

VICTORIA TOURISM BULLETIN

July 2022

- The Victoria Conference Centre reported 8,800 delegate days during the summer month on July and that certainly helps to underpin recovery.
- July is showing a healthy RevPAR with a higher level than 2019 which is the most critical metric for any accommodation provider.
- Victoria has been named Canada’s Best Small City by Resonance Consultancy! Read the Resonance Consultancy’s “Canada’s Best Small Cities Report” [here](#).
- Congratulations to the [Parkside Hotel & Spa](#) on their [Biosphere Certification](#).

Tourism Statistics	July			Year-to-Date			July
	2022	2021	Variance	2022	2021	Variance	2019
Average Occupancy	81.69%	64.79%	16.90%	67.78%	39.00%	28.78%	85.78%
Average Daily Room Rate	\$305.39	\$230.22	\$75.17	\$231.21	\$158.97	\$72.24	\$249.50
Revenue Per Available Room (RevPAR)	\$249.48	\$149.15	\$100.33	\$156.71	\$62.00	\$94.71	\$214.02
BC Ferries (Tsawwassen - Swartz Bay)							
Vehicles	235,156	221,698	6.07%	1,162,026	715,378	62.44%	235,191
Passengers	736,429	586,132	25.64%	3,158,824	1,528,739	106.63%	812,924
Buses	1,297	227	471.37%	4,468	441	913.15%	2,891
Victoria International Airport	162,002	68,292	137.22%	783,590	171,752	356.23%	184,561
Victoria Conference Centre (Delegate Days)	8,211	0	100%	32,096	1,700	1,788.00%	3,633
Victoria Cruise Ships							
Ships	64	0	100%	187	0	100%	53
Passengers	158,026	0	100%	384,533	0	100%	145,156
Crew	70,015	0	100%	196,185	0	100%	58,361

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

July 2022

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	July 2022	July 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	74.74%	51.82%	59.32%	29.42%	
100 - 150	759	86.60%	75.67%	75.31%	53.52%	
50 - 99	851	89.83%	78.02%	75.29%	42.88%	
Less than 50	305	92.96%	85.82%	85.22%	53.04%	
Location						
Downtown/Inner Harbour	3,138	80.64%	61.52%	66.16%	35.88%	
Suburban	590	83.09%	75.39%	72.61%	52.32%	
Saanich Peninsula/Sidney	252	91.57%	77.57%	77.29%	45.63%	
Tier						
Upper	1,927	77.08%	52.92%	60.76%	31.80%	
Mid	1,359	84.12%	71.12%	71.60%	40.91%	
Lower	694	89.62%	83.74%	80.28%	54.19%	
Lodging Type						
Hotels	3,660	81.04%	62.70%	66.37%	36.71%	
Motels	320	89.21%	84.56%	83.68%	64.59%	
Total Rooms	3,980					
Average Occupancy		81.69%	64.79%	67.78%	39.00%	
ROOM RATE						
Lodging Type	Number of Rooms	July 2022	July 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	\$334.46	\$261.61	\$261.33	\$177.90	
100 - 150	759	\$264.27	\$191.01	\$192.76	\$128.50	
50 - 99	851	\$299.61	\$224.70	\$224.69	\$170.67	
Less than 50	305	\$261.33	\$204.28	\$188.88	\$142.33	
Location						
Downtown/Inner Harbour	3,138	\$312.18	\$235.06	\$235.87	\$159.74	
Suburban	590	\$293.50	\$224.01	\$220.65	\$153.31	
Saanich Peninsula/Sidney	252	\$256.30	\$202.83	\$203.35	\$166.29	
Tier						
Upper	1,927	\$366.71	\$297.01	\$290.12	\$203.97	
Mid	1,359	\$274.82	\$204.81	\$201.65	\$144.55	
Lower	694	\$216.54	\$161.12	\$156.26	\$110.91	
Lodging Type						
Hotels	3,660	\$313.31	\$239.63	\$239.99	\$167.30	
Motels	320	\$223.10	\$164.16	\$152.42	\$106.09	
Total Rooms	3,980					
Average Room Rate		\$305.39	\$230.22	\$231.21	\$158.97	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	July 2022	July 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	\$249.98	\$135.57	\$155.02	\$52.33	
100 - 150	759	\$228.85	\$144.53	\$145.17	\$68.77	
50 - 99	851	\$269.15	\$175.31	\$169.16	\$73.19	
Less than 50	305	\$242.93	\$175.31	\$160.97	\$75.49	
Location						
Downtown/Inner Harbour	3,138	\$251.73	\$144.61	\$156.05	\$57.32	
Suburban	590	\$243.87	\$168.88	\$160.21	\$80.20	
Saanich Peninsula/Sidney	252	\$234.70	\$157.34	\$157.17	\$75.87	
Tier						
Upper	1,927	\$282.67	\$157.16	\$176.27	\$64.87	
Mid	1,359	\$231.18	\$145.66	\$144.38	\$59.14	
Lower	694	\$194.07	\$134.92	\$125.45	\$60.11	
Lodging Type						
Hotels	3,660	\$253.89	\$150.24	\$159.28	\$61.41	
Motels	320	\$199.03	\$138.82	\$127.55	\$68.53	
Total Rooms	3,980					
Average REVPAR		\$249.48	\$149.15	\$156.71	\$62.00	

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

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