

VICTORIA TOURISM BULLETIN

February 2024



- Victoria Airport Authority has been named as one of **BC's Top 100 Employers for 2024**.
- The **2024 BC Tourism Industry Awards** presented Ingrid Jarrett, BC Hotel Association with the Business Woman of the Year Award. The award was presented at the 2024 BC Tourism Industry Conference Awards Gala held in March.
- The Chamber's **2024 Business Awards Ceremony** will be held May 7th. The list of finalists include: Oswego Hotel for Business of the Year (11-39 Employees), Oak Bay Beach Hotel for Outstanding Customer Service Award, and the Huntingdon Manor Hotel for Sustainable Business Practices.
- Canada ranked safest country in the world for travellers in 2024. The annual report by **Berkshire Hathaway Travel Protection** recognized Canada for its diversity, inclusivity and low crime rate.
- Reminder the National Tourism Week event is scheduled for April 15-19. For more information go to www.tiac-aitc.ca.

Tourism Statistics	February		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	62.74%	60.85%	1.89%	53.20%	53.79%	(.59%)
Average Daily Room Rate	\$185.53	\$180.24	\$5.29	\$181.60	\$175.45	\$6.15
Revenue Per Available Room (RevPAR)	\$116.40	\$109.67	\$6.73	\$96.61	\$94.37	\$2.24
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	128,321	121,482	5.63%	244,718	244,525	0.08%
Passengers	360,874	330,739	9.11%	675,361	649,439	3.99%
Buses	379	362	4.70%	754	760	(0.79%)
Victoria International Airport	118,182	100,046	18.13%	235,919	207,740	13.56%
Victoria Conference Centre (Delegate Days)	3,863	3,253	18.75%	7,903	4,563	73.20%

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

VICTORIA LODGING RESULTS

February 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2024	Feb 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,038	58.83%	53.04%	47.11%	45.08%
100 - 150	771	63.37%	68.20%	57.03%	62.61%
50 - 99	846	68.44%	67.76%	61.52%	62.22%
Less than 50	318	71.52%	74.70%	61.74%	66.22%
Location					
Downtown/Inner Harbour	3,138	62.06%	59.37%	51.30%	51.96%
Suburban	588	63.80%	63.71%	57.90%	58.66%
Saanich Peninsula/Sidney	247	68.72%	72.85%	65.65%	65.38%
Tier					
Upper	1,914	59.70%	51.69%	48.81%	45.85%
Mid	1,366	63.99%	69.10%	55.34%	59.20%
Lower	693	68.98%	69.92%	61.46%	65.15%
Lodging Type					
Hotels	3,655	62.22%	59.38%	52.31%	52.20%
Motels	318	68.76%	77.66%	63.34%	72.07%
Total Rooms	3,915				
Average Occupancy		62.74%	60.85%	53.20%	53.79%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2024	Feb 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,038	\$211.59	\$202.28	\$205.97	\$198.97
100 - 150	771	\$160.62	\$154.96	\$158.92	\$150.32
50 - 99	846	\$164.86	\$177.16	\$166.29	\$170.49
Less than 50	318	\$150.65	\$143.51	\$150.43	\$142.02
Location					
Downtown/Inner Harbour	3,138	\$192.28	\$182.85	\$187.96	\$178.88
Suburban	588	\$170.56	\$171.12	\$163.92	\$161.76
Saanich Peninsula/Sidney	247	\$142.79	\$172.21	\$156.95	\$170.07
Tier					
Upper	1,914	\$227.55	\$229.93	\$224.24	\$223.49
Mid	1,366	\$162.59	\$158.68	\$161.09	\$155.87
Lower	693	\$123.82	\$120.60	\$121.83	\$116.63
Lodging Type					
Hotels	3,655	\$192.11	\$187.48	\$188.61	\$182.95
Motels	318	\$116.98	\$117.02	\$115.56	\$113.01
Total Rooms	3,915				
Average Room Rate		\$185.53	\$180.24	\$181.60	\$175.45
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2024	Feb 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,038	\$124.49	\$107.29	\$97.03	\$89.69
100 - 150	771	\$101.79	\$105.68	\$90.63	\$94.12
50 - 99	846	\$112.82	\$120.03	\$102.30	\$106.08
Less than 50	318	\$107.75	\$107.20	\$92.88	\$94.04
Location					
Downtown/Inner Harbour	3,138	\$119.32	\$108.55	\$96.42	\$92.95
Suburban	588	\$108.82	\$109.02	\$94.90	\$94.89
Saanich Peninsula/Sidney	247	\$98.12	\$125.46	\$103.04	\$111.19
Tier					
Upper	1,914	\$135.84	\$118.85	\$109.46	\$102.46
Mid	1,366	\$104.03	\$109.64	\$89.14	\$92.27
Lower	693	\$85.40	\$84.33	\$74.88	\$75.98
Lodging Type					
Hotels	3,655	\$119.52	\$111.32	\$98.67	\$95.49
Motels	318	\$80.44	\$90.88	\$73.20	\$81.45
Total Rooms	3,915				
Average REVPAR		\$116.40	\$109.67	\$96.61	\$94.37

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.