

VICTORIA TOURISM BULLETIN

August 2024



- August 2024 numbers show an increase from August 2023. Average occupancy was up by 4.93%, average room rate up by \$37.20 and revpar up by \$49.42.
- The total number of visitors coming to Vancouver Island is down everywhere this summer except in Greater Victoria. To read the news article click [here](#).
- Canadians looking to travel domestically this fall are increasingly setting their sights on Victoria, according to travel website Expedia. Victoria ranks ninth in Expedia’s “most searched fall destinations” list. Click [here](#) to read more.
- Destination BC delivered a virtual update on the state of tourism in BC on August 1st, providing information on their key strategies and programs, including marketing campaigns, travel trade, media relations, destination development projects, and more. A recording of the session can be seen [here](#).
- Save the date for the 2025 BC Tourism Industry Conference to be held at the Sheraton Vancouver Wall Centre from March 5-7, 2025. Stay tuned for updates at bctourismconference.ca.

Tourism Statistics	August		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	91.25%	86.32%	4.93%	76.17%	71.88%	4.29%
Average Daily Room Rate	\$350.99	\$313.79	\$37.20	\$269.65	\$251.74	\$17.91
Revenue Per Available Room (RevPAR)	\$320.27	\$270.85	\$49.42	\$205.41	\$180.95	\$24.46
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	261,150	250,189	4.38%	1,487,367	1,444,822	2.94%
Passengers	859,445	831,904	3.31%	4,508,223	4,365,071	3.28%
Buses	1,562	1,551	0.71%	7,854	7,665	2.47%
Victoria International Airport	204,466	196,607	4.00%	1,248,919	1,157,455	7.90%
Victoria Conference Centre (Delegate Days)	460	0	100.00%	56,339	43,928	28.25%
Victoria Cruise Ships						
Ships	65	56	16.07%	244	242	0.83%
Passengers	203,277	171,783	18.33%	754,381	722,460	4.42%
Crew	75,750	68,928	9.90%	281,055	291,796	(3.68%)

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VICTORIA LODGING RESULTS

August 2024

OCCUPANCY RATE %

Lodging Type	Number of Rooms	August 2024	August 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	88.54%	83.20%	73.26%	66.05%
100 - 150	704	93.28%	90.25%	76.41%	77.56%
50 - 99	841	94.63%	89.09%	80.88%	77.03%
Less than 50	271	95.75%	89.27%	82.47%	81.85%
Location					
Downtown/Inner Harbour	3,047	91.01%	85.92%	75.92%	71.12%
Suburban	592	91.22%	90.29%	75.81%	74.61%
Saanich Peninsula/Sidney	207	94.88%	81.89%	80.61%	75.05%
Tier					
Upper	1,901	91.22%	85.22%	75.36%	67.31%
Mid	1,304	89.64%	86.01%	75.22%	74.39%
Lower	641	94.61%	89.93%	80.56%	79.62%
Lodging Type					
Hotels	3,568	91.04%	86.04%	75.97%	70.92%
Motels	278	93.96%	89.43%	78.72%	82.79%
Total Rooms	3,846				
Average Occupancy		91.25%	86.32%	76.17%	71.88%

ROOM RATE

Lodging Type	Number of Rooms	August 2024	August 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$382.18	\$346.06	\$300.14	\$282.48
100 - 150	704	\$303.43	\$265.62	\$229.58	\$211.97
50 - 99	841	\$336.73	\$300.39	\$251.47	\$241.86
Less than 50	271	\$299.58	\$275.78	\$225.26	\$208.96
Location					
Downtown/Inner Harbour	3,047	\$361.92	\$325.07	\$278.14	\$259.35
Suburban	592	\$313.52	\$273.84	\$240.27	\$227.45
Saanich Peninsula/Sidney	207	\$298.39	\$269.49	\$231.78	\$217.40
Tier					
Upper	1,901	\$417.62	\$380.78	\$327.03	\$311.69
Mid	1,304	\$305.81	\$271.59	\$231.96	\$219.52
Lower	641	\$246.35	\$219.03	\$183.72	\$170.47
Lodging Type					
Hotels	3,568	\$359.58	\$322.87	\$277.35	\$260.96
Motels	278	\$242.83	\$214.21	\$176.84	\$162.14
Total Rooms	3,846				
Average Room Rate		\$350.99	\$313.79	\$269.65	\$251.74

REVENUE PER AVAILABLE ROOM (REVPAR)

Lodging Type	Number of Rooms	August 2024	August 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$338.36	\$287.90	\$219.88	\$186.57
100 - 150	704	\$283.05	\$239.72	\$175.42	\$164.39
50 - 99	841	\$318.65	\$267.62	\$203.37	\$186.32
Less than 50	271	\$286.86	\$246.20	\$185.77	\$171.05
Location					
Downtown/Inner Harbour	3,047	\$329.38	\$279.29	\$211.17	\$184.46
Suburban	592	\$286.00	\$247.25	\$182.16	\$169.70
Saanich Peninsula/Sidney	207	\$283.12	\$220.69	\$186.83	\$163.15
Tier					
Upper	1,901	\$380.96	\$324.49	\$246.45	\$209.80
Mid	1,304	\$274.13	\$233.60	\$174.47	\$163.31
Lower	641	\$233.08	\$196.98	\$148.01	\$135.73
Lodging Type					
Hotels	3,568	\$327.36	\$277.81	\$210.70	\$185.07
Motels	278	\$228.16	\$191.56	\$139.21	\$134.23
Total Rooms	3,846				
Average REVPAR		\$320.27	\$270.85	\$205.41	\$180.95

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

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