

VICTORIA TOURISM BULLETIN

October 2024



- For the second year in a row, Victoria has topped the **Condé Nast Traveler's** list of the best small cities in the world. Victoria's high ranking in this distinguished travel magazine is credited with giving tourism a lift. Click [here](#) to read the news article.
- 'Strong economic driver': Nearly 1 million cruise ship passengers docked in Victoria this year, says **GVHA**. Click [here](#) to read more.
- Check out the BCHA latest blog post: Stay Ahead of the Curve: How Digital Innovation Fuels Hotel Sales Growth. To read the blog click [here](#).
- A ground-breaking ceremony marked the official start of the new 129 room Towne Place Suites by Marriott at Victoria International Airport. Click [here](#) to read more.
- On November 18th the BC government swore in their **new cabinet ministers**. Long-time Vancouver West-End MLA Spencer Chandra-Herbert who has served as deputy Speaker of the House, will take on the Tourism Arts and Culture portfolio.

Tourism Statistics	October		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	75.24%	69.31%	5.93%	77.12%	72.74%	4.38%
Average Daily Room Rate	\$231.47	\$225.45	\$6.02	\$270.21	\$254.05	\$16.16
Revenue Per Available Room (RevPAR)	\$174.16	\$156.25	\$ 17.91	\$208.38	\$184.78	\$23.60
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	168,971	164,483	2.73%	1,853,094	1,809,788	2.39%
Passengers	479,662	499,491	(3.97%)	5,574,160	5,459,978	2.09%
Buses	929	981	(5.30%)	10,294	10,192	1.00%
Victoria International Airport	167,866	159,148	5.48%	1,589,081	1,479,567	7.40%
Victoria Conference Centre (Delegate Days)	27,809	30,298	(8.22%)	88,340	76,421	15.60%
Victoria Cruise Ships						
Ships	18	29	(37.93%)	317	326	(2.76%)
Passengers	49,829	69,903	(28.72%)	966,130	966,546	(0.04%)
Crew	19,891	30,525	(34.84%)	364,448	387,188	(5.87%)

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.

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VICTORIA LODGING RESULTS

October 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	October 2024	October 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,027	72.91%	63.03%	74.27%	67.04%
100 - 150	774	76.18%	75.72%	77.65%	78.28%
50 - 99	845	79.70%	77.57%	81.63%	78.20%
Less than 50	277	76.29%	72.99%	82.76%	81.33%
Location	3,923				
Downtown/Inner Harbour	3,126	74.76%	69.17%	76.87%	72.07%
Suburban	592	75.58%	70.30%	76.85%	75.24%
Saanich Peninsula/Sidney	205	81.98%	68.67%	81.40%	75.23%
Tier	3,923				
Upper	1,904	76.02%	66.78%	76.52%	68.63%
Mid	1,374	73.32%	71.60%	76.00%	75.09%
Lower	645	76.96%	71.90%	81.21%	79.49%
Lodging Type	3,923				
Hotels	3,645	75.01%	69.18%	76.90%	71.94%
Motels	278	78.25%	70.68%	79.84%	81.77%
Total Rooms	3,923				
Average Occupancy		75.24%	69.31%	77.12%	72.74%
ROOM RATE					
Lodging Type	Number of Rooms	October 2024	October 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,027	\$257.20	\$257.73	\$300.20	\$285.31
100 - 150	774	\$194.86	\$186.35	\$228.85	\$213.15
50 - 99	845	\$217.45	\$207.27	\$253.25	\$242.84
Less than 50	277	\$197.52	\$192.67	\$227.88	\$212.93
Location					
Downtown/Inner Harbour	3,126	\$238.07	\$233.47	\$278.66	\$261.95
Suburban	592	\$199.61	\$194.61	\$239.45	\$228.01
Saanich Peninsula/Sidney	205	\$224.13	\$200.23	\$235.65	\$219.88
Tier					
Upper	1,904	\$282.37	\$283.18	\$327.62	\$314.83
Mid	1,374	\$197.30	\$188.63	\$232.10	\$220.04
Lower	645	\$151.51	\$146.18	\$183.96	\$171.67
Lodging Type					
Hotels	3,645	\$238.42	\$233.14	\$277.88	\$263.13
Motels	278	\$144.63	\$140.98	\$177.28	\$163.49
Total Rooms	3,923				
Average Room Rate		\$231.47	\$225.45	\$270.21	\$254.05
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	October 2024	October 2023	YTD 2024	YTD 2023
Number of Rooms					
Greater than 150	2,027	\$187.53	\$162.44	\$222.97	\$191.28
100 - 150	774	\$148.44	\$141.10	\$177.71	\$166.86
50 - 99	845	\$173.31	\$160.78	\$206.72	\$189.89
Less than 50	277	\$150.68	\$140.64	\$188.59	\$173.18
Location					
Downtown/Inner Harbour	3,126	\$177.97	\$161.48	\$214.19	\$188.79
Suburban	592	\$150.87	\$136.81	\$184.01	\$171.55
Saanich Peninsula/Sidney	205	\$183.74	\$137.50	\$191.82	\$165.41
Tier					
Upper	1,904	\$214.67	\$189.10	\$250.68	\$216.08
Mid	1,374	\$144.66	\$135.07	\$176.39	\$165.23
Lower	645	\$116.61	\$105.10	\$149.39	\$136.46
Lodging Type					
Hotels	3,645	\$178.84	\$161.29	\$213.69	\$189.29
Motels	278	\$113.17	\$99.65	\$141.54	\$133.69
Total Rooms	3,923				
Average REVPAR		\$174.16	\$156.25	\$208.38	\$184.78

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

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