

VICTORIA TOURISM BULLETIN

December 2023

- The year-end numbers are showing a slight increase from 2022. RevPar \$173.16 in 2023 compared to \$162.71 in 2022; the Average Daily Room Rate \$246.65 in 2023 with \$236.31 in 2022; and the Average Occupancy Rate 70.20% in 2023 with 68.85% in 2022.
- Destination Canada released its latest **Tourism Outlook: Unlocking Opportunities for the Sector**. The report stated there is an opportunity for the tourism sector to hit \$160 billion in annual revenue by 2030, but that “capacity constraints” could limit that total.
- The **2024 BC Tourism Industry Conference** will take place at the Victoria Conference Centre, March 6 & 7, 2024. To register click [here](#).

See pages 3 and 4 for updated October and November Tourism Statistics showing the BC Ferry Stats.

Tourism Statistics	December			Year-to-Date		
	2023	2022	Variance	2023	2022	Variance
Average Occupancy	56.64%	55.37%	1.27%	70.20%	68.85%	1.35%
Average Daily Room Rate	\$203.70	\$194.97	\$8.73	\$246.65	\$236.31	\$10.34
Revenue Per Available Room (RevPAR)	\$115.38	\$107.95	\$7.43	\$173.16	\$162.71	\$10.45
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	155,445	146,387	6.19%	2,104,551	2,074,979	1.43%
Passengers	453,291	406,249	11.58%	6,297,491	5,748,440	9.55%
Buses	447	370	20.81%	11,047	8,472	30.39%
Victoria International Airport	137,661	117,163	17.50%	1,742,350	1,490,039	16.93%
Victoria Conference Centre (Delegate Days)	1,810	1,370	32.12%	83,986	87,256	(3.75%)
Victoria Cruise Ships						
Ships	0	0	0%	326	336	(2.98%)
Passengers	0	0	0%	966,546	700,068	38.06%
Crew	0	0	0%	387,188	305,344	26.80%

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VICTORIA LODGING RESULTS

December 2023

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Dec 2023	Dec 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	52.40%	47.76%	64.73%	60.60%	
100 - 150	736	58.17%	60.14%	75.56%	75.91%	
50 - 99	828	62.41%	64.79%	75.58%	77.33%	
Less than 50	316	65.56%	68.93%	78.21%	83.31%	
Location						
Downtown/Inner Harbour	3,078	56.65%	54.10%	69.65%	67.40%	
Suburban	583	56.54%	56.29%	72.13%	72.60%	
Saanich Peninsula/Sidney	251	56.74%	69.79%	72.59%	78.71%	
Tier						
Upper	1,910	54.61%	51.89%	66.51%	63.07%	
Mid	1,335	59.50%	56.59%	72.53%	71.62%	
Lower	667	56.73%	62.78%	75.91%	79.84%	
Lodging Type						
Hotels	3,597	56.66%	54.55%	69.56%	67.69%	
Motels	315	56.37%	64.94%	77.53%	82.22%	
Total Rooms	3,912					
Average Occupancy		56.64%	55.37%	70.20%	68.85%	
ROOM RATE						
Lodging Type	Number of Rooms	Dec 2023	Dec 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	\$234.49	\$224.31	\$277.32	\$267.69	
100 - 150	736	\$166.06	\$156.44	\$206.58	\$196.54	
50 - 99	828	\$186.03	\$184.64	\$234.92	\$226.96	
Less than 50	316	\$166.00	\$168.98	\$207.16	\$196.25	
Location						
Downtown/Inner Harbour	3,078	\$209.73	\$199.10	\$254.20	\$241.78	
Suburban	583	\$177.03	\$178.78	\$221.01	\$221.50	
Saanich Peninsula/Sidney	251	\$191.24	\$184.71	\$215.66	\$208.43	
Tier						
Upper	1,910	\$264.00	\$248.11	\$306.10	\$294.78	
Mid	1,335	\$164.29	\$166.67	\$212.46	\$205.55	
Lower	667	\$119.12	\$121.69	\$165.83	\$160.16	
Lodging Type						
Hotels	3,597	\$211.34	\$202.85	\$255.32	\$244.75	
Motels	315	\$113.19	\$117.67	\$158.28	\$156.87	
Total Rooms	3,912					
Average Room Rate		\$203.70	\$194.97	\$246.65	\$236.31	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Dec 2023	Dec 2022	YTD 2023	YTD 2022	
Number of Rooms						
Greater than 150	2,032	\$122.87	\$107.14	\$179.52	\$162.23	
100 - 150	736	\$96.59	\$94.08	\$156.09	\$149.20	
50 - 99	828	\$116.11	\$119.62	\$177.54	\$175.52	
Less than 50	316	\$108.83	\$116.49	\$162.01	\$163.50	
Location						
Downtown/Inner Harbour	3,078	\$118.82	\$107.71	\$177.06	\$162.95	
Suburban	583	\$100.09	\$100.63	\$159.41	\$160.81	
Saanich Peninsula/Sidney	251	\$108.51	\$128.92	\$156.54	\$164.05	
Tier						
Upper	1,910	\$144.18	\$128.73	\$203.59	\$185.91	
Mid	1,335	\$97.75	\$94.31	\$154.10	\$147.21	
Lower	667	\$67.58	\$76.39	\$125.88	\$127.87	
Lodging Type						
Hotels	3,597	\$119.76	\$110.65	\$177.60	\$165.66	
Motels	315	\$63.81	\$76.41	\$122.71	\$128.98	
Total Rooms	3,912					
Average REVPAR		\$115.38	\$107.95	\$173.16	\$162.71	

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

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