

VICTORIA TOURISM BULLETIN

July 2024



- July numbers have shown an increase from last year. Average occupancy was up by 5.42%, average room rate up by \$30.86 and revpar up by \$44.02.
- The BC Hotel Association announced that **Ingrid Jarrett** will be stepping down as CEO, effective at the end of 2024. Best wishes to Ingrid as she embarks on the next stage of her life's journey.
- 4VI announced the evolution of its social enterprise model to include its tourism non-profit, a charitable giving directive, and a for-profit corporation, all forming the 4VI Group. Learn more [here](#).
- The **Parkside Hotel & Spa** announced that it has become a signatory of the **Glasgow Declaration on Climate Action in Tourism**. The Glasgow Declaration is a unified call to action for all stakeholders within the travel and tourism sector to address the urgent need for climate action collaboratively.
- Hotel Zed Victoria is moving into the future with a retroactive 1970's design. The flagship property of the nine-property B.C. hospitality chain has completed a \$6 million renovation to celebrate the hotel's 10th anniversary. To read more click [here](#).

Tourism Statistics	July		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	88.06%	82.64%	5.42%	74.00%	69.76%	4.24%
Average Daily Room Rate	\$342.00	\$311.14	\$30.86	\$255.21	\$240.48	\$14.73
Revenue Per Available Room (RevPAR)	\$301.16	\$257.14	\$44.02	\$188.87	\$167.77	\$21.10
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	244,549	221,435	10.44%	1,226,217	1,194,633	2.64%
Passengers	800,507	757,400	5.69%	3,648,778	3,533,167	3.27%
Buses	1,616	1,622	(0.37%)	6,292	6,114	2.91%
Victoria International Airport	193,594	184,630	4.86%	1,044,453	960,848	8.7%
Victoria Conference Centre (Delegate Days)	2,130	4,032	(47.17%)	55,879	43,928	27.21%
Victoria Cruise Ships						
Ships	57	60	(5.00%)	179	186	(3.76%)
Passengers	182,032	187,836	(3.09%)	551,104	550,677	0.08%
Crew	64,975	72,356	(10.20%)	205,305	222,868	(7.88%)

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VICTORIA LODGING RESULTS

July 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2024	July 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	85.37%	80.03%	71.04%	63.54%
100 - 150	704	89.51%	84.43%	74.06%	75.70%
50 - 99	842	91.74%	85.51%	78.85%	75.24%
Less than 50	280	92.83%	87.26%	80.67%	80.77%
Location					
Downtown/Inner Harbour	3,056	87.56%	82.67%	73.75%	68.96%
Suburban	592	89.34%	83.59%	73.56%	72.27%
Saanich Peninsula/Sidney	208	91.76%	80.01%	78.70%	74.05%
Tier					
Upper	1,909	87.97%	82.40%	73.05%	64.69%
Mid	1,305	86.16%	80.80%	73.17%	72.69%
Lower	642	92.17%	86.92%	78.54%	78.09%
Lodging Type					
Hotels	3,577	87.88%	82.28%	73.79%	68.70%
Motels	279	90.28%	86.77%	76.61%	81.82%
Total Rooms	3,856				
Average Occupancy		88.06%	82.64%	74.00%	69.76%
ROOM RATE					
Lodging Type	Number of Rooms	July 2024	July 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$372.30	\$336.28	\$285.25	\$270.33
100 - 150	704	\$294.74	\$269.21	\$216.64	\$202.61
50 - 99	842	\$325.52	\$304.92	\$236.39	\$231.55
Less than 50	280	\$303.37	\$278.85	\$213.26	\$198.12
Location					
Downtown/Inner Harbour	3,056	\$351.78	\$320.49	\$263.22	\$247.37
Suburban	592	\$307.35	\$278.01	\$226.97	\$218.82
Saanich Peninsula/Sidney	208	\$300.93	\$272.16	\$221.06	\$208.98
Tier					
Upper	1,909	\$406.90	\$371.71	\$310.55	\$298.40
Mid	1,305	\$298.31	\$276.03	\$219.14	\$210.49
Lower	642	\$240.65	\$218.13	\$172.86	\$162.15
Lodging Type					
Hotels	3,577	\$350.11	\$320.22	\$262.70	\$249.58
Motels	279	\$240.84	\$213.80	\$165.66	\$153.84
Total Rooms	3,856				
Average Room Rate		\$342.00	\$311.14	\$255.21	\$240.48
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2024	July 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,030	\$317.85	\$269.14	\$202.63	\$171.78
100 - 150	704	\$263.83	\$227.29	\$160.45	\$153.38
50 - 99	842	\$298.62	\$260.74	\$186.40	\$174.22
Less than 50	280	\$281.61	\$243.32	\$172.03	\$160.02
Location					
Downtown/Inner Harbour	3,056	\$308.01	\$264.96	\$194.12	\$170.58
Suburban	592	\$274.57	\$232.40	\$166.96	\$158.14
Saanich Peninsula/Sidney	208	\$276.14	\$217.75	\$173.99	\$154.74
Tier					
Upper	1,909	\$357.95	\$306.29	\$226.86	\$193.04
Mid	1,305	\$257.03	\$223.05	\$160.35	\$153.01
Lower	642	\$221.80	\$189.59	\$135.77	\$126.62
Lodging Type					
Hotels	3,577	\$307.69	\$263.47	\$193.85	\$171.46
Motels	279	\$217.42	\$185.51	\$126.92	\$125.87
Total Rooms	3,856				
Average REVPAR		\$301.16	\$257.14	\$188.87	\$167.77

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

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