



- 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.

-	<u>November</u>		Variance	Year-to-Date		Marianaa	
Tourism Statistics	2024	2023	variance	2024	2023	Variance	
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	140,250	139,318	0.67%	1,993,344	1,949,106	2.27%	
Passengers	399,198	384,222	3.90%	5,973,358	5,844,200	2.21%	
Buses	464	408	13.73%	10,758	10,600	1.49%	
Victoria International Airport	135,543	125,032	8.41%	1,724,624	1,604,689	7.47%	
Victoria Conference Centre (Delegate Days)	4,678	5,755	(18.71%)	93,018	82,176	13.19%	

• 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.

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.



Chemistry Consulting Group

chemistryconsulting.ca

VICTORIA LODGING RESULTS

November 2024

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REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms November 2024 November 2023 YTD 2024 YTD 2023 Number of Rooms	Total Rooms	3,883									
REVENUE PER AVAILABLE ROOM (REVPAR) Lodging Type Number of Rooms November 2024 November 2023 YTD 2024 YTD 2023 Number of Rooms	Average Room Rate		\$200.65	\$195.08	\$264.78	\$249.77					
Lodging TypeNumber of RoomsNovember 2024November 2023YTD 2024YTD 2023Number of RoomsGreater than 1502,030\$140.94\$118.76\$215.62\$184.77100 - 150774\$115.13\$104.07\$171.83\$161.3950 - 99846\$134.34\$113.91\$200.13\$183.17Less than 50233\$128.15\$101.86\$184.27\$166.74Downtown/Inner Harbour3,169\$134.38\$116.34\$207.04\$182.37Suburban592\$126.28\$98.24\$178.84\$164.87Saanich Peninsula/Sidney204\$142.84\$115.76\$187.66\$160.99TierUpper1,907\$164.49\$138.39\$242.96\$209.10Mid1,373\$106.78\$97.34\$169.98\$131.09Lodging TypeHotels3,605\$136.33\$117.52\$206.75\$182.91Motels278\$97.10\$69.18\$137.76\$127.91Total Rooms											
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Total Rooms 3,883			\$136.33	\$117.52	\$206.75						
	Motels	278	\$97.10	\$69.18	\$137.76	\$127.91					
Average REVPAR \$133.60 \$113.57 \$201.69 \$178.45	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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