

# 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.

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
<b>Number of Rooms</b>					
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%
<b>Location</b>					
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%
<b>Tier</b>					
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%
<b>Lodging Type</b>					
Hotels	3,575	88.88%	80.23%	71.41%	66.37%
Motels	329	90.16%	85.58%	74.39%	80.97%
<b>Total Rooms</b>	<b>3,904</b>				
<b>Average Occupancy</b>		<b>88.97%</b>	<b>80.67%</b>	<b>71.64%</b>	<b>67.55%</b>
ROOM RATE					
Lodging Type	Number of Rooms	June 2024	June 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
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
<b>Location</b>					
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
<b>Tier</b>					
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
<b>Lodging Type</b>					
Hotels	3,575	\$331.39	\$299.15	\$244.52	\$234.52
Motels	329	\$218.62	\$190.23	\$150.81	\$142.75
<b>Total Rooms</b>	<b>3,904</b>				
<b>Average Room Rate</b>		<b>\$323.16</b>	<b>\$289.75</b>	<b>\$237.23</b>	<b>\$225.61</b>
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2024	June 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
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
<b>Location</b>					
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
<b>Tier</b>					
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
<b>Lodging Type</b>					
Hotels	3,575	\$294.52	\$240.02	\$174.62	\$155.64
Motels	329	\$197.09	\$162.79	\$112.18	\$115.58
<b>Total Rooms</b>	<b>3,904</b>				
<b>Average REVPAR</b>		<b>\$287.51</b>	<b>\$233.74</b>	<b>\$169.94</b>	<b>\$152.40</b>

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

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