

# 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](https://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                                   | 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%   |

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.

**REFRESHING YOUR HR PROCESSES?**

Chemistry can help. Contact us today!

- Human Resources Consulting
- Professional Recruitment
- Leadership Development
- Compensation Reviews

Providing HR Support to the Tourism Sector for Over 20 Years

**Chemistry Consulting Group**

[chemistryconsulting.ca](https://chemistryconsulting.ca)

# VICTORIA LODGING RESULTS

## November 2024

| <b>OCCUPANCY RATE %</b>                    |                 |               |               |          |          |
|--|-----------------|---------------|---------------|----------|----------|
| Lodging Type                               | Number of Rooms | November 2024 | November 2023 | YTD 2024 | YTD 2023 |
| <b>Number of Rooms</b>                     |                 |               |               |          |          |
| 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%   |
| <b>Location</b>                            |                 |               |               |          |          |
| 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%   |
| <b>Tier</b>                                |                 |               |               |          |          |
| 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%   |
| <b>Lodging Type</b>                        |                 |               |               |          |          |
| Hotels                                     | 3,605           | 65.59%        | 58.48%        | 75.89%   | 70.74%   |
| Motels                                     | 278             | 79.86%        | 55.27%        | 79.84%   | 79.40%   |
| <b>Total Rooms</b>                         | <b>3,883</b>    |               |               |          |          |
| <b>Average Occupancy</b>                   |                 | 66.58%        | 58.22%        | 76.18%   | 71.44%   |
| <b>ROOM RATE</b>                           |                 |               |               |          |          |
| Lodging Type                               | Number of Rooms | November 2024 | November 2023 | YTD 2024 | YTD 2023 |
| <b>Number of Rooms</b>                     |                 |               |               |          |          |
| 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 |
| <b>Location</b>                            |                 |               |               |          |          |
| 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 |
| <b>Tier</b>                                |                 |               |               |          |          |
| 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 |
| <b>Lodging Type</b>                        |                 |               |               |          |          |
| Hotels                                     | 3,605           | \$207.85      | \$200.95      | \$272.45 | \$258.56 |
| Motels                                     | 278             | \$121.59      | \$125.17      | \$172.55 | \$161.10 |
| <b>Total Rooms</b>                         | <b>3,883</b>    |               |               |          |          |
| <b>Average Room Rate</b>                   |                 | \$200.65      | \$195.08      | \$264.78 | \$249.77 |
| <b>REVENUE PER AVAILABLE ROOM (REVPAR)</b> |                 |               |               |          |          |
| Lodging Type                               | Number of Rooms | November 2024 | November 2023 | YTD 2024 | YTD 2023 |
| <b>Number of Rooms</b>                     |                 |               |               |          |          |
| 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 |
| <b>Location</b>                            |                 |               |               |          |          |
| 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 |
| <b>Tier</b>                                |                 |               |               |          |          |
| 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 |
| <b>Lodging Type</b>                        |                 |               |               |          |          |
| Hotels                                     | 3,605           | \$136.33      | \$117.52      | \$206.75 | \$182.91 |
| Motels                                     | 278             | \$97.10       | \$69.18       | \$137.76 | \$127.91 |
| <b>Total Rooms</b>                         | <b>3,883</b>    |               |               |          |          |
| <b>Average REVPAR</b>                      |                 | \$133.60      | \$113.57      | \$201.69 | \$178.45 |

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

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group.