,218	9.62%
Victoria Conference Centre (Delegate Days)	14,041	5,867	139.32%	53,749	39,896	34.72%
Victoria Cruise Ships						
Ships	57	60	(5.00%)	122	126	(3.17%)
Passengers	184,413	190,256	(3.07%)	369,072	362,841	1.72%
Crew	67,041	74,231	(9.69%)	140,330	150,512	(6.76%)

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VICTORIA LODGING RESULTS

June 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2024	June 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	87.09%	76.96%	68.59%	60.73%
100 - 150	704	90.03%	84.07%	71.57%	74.20%
50 - 99	891	91.21%	83.84%	76.62%	73.45%
Less than 50	279	93.17%	87.60%	78.71%	79.64%
Location					
Downtown/Inner Harbour	3,054	88.82%	80.61%	71.42%	66.61%
Suburban	643	89.05%	82.08%	70.84%	70.29%
Saanich Peninsula/Sidney	207	90.86%	78.13%	76.67%	73.02%
Tier					
Upper	1,909	88.87%	78.58%	70.50%	61.66%
Mid	1,304	87.29%	81.13%	71.03%	71.30%
Lower	691	92.67%	85.47%	76.23%	76.54%
Lodging Type					
Hotels	3,575	88.88%	80.23%	71.41%	66.37%
Motels	329	90.16%	85.58%	74.39%	80.97%
Total Rooms	3,904				
Average Occupancy		88.97%	80.67%	71.64%	67.55%
ROOM RATE					
Lodging Type	Number of Rooms	June 2024	June 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$359.39	\$322.62	\$266.78	\$255.48
100 - 150	704	\$270.88	\$241.43	\$200.86	\$189.64
50 - 99	891	\$296.72	\$275.57	\$217.95	\$216.63
Less than 50	279	\$283.19	\$254.31	\$196.15	\$182.80
Location					
Downtown/Inner Harbour	3,054	\$334.22	\$299.36	\$244.91	\$231.82
Suburban	643	\$281.55	\$255.67	\$209.49	\$206.46
Saanich Peninsula/Sidney	207	\$279.81	\$250.53	\$206.18	\$197.03
Tier					
Upper	1,909	\$392.47	\$354.08	\$290.04	\$281.64
Mid	1,304	\$273.19	\$252.15	\$203.28	\$197.75
Lower	691	\$221.58	\$198.13	\$158.99	\$151.00
Lodging Type					
Hotels	3,575	\$331.39	\$299.15	\$244.52	\$234.52
Motels	329	\$218.62	\$190.23	\$150.81	\$142.75
Total Rooms	3,904				
Average Room Rate		\$323.16	\$289.75	\$237.23	\$225.61
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2024	June 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$313.00	\$248.28	\$183.00	\$155.14
100 - 150	704	\$243.87	\$202.97	\$143.76	\$140.72
50 - 99	891	\$270.63	\$231.03	\$167.00	\$159.10
Less than 50	279	\$263.85	\$222.78	\$154.39	\$145.58
Location					
Downtown/Inner Harbour	3,054	\$296.87	\$241.30	\$174.90	\$154.42
Suburban	643	\$250.72	\$209.86	\$148.40	\$145.11
Saanich Peninsula/Sidney	207	\$254.24	\$195.74	\$158.08	\$143.87
Tier					
Upper	1,909	\$348.80	\$278.23	\$204.49	\$173.67
Mid	1,304	\$238.48	\$204.57	\$144.39	\$141.00
Lower	691	\$205.35	\$169.35	\$121.21	\$115.57
Lodging Type					
Hotels	3,575	\$294.52	\$240.02	\$174.62	\$155.64
Motels	329	\$197.09	\$162.79	\$112.18	\$115.58
Total Rooms	3,904				
Average REVPAR		\$287.51	\$233.74	\$169.94	\$152.40

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

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VICTORIA TOURISM BULLETIN

April 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 April 2024 which now includes the BC Ferry stats, please see below.

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%)

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VICTORIA TOURISM BULLETIN

May 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 May 2024 which now includes the BC Ferry stats, please see below.

Tourism Statistics	May			Year-to-Date		
	2024	2023	Variance	2024	2023	Variance
Average Occupancy	82.88%	73.51%	9.37%	68.25%	64.93%	3.32%
Average Daily Room Rate	\$271.39	\$259.28	\$12.11	\$215.37	\$209.70	\$5.67
Revenue Per Available Room (RevPAR)	\$224.92	\$190.58	\$34.34	\$146.99	\$136.16	\$10.83
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	197,117	192,385	2.46%	774,367	773,212	0.15%
Passengers	583,646	568,103	2.74%	2,212,312	2,170,179	1.94%
Buses	1,272	1,197	6.27%	3,118	3,030	2.90%
Victoria International Airport	163,044	150,900	8.05%	676,894	613,460	10.34%
Victoria Conference Centre (Delegate Days)	8,174	9,853	(17.04%)	39,708	34,029	16.69%
Victoria Cruise Ships						
Ships	52	55	(5.45%)	65	66	(1.52%)
Passengers	152,363	141,687	7.53%	184,659	172,585	7.00%
Crew	59,288	61,253	(3.21%)	73,289	76,281	(3.92%)

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