

VICTORIA TOURISM BULLETIN

November 2024



- Destination BC released in beta the **HelloBC AI Concierge**: a powerful ‘chatbot’ tool that enhances visitor servicing on the consumer trip inspiration and planning website, HelloBC.com. The Concierge offers a 24/7 resource for general tourism inquiries, providing customized assistance with trip planning and destination insights.
- **Harbour Air** debuted their first-ever wheeled flight between Vancouver Airport’s South Terminal and the Victoria Airport. The seaplane airline’s new wheeled flight service will provide local commuters with new convenient early morning and late evening travel options.
- Destination Greater Victoria released its **2025-2035 Destination Master Plan**, which outlines the vision, goals, and actions for the sustainable development of the visitor economy in the region over the next 10 years.
- The BCHA latest blog post: **Harnessing the Power of the Sun: Why Hotels Should Invest in Solar Energy**.
- The 2025 BC Tourism Industry Conference will be held at the Sheraton Vancouver Wall Centre from March 5-7. For updates and registration go to bctourismconference.ca.
- SPARK: BC Liquor & Cannabis Conference will be taking place on March 5th, at the Sheraton Vancouver Wall Centre. Click [here](#) for more information on conference.

Tourism Statistics	November		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	66.58%	58.22%	8.36%	76.18%	71.44%	4.74%
Average Daily Room Rate	\$200.65	\$195.08	\$5.57	\$264.78	\$249.77	\$15.01
Revenue Per Available Room (RevPAR)	\$133.59	\$113.58	\$20.01	\$201.71	\$178.44	\$23.27
BC Ferries (Tsawwassen - Swartz Bay) Vehicles Passengers Buses	*BC Ferries has changed their internal processes and will be issuing stats on a quarterly basis moving forward. (Jan, Apr, July, Oct) We will provide you with these stats upon their release.					
Victoria International Airport	135,543	125,032	8.41%	1,724,624	1,604,689	7.47%
Victoria Conference Centre (Delegate Days)	4,438	5,755	(22.88%)	92,778	82,176	12.90%

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

November 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	November 2024	November 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	62.61%	54.05%	73.23%	65.88%
100 - 150	774	70.41%	64.79%	76.97%	77.11%
50 - 99	846	71.32%	62.19%	80.69%	76.78%
Less than 50	233	71.46%	59.19%	81.95%	79.33%
Location					
Downtown/Inner Harbour	3,169	65.48%	58.17%	75.84%	70.84%
Suburban	592	71.82%	56.85%	76.40%	73.56%
Saanich Peninsula/Sidney	204	68.24%	62.06%	80.28%	74.05%
Tier					
Upper	1,907	66.79%	57.28%	75.65%	67.61%
Mid	1,373	63.36%	59.57%	74.83%	73.71%
Lower	603	73.34%	58.16%	80.55%	77.62%
Lodging Type					
Hotels	3,605	65.59%	58.48%	75.89%	70.74%
Motels	278	79.86%	55.27%	79.84%	79.40%
Total Rooms	3,883				
Average Occupancy		66.58%	58.22%	76.18%	71.44%
ROOM RATE					
Lodging Type	Number of Rooms	November 2024	November 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$225.11	\$219.74	\$294.45	\$280.48
100 - 150	774	\$163.51	\$160.61	\$223.24	\$209.31
50 - 99	846	\$188.37	\$183.16	\$248.03	\$238.56
Less than 50	233	\$179.32	\$172.09	\$224.85	\$210.18
Location					
Downtown/Inner Harbour	3,169	\$205.23	\$199.99	\$272.98	\$257.44
Suburban	592	\$175.83	\$172.80	\$234.10	\$224.13
Saanich Peninsula/Sidney	204	\$209.31	\$186.54	\$233.75	\$217.39
Tier					
Upper	1,907	\$246.27	\$241.59	\$321.18	\$309.26
Mid	1,373	\$168.52	\$163.40	\$227.14	\$215.99
Lower	603	\$131.48	\$129.23	\$179.99	\$168.88
Lodging Type					
Hotels	3,605	\$207.85	\$200.95	\$272.45	\$258.56
Motels	278	\$121.59	\$125.17	\$172.55	\$161.10
Total Rooms	3,883				
Average Room Rate		\$200.65	\$195.08	\$264.78	\$249.77
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	November 2024	November 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$140.94	\$118.76	\$215.62	\$184.77
100 - 150	774	\$115.13	\$104.07	\$171.83	\$161.39
50 - 99	846	\$134.34	\$113.91	\$200.13	\$183.17
Less than 50	233	\$128.15	\$101.86	\$184.27	\$166.74
Location					
Downtown/Inner Harbour	3,169	\$134.38	\$116.34	\$207.04	\$182.37
Suburban	592	\$126.28	\$98.24	\$178.84	\$164.87
Saanich Peninsula/Sidney	204	\$142.84	\$115.76	\$187.66	\$160.99
Tier					
Upper	1,907	\$164.49	\$138.39	\$242.96	\$209.10
Mid	1,373	\$106.78	\$97.34	\$169.98	\$159.22
Lower	603	\$96.42	\$75.16	\$144.98	\$131.09
Lodging Type					
Hotels	3,605	\$136.33	\$117.52	\$206.75	\$182.91
Motels	278	\$97.10	\$69.18	\$137.76	\$127.91
Total Rooms	3,883				
Average REVPAR		\$133.60	\$113.57	\$201.69	\$178.45

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

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