

# VICTORIA TOURISM BULLETIN

May 2024



- Beginning June 12th, Harbour Air will be offering direct flights this summer from downtown Vancouver to Butchart Gardens on Vancouver Island, landing its seaplanes in a remote cove behind the historic horticultural attraction. For more information click [here](#).
- Destination Canada** launched an innovative data and analytics platform set to revolutionize the Canadian tourism industry. The **Canadian Tourism Data Collective** is a first-of-its-kind, secure, centralized platform designed to harness the power of data to increase Canada's competitiveness and boost economic growth.
- The **2024 Greater Victoria Business Awards** were presented on May 7th. Congratulations to the Oswego Hotel for Business of the Year (11-39 employees); Oak Bay Beach Hotel for Outstanding Customer Service; and Huntingdon Manor Hotel & Pendray Inn and Teahouse for Sustainable Business Practices.
- Registration is now open for the 2024 BC Hospitality Foundation golf tournament on August 21st at the Olympic Golf Club, Victoria. For information or to register click [here](#).

Tourism Statistics	May		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
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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# VICTORIA LODGING RESULTS

## May 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	May 2024	May 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,030	80.94%	66.62%	64.94%	57.51%
100 - 150	784	81.24%	79.81%	68.12%	72.24%
50 - 99	840	86.56%	79.49%	73.68%	71.33%
Less than 50	278	90.74%	86.09%	76.04%	78.04%
<b>Location</b>					
Downtown/Inner Harbour	3,132	83.09%	72.64%	68.01%	63.83%
Suburban	592	80.39%	75.30%	67.19%	67.87%
Saanich Peninsula/Sidney	208	86.39%	80.17%	74.16%	71.99%
<b>Tier</b>					
Upper	1,908	83.15%	68.13%	66.87%	58.31%
Mid	1,385	79.92%	76.44%	67.91%	69.34%
Lower	639	88.75%	82.46%	73.02%	74.71%
<b>Lodging Type</b>					
Hotels	3,654	82.59%	72.57%	67.99%	63.60%
Motels	278	87.09%	84.07%	71.45%	80.04%
<b>Total Rooms</b>	<b>3,932</b>				
<b>Average Occupancy</b>		<b>82.88%</b>	<b>73.51%</b>	<b>68.25%</b>	<b>64.93%</b>
ROOM RATE					
Lodging Type	Number of Rooms	May 2024	May 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,030	\$300.01	\$289.57	\$242.26	\$237.67
100 - 150	784	\$226.62	\$221.44	\$183.60	\$177.66
50 - 99	840	\$258.35	\$250.98	\$198.31	\$202.53
Less than 50	278	\$231.76	\$215.56	\$176.49	\$166.65
<b>Location</b>					
Downtown/Inner Harbour	3,132	\$278.37	\$265.39	\$222.08	\$214.88
Suburban	592	\$244.21	\$248.38	\$190.35	\$194.29
Saanich Peninsula/Sidney	208	\$239.15	\$214.03	\$190.23	\$185.34
<b>Tier</b>					
Upper	1,908	\$329.16	\$317.13	\$263.13	\$262.29
Mid	1,385	\$230.50	\$231.34	\$186.07	\$185.08
Lower	639	\$184.62	\$179.31	\$143.45	\$139.95
<b>Lodging Type</b>					
Hotels	3,654	\$277.74	\$268.28	\$222.27	\$218.25
Motels	278	\$182.77	\$171.35	\$134.85	\$132.56
<b>Total Rooms</b>	<b>3,932</b>				
<b>Average Room Rate</b>		<b>\$271.39</b>	<b>\$259.28</b>	<b>\$215.37</b>	<b>\$209.70</b>
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	May 2024	May 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,030	\$242.81	\$192.90	\$157.32	\$136.68
100 - 150	784	\$184.10	\$176.73	\$125.08	\$128.35
50 - 99	840	\$223.64	\$199.51	\$146.12	\$144.47
Less than 50	278	\$210.30	\$185.58	\$134.20	\$130.05
<b>Location</b>					
Downtown/Inner Harbour	3,132	\$231.30	\$192.77	\$151.04	\$137.16
Suburban	592	\$196.31	\$187.02	\$127.89	\$131.87
Saanich Peninsula/Sidney	208	\$206.61	\$171.59	\$141.08	\$133.42
<b>Tier</b>					
Upper	1,908	\$273.70	\$216.05	\$175.96	\$152.94
Mid	1,385	\$184.21	\$176.84	\$126.37	\$128.35
Lower	639	\$163.84	\$147.87	\$104.74	\$104.56
<b>Lodging Type</b>					
Hotels	3,654	\$229.39	\$194.70	\$151.12	\$138.81
Motels	278	\$159.18	\$144.05	\$96.35	\$106.10
<b>Total Rooms</b>	<b>3,932</b>				
<b>Average REVPAR</b>		<b>\$224.92</b>	<b>\$190.58</b>	<b>\$146.99</b>	<b>\$136.16</b>

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

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