

VICTORIA TOURISM BULLETIN

September 2023

- Victoria was named one of **Sunset Magazine's 2023 Travel Award** winners in the "Best City Getaways" category! In an exclusive list of 11 cities, Victoria shines as the only non-US city to make the cut.
- Congratulations to the Inn at Laurel Point for obtaining Biosphere Sustainable certification from the Responsible Tourism Institute. Article was featured **Forbes** and **TravelPress!**
- Planning for the **2024 BC Tourism Industry Conference** has begun. Save the date for this must attend conference to be held at the Victoria Conference Centre, March 6 & 7, 2024.

Tourism Statistics	September			Year-to-Date		
	2023	2022	Variance	2023	2022	Variance
Average Occupancy	83.12%	80.36%	2.76%	73.12%	71.00%	2.12%
Average Daily Room Rate	\$294.41	\$280.19	\$14.22	\$257.09	\$247.52	\$9.57
Revenue Per Available Room (RevPAR)	\$244.70	\$225.17	\$19.53	\$187.99	\$175.74	\$12.25
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	200,483	202,321	(0.91%)	1,645,305	1,613,919	1.94%
Passengers	595,416	557,567	6.79%	4,960,487	4,493,736	10.39%
Buses	1,546	1,187	30.24%	9,211	6,949	32.55%
Victoria International Airport	163,054	151,005	7.98%	1,320,509	1,103,921	19.62%
Victoria Conference Centre (Delegate Days)	2,195	15,903	(86.20%)	46,123	52,089	(11.45%)
Victoria Cruise Ships						
Ships	55	65	(15.38%)	297	310	(4.19%)
Passengers	174,183	135,883	28.19%	896,643	662,611	35.32%
Crew	64,867	20,665	213.90%	356,663	283,045	26.01%


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

September 2023

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Sep 2023	Sep 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,032	79.25%	72.19%	67.50%	62.71%
100 - 150	771	86.69%	87.14%	78.56%	78.30%
50 - 99	851	88.11%	90.31%	78.27%	78.88%
Less than 50	325	85.72%	90.53%	82.28%	86.80%
Location					
Downtown/Inner Harbour	3,135	82.68%	78.94%	72.40%	69.46%
Suburban	592	85.33%	83.31%	75.81%	75.29%
Saanich Peninsula/Sidney	252	83.36%	91.20%	75.96%	80.70%
Tier					
Upper	1,910	81.29%	74.30%	68.84%	64.43%
Mid	1,371	84.18%	83.92%	75.47%	74.48%
Lower	698	86.04%	90.27%	80.34%	82.84%
Lodging Type					
Hotels	3,655	82.96%	79.43%	72.25%	69.72%
Motels	324	84.95%	90.97%	83.03%	85.47%
Total Rooms	3,979				
Average Occupancy		83.12%	80.36%	73.12%	71.00%
ROOM RATE					
Lodging Type	Number of Rooms	Sep 2023	Sep 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,032	\$327.08	\$312.16	\$288.23	\$279.23
100 - 150	771	\$244.94	\$237.38	\$215.99	\$207.16
50 - 99	851	\$280.86	\$270.30	\$246.75	\$239.18
Less than 50	325	\$261.03	\$240.47	\$214.98	\$203.75
Location					
Downtown/Inner Harbour	3,135	\$304.25	\$287.81	\$264.99	\$253.11
Suburban	592	\$260.30	\$258.85	\$231.58	\$234.25
Saanich Peninsula/Sidney	252	\$254.41	\$243.25	\$221.87	\$215.17
Tier					
Upper	1,910	\$362.75	\$344.94	\$318.32	\$308.95
Mid	1,371	\$250.67	\$243.36	\$223.35	\$215.13
Lower	698	\$201.73	\$199.08	\$174.21	\$169.59
Lodging Type					
Hotels	3,655	\$303.50	\$288.55	\$266.35	\$256.37
Motels	324	\$193.43	\$196.72	\$165.66	\$165.58
Total Rooms	3,979				
Average Room Rate		\$294.41	\$280.19	\$257.09	\$247.52
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Sep 2023	Sep 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,032	\$259.21	\$225.36	\$194.55	\$175.10
100 - 150	771	\$212.35	\$206.86	\$169.69	\$162.21
50 - 99	851	\$247.48	\$244.11	\$193.13	\$188.66
Less than 50	325	\$223.75	\$217.71	\$176.90	\$176.85
Location					
Downtown/Inner Harbour	3,135	\$251.55	\$227.21	\$191.84	\$175.80
Suburban	592	\$222.12	\$215.63	\$175.56	\$176.36
Saanich Peninsula/Sidney	252	\$212.09	\$221.83	\$168.54	\$173.65
Tier					
Upper	1,910	\$294.87	\$256.28	\$219.14	\$199.04
Mid	1,371	\$211.01	\$204.22	\$168.57	\$160.23
Lower	698	\$173.57	\$179.70	\$139.96	\$140.49
Lodging Type					
Hotels	3,655	\$251.77	\$229.21	\$192.43	\$178.75
Motels	324	\$164.33	\$178.96	\$137.54	\$141.52
Total Rooms	3,979				
Average REVPAR		\$244.70	\$225.17	\$187.99	\$175.74

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