

VICTORIA TOURISM BULLETIN

September 2024



- On September 12, renowned Michelin Guide announced their One, Two, and Three Key distinctions for hotels. Michelin announced 11 BC properties made the inaugural list. Congratulations to the Fairmont Empress Hotel and the Magnolia Hotel and Spa for receiving One Key distinctions. Read more [here](#).
- Tourism numbers and hotel prices are higher than last year's in Victoria, but it's not just due to short-term rental changes. Click [here](#) to read news article.
- Minister Boissonnault announced further **Temporary Foreign Worker Program** reforms to better protect the Canadian labour market and workers.
- Destination Canada announced four new **Tourism Corridors** to attract investment and create legendary journeys for travellers. This program is a key initiative of **Destination Canada's 2030 Tourism Strategy** with its bold goal to propel Canada back into the Top 7 global tourism destinations.
- BC Hospitality Foundation (BCHF) annual 'Spirit of Hospitality' Lottery is now in full swing. For more information click [here](#).

Tourism Statistics	September		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	86.81%	83.12%	3.69%	77.33%	73.12%	4.12%
Average Daily Room Rate	\$309.48	\$294.41	\$15.07	\$274.51	\$257.09	\$17.42
Revenue Per Available Room (RevPAR)	\$268.66	\$244.70	\$23.96	\$212.28	\$187.99	\$24.29
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	196,756	200,483	(1.86%)	1,684,123	1,645,305	2.36%
Passengers	586,275	595,416	(1.54%)	5,094,498	4,960,487	2.70%
Buses	1,511	1,546	(2.26%)	9,365	9,211	1.67%
Victoria International Airport	172,296	163,054	5.67%	1,421,215	1,320,509	7.63%
Victoria Conference Centre (Delegate Days)	4,192	2,195	62.53%	60,531	46,123	31.24%
Victoria Cruise Ships						
Ships	55	55	-%	299	297	0.67%
Passengers	161,920	174,183	(7.04%)	916,301	896,643	2.19%
Crew	63,502	64,867	(2.10%)	344,557	356,663	(3.39%)

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 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Sep 2024	Sep 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	83.90%	79.25%	74.43%	67.50%
100 - 150	704	89.83%	86.69%	77.83%	78.56%
50 - 99	841	89.62%	88.11%	81.84%	78.27%
Less than 50	278	91.92%	85.72%	83.46%	82.28%
Location					
Downtown/Inner Harbour	3,055	86.81%	82.68%	77.11%	72.40%
Suburban	592	86.47%	85.33%	76.99%	75.81%
Saanich Peninsula/Sidney	206	87.80%	83.36%	81.34%	75.96%
Tier					
Upper	1,908	86.42%	81.29%	76.57%	68.84%
Mid	1,304	85.37%	84.18%	76.31%	75.47%
Lower	641	90.92%	86.04%	81.69%	80.34%
Lodging Type					
Hotels	3,575	86.49%	82.96%	77.12%	72.25%
Motels	278	90.92%	84.95%	80.01%	83.03%
Total Rooms	3,853				
Average Occupancy		86.81%	83.12%	77.33%	73.12%
ROOM RATE					
Lodging Type	Number of Rooms	Sep 2024	Sep 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$339.29	\$327.08	\$304.97	\$288.23
100 - 150	704	\$256.40	\$244.94	\$232.85	\$215.99
50 - 99	841	\$298.67	\$280.86	\$257.19	\$246.75
Less than 50	278	\$274.02	\$261.03	\$230.90	\$214.98
Location					
Downtown/Inner Harbour	3,055	\$319.36	\$304.25	\$283.19	\$264.99
Suburban	592	\$269.67	\$260.30	\$243.92	\$231.58
Saanich Peninsula/Sidney	206	\$277.25	\$254.41	\$236.81	\$221.87
Tier					
Upper	1,908	\$372.90	\$362.75	\$332.70	\$318.32
Mid	1,304	\$265.31	\$250.67	\$235.96	\$223.35
Lower	641	\$214.37	\$201.73	\$187.44	\$174.21
Lodging Type					
Hotels	3,575	\$317.64	\$303.50	\$282.27	\$266.35
Motels	278	\$209.57	\$193.43	\$180.79	\$165.66
Total Rooms	3,853				
Average Room Rate		\$309.48	\$294.41	\$274.51	\$257.09
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Sep 2024	Sep 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$284.67	\$259.21	\$226.98	\$194.55
100 - 150	704	\$230.33	\$212.35	\$181.22	\$169.69
50 - 99	841	\$267.66	\$247.48	\$210.49	\$193.13
Less than 50	278	\$251.88	\$223.75	\$192.72	\$176.90
Location					
Downtown/Inner Harbour	3,055	\$277.24	\$251.55	\$218.36	\$191.84
Suburban	592	\$233.18	\$222.12	\$187.80	\$175.56
Saanich Peninsula/Sidney	206	\$243.42	\$212.09	\$192.63	\$168.54
Tier					
Upper	1,908	\$322.26	\$294.87	\$254.76	\$219.14
Mid	1,304	\$226.49	\$211.01	\$180.05	\$168.57
Lower	641	\$194.90	\$173.57	\$153.12	\$139.96
Lodging Type					
Hotels	3,575	\$274.74	\$251.77	\$217.68	\$192.43
Motels	278	\$190.54	\$164.33	\$144.66	\$137.54
Total Rooms	3,853				
Average REVPAR		\$268.66	\$244.70	\$212.28	\$187.99

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