

# VICTORIA TOURISM BULLETIN

December 2024



- The year-end numbers are showing a slight increase from 2023. RevPar \$195.78 in 2024 compared to \$173.16 in 2023; the Average Daily Room Rate \$261.28 in 2024 with \$246.65 in 2023; and the Average Occupancy Rate 74.93% in 2024 with 70.20% in 2023.
- The BC Hotel Association shared its [2024 Advocacy Report](#) - a detailed review of the key issues the organization has tackled over the past year and the priorities they are setting for 2025.
- Harbour Air has announced the launch of the [Harbour Air Commuter Pass](#), a discounted digital ticket bundle for passengers frequently travelling between Vancouver or Richmond and Victoria or Nanaimo.
- Congratulations to Accent Inns for being honored with the Canadian Tourism Award for Tourism Employer of the Year by the [Tourism Industry Association of Canada](#).
- BCHA latest blog post: [Disrupting the Hotel Sales Model: Behind 2024's Massive Industry Restructuring](#).

Tourism Statistics	December		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	61.63%	56.64%	4.99%	74.93%	70.20%	4.73%
Average Daily Room Rate	\$215.07	\$203.70	\$22.38	\$261.28	\$246.65	\$14.62
Revenue Per Available Room (RevPAR)	\$132.56	\$115.38	\$17.18	\$195.78	\$173.16	\$22.62
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	154,206	155,445	(0.80%)	2,147,550	2,104,551	2.04%
Passengers	456,262	453,291	0.66%	6,429,620	6,297,491	2.10%
Buses	392	447	(12.30%)	11,150	11,047	0.93%
Victoria International Airport	147,409	137,661	7.08%	1,872,033	1,742,350	7.44%
Victoria Conference Centre (Delegate Days)	1,200	1,810	(33.70%)	94,218	83,986	12.18%
Victoria Cruise Ships						
Ships	0	0	0	317	326	(2.76%)
Passengers	0	0	0	966,130	966,546	(0.04%)
Crew	0	0	0	364,448	387,188	(5.87%)

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# VICTORIA LODGING RESULTS

## December 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Dec 2024	Dec 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,030	59.02%	52.40%	72.02%	64.73%
100 - 150	773	61.49%	58.17%	75.60%	75.56%
50 - 99	852	65.90%	62.41%	79.41%	75.58%
Less than 50	269	68.20%	65.56%	80.83%	78.21%
<b>Location</b>					
Downtown/Inner Harbour	3,137	61.17%	56.65%	74.58%	69.65%
Suburban	583	63.03%	56.54%	75.27%	72.13%
Saanich Peninsula/Sidney	204	64.73%	56.74%	79.03%	72.59%
<b>Tier</b>					
Upper	1,907	62.23%	54.61%	74.51%	66.51%
Mid	1,373	59.78%	59.50%	73.53%	72.53%
Lower	644	63.82%	56.73%	79.12%	75.91%
<b>Lodging Type</b>					
Hotels	3,655	61.15%	56.66%	74.62%	69.56%
Motels	269	68.22%	56.37%	78.90%	77.53%
<b>Total Rooms</b>	<b>3,924</b>				
<b>Average Occupancy</b>		<b>61.63%</b>	<b>56.64%</b>	<b>74.93%</b>	<b>70.20%</b>
ROOM RATE					
Lodging Type	Number of Rooms	Dec 2024	Dec 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,030	\$243.47	\$234.49	\$290.91	\$277.32
100 - 150	773	\$174.39	\$166.06	\$219.72	\$206.58
50 - 99	852	\$195.21	\$186.03	\$244.24	\$234.92
Less than 50	269	\$196.04	\$166.00	\$222.88	\$207.16
<b>Location</b>					
Downtown/Inner Harbour	3,137	\$221.73	\$209.73	\$269.35	\$254.20
Suburban	583	\$181.35	\$177.03	\$230.38	\$221.01
Saanich Peninsula/Sidney	204	\$212.30	\$191.24	\$232.33	\$215.66
<b>Tier</b>					
Upper	1,907	\$269.38	\$264.00	\$317.51	\$306.10
Mid	1,373	\$178.34	\$164.29	\$223.70	\$212.46
Lower	644	\$131.81	\$119.12	\$176.67	\$165.83
<b>Lodging Type</b>					
Hotels	3,655	\$222.47	\$211.34	\$268.93	\$255.32
Motels	269	\$125.65	\$113.19	\$169.26	\$158.28
<b>Total Rooms</b>	<b>3,924</b>				
<b>Average Room Rate</b>		<b>\$215.07</b>	<b>\$203.70</b>	<b>\$261.28</b>	<b>\$246.65</b>
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Dec 2024	Dec 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,030	\$143.71	\$122.87	\$209.53	\$179.52
100 - 150	773	\$107.23	\$96.59	\$166.11	\$156.09
50 - 99	852	\$128.65	\$116.11	\$193.95	\$177.54
Less than 50	269	\$133.69	\$108.83	\$180.16	\$162.01
<b>Location</b>					
Downtown/Inner Harbour	3,137	\$135.64	\$118.82	\$200.88	\$177.06
Suburban	583	\$114.30	\$100.09	\$173.41	\$159.41
Saanich Peninsula/Sidney	204	\$137.42	\$108.51	\$183.62	\$156.54
<b>Tier</b>					
Upper	1,907	\$167.63	\$144.18	\$236.57	\$203.59
Mid	1,373	\$106.61	\$97.75	\$164.48	\$154.10
Lower	644	\$84.12	\$67.58	\$139.78	\$125.88
<b>Lodging Type</b>					
Hotels	3,655	\$136.03	\$119.76	\$200.67	\$177.60
Motels	269	\$85.72	\$63.81	\$133.55	\$122.71
<b>Total Rooms</b>	<b>3,924</b>				
<b>Average REVPAR</b>		<b>\$132.56</b>	<b>\$115.38</b>	<b>\$195.78</b>	<b>\$173.16</b>

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

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