

# VICTORIA TOURISM BULLETIN

November 2023

- Victoria, B.C. was selected as a Good Housekeeping 2024 Family Travel Awards winner.
- The Canadian Football League (CFL), the BC Lions and the City of Victoria announced the first **Touchdown Pacific** will be held in the city in late summer 2024.
- Destination Greater Victoria relaunched the Victoria Hospitality Awards with the support of the Hotel Association of Greater Victoria, **Attractions Victoria** and the **City of Victoria**. November winners were Jason Thorne from **Chateau Victoria Hotel & Suites** and Lynn Jordan from **Days Inn Victoria on the Harbour**.
- **Helijet** announced it is on track to become the first Canadian air carrier to provide passenger and cargo services using electric vertical takeoff and landing (eVTOL) aircraft.
- Reminder the Impact Sustainability Travel & Tourism Conference will be taking place January 21-24, 2024 in Victoria. To register click [here](#).
- Save the date for the **2024 BC Tourism Industry Conference** to be held at the Victoria Conference Centre, March 6 & 7, 2024. To register click [here](#).
- Tourism HR Canada and the Conference Board of Canada has released the latest **Projections of Tourism Employment in Canada**, which offers a look at labour supply and demand through to 2027.
- go2HR reported that from September to October 2023, the tourism and hospitality industry in BC experienced a 1.6% decrease in employment, resulting in a loss of 7,000 jobs compared to October 2019. For more information on employment reports check the [go2HR's Employment Tracker](#).

Tourism Statistics	November		Variance	Year-to-Date		Variance
	2023	2022		2023	2022	
Average Occupancy	58.22%	61.58%	(3.36%)	71.44%	70.13%	1.31%
Average Daily Room Rate	\$195.08	\$186.42	\$8.66	\$249.77	\$239.39	\$10.38
Revenue Per Available Room (RevPAR)	\$113.58	\$114.81	(\$1.23)	\$178.44	\$167.88	\$10.56
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	139,318	139,967	(0.46%)	1,949,106	1,928,592	1.06%%
Passengers	384,222	367,488	4.55%	5,844,200	5,342,191	9.40%
Buses	408	401	1.75%	10,600	8,102	30.83%
Victoria International Airport	125,032	119,296	4.81%	1,604,689	1,372,876	16.89%
Victoria Conference Centre (Delegate Days)	5,755	7,797	(26.19%)	82,176	85,886	(4.32%)
Victoria Cruise Ships						
Ships	0	1	(100%)	326	336	(2.98%)
Passengers	0	2,094	(100%)	966,546	700,068	38.06%
Crew	0	1,082	(100%)	387,188	305,344	26.80%

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# VICTORIA LODGING RESULTS

## November 2023

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	November 2023	November 2022	YTD 2023	YTD 2022	
<b>Number of Rooms</b>						
Greater than 150	2,032	54.05%	53.84%	65.88%	61.82%	
100 - 150	744	64.79%	67.74%	77.11%	77.44%	
50 - 99	821	62.19%	71.87%	76.78%	78.49%	
Less than 50	325	59.19%	69.71%	79.33%	84.65%	
<b>Location</b>						
Downtown/Inner Harbour	3,169	58.17%	60.54%	70.84%	68.65%	
Suburban	592	56.85%	63.52%	73.56%	74.18%	
Saanich Peninsula/Sidney	250	62.06%	70.55%	74.05%	79.51%	
<b>Tier</b>						
Upper	1,910	57.28%	58.82%	67.61%	64.12%	
Mid	1,342	59.57%	61.00%	73.71%	73.01%	
Lower	670	58.16%	70.49%	77.62%	81.50%	
<b>Lodging Type</b>						
Hotels	3,598	58.48%	60.67%	70.74%	68.93%	
Motels	324	55.27%	72.34%	79.40%	83.82%	
<b>Total Rooms</b>	<b>3,922</b>					
<b>Average Occupancy</b>		58.22%	61.58%	71.44%	70.13%	
ROOM RATE						
Lodging Type	Number of Rooms	November 2023	November 2022	YTD 2023	YTD 2022	
<b>Number of Rooms</b>						
Greater than 150	2,032	\$219.74	\$212.50	\$280.48	\$270.85	
100 - 150	744	\$160.61	\$157.44	\$209.31	\$199.55	
50 - 99	821	\$183.16	\$174.70	\$238.56	\$230.18	
Less than 50	325	\$172.09	\$155.70	\$210.18	\$198.32	
<b>Location</b>						
Downtown/Inner Harbour	3,169	\$199.99	\$190.88	\$257.44	\$244.94	
Suburban	592	\$172.80	\$168.10	\$224.13	\$224.65	
Saanich Peninsula/Sidney	250	\$186.54	\$176.56	\$217.39	\$210.30	
<b>Tier</b>						
Upper	1,910	\$241.59	\$230.35	\$309.26	\$298.35	
Mid	1,342	\$163.40	\$164.13	\$215.99	\$208.34	
Lower	670	\$129.23	\$122.13	\$168.88	\$163.04	
<b>Lodging Type</b>						
Hotels	3,598	\$200.95	\$193.30	\$258.56	\$247.88	
Motels	324	\$125.17	\$118.37	\$161.10	\$159.67	
<b>Total Rooms</b>	<b>3,922</b>					
<b>Average Room Rate</b>		\$195.08	\$186.42	\$249.77	\$239.39	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	November 2023	November 2022	YTD 2023	YTD 2022	
<b>Number of Rooms</b>						
Greater than 150	2,032	\$118.76	\$114.41	\$184.77	\$167.43	
100 - 150	744	\$104.07	\$106.65	\$161.39	\$154.53	
50 - 99	821	\$113.91	\$125.56	\$183.17	\$180.68	
Less than 50	325	\$101.86	\$108.53	\$166.74	\$167.88	
<b>Location</b>						
Downtown/Inner Harbour	3,169	\$116.34	\$115.56	\$182.37	\$168.14	
Suburban	592	\$98.24	\$106.77	\$164.87	\$166.66	
Saanich Peninsula/Sidney	250	\$115.76	\$124.56	\$160.99	\$167.21	
<b>Tier</b>						
Upper	1,910	\$138.39	\$135.50	\$209.10	\$191.32	
Mid	1,342	\$97.34	\$100.12	\$159.22	\$152.10	
Lower	670	\$75.16	\$86.09	\$131.09	\$132.87	
<b>Lodging Type</b>						
Hotels	3,598	\$117.52	\$117.28	\$182.91	\$170.85	
Motels	324	\$69.18	\$85.63	\$127.91	\$133.83	
<b>Total Rooms</b>	<b>3,922</b>					
<b>Average REVPAR</b>		\$113.57	\$114.81	\$178.45	\$167.87	

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

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