

VICTORIA TOURISM BULLETIN

October 2021

- October continued relatively robust accommodation metrics relying on the Canadian Domestic Market.
- The Impact Sustainability Travel and Tourism Conference will take place in January 2022 and will signal a return to conferences in Victoria. This important conference is celebrating its 5th year. Details and registration information can be found at [Impact Sustainability Travel & Tourism | Tourism Victoria](#).
- Lonely Planet has recognized Vancouver Island as a top 10 region for travel in their Best in Travel 2022 list. Click [here](#) to read more.


Tourism Statistics	October			Year-to-Date		
	2021	2020	Variance	2021	2020	Variance
Average Occupancy	65.37%	40.21%	25.16%	48.52%	38.47%	10.05%
Average Daily Room Rate	\$183.66	\$146.88	\$36.78	\$190.51	\$151.59	\$38.92
Revenue Per Available Room (RevPAR)	\$120.05	\$59.07	\$60.98	\$92.44	\$58.32	\$34.12
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	152,074	128,158	18.66%	1,323,165	1,174,714	12.64%
Passengers	390,170	274,217	42.29%	3,130,723	2,736,053	14.42%
Buses	439	92	377.17%	1,540	1,953	(21.15%)
Victoria International Airport	99,127	38,463	157.72%	498,281	527,217	(5.49%)
Victoria Conference Centre (Delegate Days)	15,435	0	100%	17,135	15,756	8.75

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All international source markets, most business travel, conference, leisure travel, cruise and international tour and travel business has been lost for the foreseeable future. As a result of these extraordinary circumstances year over year comparisons are immaterial. Also, please note that due to the impacts of Covid on hotel operations, the room inventory of reporting hotels is fluctuating from month to month and may impact year over year comparisons.

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VICTORIA LODGING RESULTS

October 2021

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2021	October 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,033	53.95%	26.64%	38.46%	29.29%	
100 - 150	771	77.97%	55.48%	61.99%	45.31%	
50 - 99	847	75.59%	54.03%	53.57%	46.33%	
Less than 50	314	81.34%	58.54%	65.29%	52.76%	
Location						
Downtown/Inner Harbour	3,123	63.35%	37.35%	45.56%	35.44%	
Suburban	594	73.28%	56.59%	61.01%	52.19%	
Saanich Peninsula/Sidney	248	71.73%	38.95%	55.17%	38.32%	
Tier						
Upper	1,899	56.11%	29.69%	40.49%	30.93%	
Mid	1,367	70.68%	45.70%	51.68%	40.38%	
Lower	699	80.42%	62.01%	63.50%	51.40%	
Lodging Type						
Hotels	3,641	64.04%	38.63%	46.45%	36.71%	
Motels	324	80.18%	58.80%	71.54%	54.79%	
Total Rooms	3,965					
Average Occupancy		65.37%	40.21%	48.52%	38.47%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2021	October 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,033	\$215.66	\$182.67	\$217.89	\$183.77	
100 - 150	771	\$140.51	\$98.17	\$152.60	\$118.92	
50 - 99	847	\$181.10	\$144.24	\$194.99	\$142.49	
Less than 50	314	\$153.96	\$145.91	\$167.42	\$142.91	
Location						
Downtown/Inner Harbour	3,123	\$187.28	\$147.21	\$193.47	\$158.43	
Suburban	594	\$167.00	\$140.29	\$179.07	\$135.73	
Saanich Peninsula/Sidney	248	\$184.37	\$162.73	\$190.40	\$138.18	
Tier						
Upper	1,899	\$243.51	\$209.92	\$245.47	\$204.08	
Mid	1,367	\$156.57	\$122.39	\$171.40	\$139.88	
Lower	699	\$115.50	\$90.53	\$128.68	\$99.69	
Lodging Type						
Hotels	3,641	\$192.17	\$154.78	\$199.73	\$160.91	
Motels	324	\$107.60	\$86.16	\$124.05	\$93.66	
Total Rooms	3,965					
Average Room Rate		\$183.66	\$146.88	\$190.51	\$151.59	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2021	October 2020	YTD 2021	YTD 2020	
Number of Rooms						
Greater than 150	2,033	\$116.34	\$48.66	\$83.79	\$53.82	
100 - 150	771	\$109.56	\$54.47	\$94.60	\$53.88	
50 - 99	847	\$136.90	\$77.94	\$104.46	\$66.02	
Less than 50	314	\$125.23	\$85.42	\$109.31	\$75.40	
Location						
Downtown/Inner Harbour	3,123	\$118.64	\$54.98	\$88.15	\$56.14	
Suburban	594	\$122.37	\$79.39	\$109.25	\$70.84	
Saanich Peninsula/Sidney	248	\$132.25	\$63.38	\$105.05	\$52.96	
Tier						
Upper	1,899	\$136.62	\$62.33	\$99.40	\$63.12	
Mid	1,367	\$110.66	\$55.93	\$88.58	\$56.48	
Lower	699	\$92.88	\$56.13	\$81.71	\$51.24	
Lodging Type						
Hotels	3,641	\$123.07	\$59.79	\$92.78	\$59.07	
Motels	324	\$86.28	\$50.66	\$88.75	\$51.32	
Total Rooms	3,965					
Average REVPAR		\$120.05	\$59.07	\$92.44	\$58.32	

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

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