

VICTORIA TOURISM BULLETIN

October 2023

- Victoria’s cruise season concluded with a record number of cruise visitors. The **Greater Victoria Harbour Authority** wrapped up the 2023 cruise season on October 29th after welcoming 326 ships and 970,000 cruise visitors between April and October.
- Victoria has been recognized as the Best City in the World and the Best Small City in the World by **Condé Nast Traveler**. The city also placed 3rd for Friendliest City, and was recognized for having the 8th Best Food Scene.
- Condé Nast Traveler also featured the “**15 Top Hotels in Western Canada**”, of which three Victoria hotels made the list: Oak Bay Beach Hotel (#7), Fairmont Empress (#10) and The Magnolia Hotel & Spa (#11).
- Brentwood Bay Resort and Spa received the #9 in Resorts, Canada award from **Condé Nast Traveler’s 2023 Readers’ Choice Awards**.

Tourism Statistics	October		Variance	Year-to-Date		Variance
	2023	2022		2023	2022	
Average Occupancy	69.31%	70.75%	(1.44%)	72.74%	70.97%	1.77%
Average Daily Room Rate	\$225.45	\$213.09	\$12.36	\$254.05	\$243.96	\$10.09
Revenue Per Available Room (RevPAR)	\$156.25	\$150.76	\$5.49	\$184.78	\$173.15	\$11.63
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	164,483	174,706	(5.85%)	1,809,788	1,788,625	1.18%
Passengers	499,491	480,967	3.85%	5,459,978	4,974,703	9.75%
Buses	981	752	30.45%	10,192	7,701	32.35%
Victoria International Airport	159,148	149,659	6.34%	1,479,567	1,253,580	18.03%
Victoria Conference Centre (Delegate Days)	30,298	26,000	16.53%	76,421	78,089	(2.14%)
Victoria Cruise Ships						
Ships	29	25	16.00%	326	335	(2.69%)
Passengers	69,903	35,363	97.67%	966,546	697,974	38.48%
Crew	30,525	21,217	43.87%	387,188	304,262	27.25%

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group. Note: Year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

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VICTORIA LODGING RESULTS

October 2023

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	October 2023	October 2022	YTD 2022	YTD 2022
Number of Rooms					
Greater than 150	2,032	63.03%	61.72%	67.04%	62.61%
100 - 150	744	75.72%	79.54%	78.28%	78.44%
50 - 99	827	77.57%	81.47%	78.20%	79.14%
Less than 50	323	72.99%	80.01%	81.33%	86.10%
Location					
Downtown/Inner Harbour	3,084	69.17%	69.41%	72.07%	69.45%
Suburban	592	70.30%	75.31%	75.24%	75.29%
Saanich Peninsula/Sidney	250	68.67%	77.19%	75.23%	80.35%
Tier					
Upper	1,910	66.78%	66.60%	68.63%	64.65%
Mid	1,342	71.60%	71.57%	75.09%	74.18%
Lower	674	71.90%	80.84%	79.49%	82.62%
Lodging Type					
Hotels	3,604	69.18%	69.96%	71.94%	69.75%
Motels	322	70.68%	80.05%	81.77%	84.92%
Total Rooms	3,926				
Average Occupancy		69.31%	70.75%	72.74%	70.97%
ROOM RATE					
Lodging Type	Number of Rooms	October 2023	October 2022	YTD 2022	YTD 2022
Number of Rooms					
Greater than 150	2,032	\$257.73	\$245.89	\$285.31	\$275.82
100 - 150	744	\$186.35	\$171.55	\$213.15	\$203.31
50 - 99	827	\$207.27	\$200.47	\$242.84	\$235.12
Less than 50	323	\$192.67	\$181.78	\$212.93	\$201.67
Location					
Downtown/Inner Harbour	3,084	\$233.47	\$219.30	\$261.95	\$249.61
Suburban	592	\$194.61	\$190.59	\$228.01	\$229.58
Saanich Peninsula/Sidney	250	\$200.23	\$193.41	\$219.88	\$213.08
Tier					
Upper	1,910	\$283.18	\$267.34	\$314.83	\$304.49
Mid	1,342	\$188.63	\$182.30	\$220.04	\$211.90
Lower	674	\$146.18	\$141.25	\$171.67	\$166.63
Lodging Type					
Hotels	3,604	\$233.14	\$220.32	\$263.13	\$252.61
Motels	322	\$140.98	\$138.99	\$163.49	\$163.05
Total Rooms	3,926				
Average Room Rate		\$225.45	\$213.09	\$254.05	\$243.96
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	October 2023	October 2022	YTD 2022	YTD 2022
Number of Rooms					
Greater than 150	2,032	\$162.44	\$151.76	\$191.28	\$172.68
100 - 150	744	\$141.10	\$136.45	\$166.86	\$159.47
50 - 99	827	\$160.78	\$163.32	\$189.89	\$186.07
Less than 50	323	\$140.64	\$145.44	\$173.18	\$173.64
Location					
Downtown/Inner Harbour	3,084	\$161.48	\$152.21	\$188.79	\$173.35
Suburban	592	\$136.81	\$143.52	\$171.55	\$172.85
Saanich Peninsula/Sidney	250	\$137.50	\$149.30	\$165.41	\$171.21
Tier					
Upper	1,910	\$189.10	\$178.04	\$216.08	\$196.86
Mid	1,342	\$135.07	\$130.47	\$165.23	\$157.20
Lower	674	\$105.10	\$114.19	\$136.46	\$137.67
Lodging Type					
Hotels	3,604	\$161.29	\$154.13	\$189.29	\$176.19
Motels	322	\$99.65	\$111.27	\$133.69	\$138.47
Total Rooms	3,926				
Average REVPAR		\$156.25	\$150.76	\$184.78	\$173.15

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

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