

VICTORIA TOURISM BULLETIN

September 2022

- Destination Greater Victoria is investing over \$350,000 to attract travellers this fall. The marketing campaign will emphasize Greater Victoria's unique selling propositions, including its mild climate, one-of-a-kind draws, and culinary scene. Check out the [Destination Greater Victoria YouTube channel](#).
- **Government of Canada** announced the removal of all COVID-19 entry restrictions, as well as testing, quarantine, and isolation requirements for anyone entering Canada, effective October 1, 2022.
- To celebrate World Tourism Day, Destination Greater Victoria with partners Zinc Media and Sustainable Tourism International produced a documentary video to highlight the Greater Victoria visitor economy's sustainability programs and achievements. View video [here](#).
- Save the DATE! **IMPACT Sustainable Travel & Tourism**, January 23-25 and Day of IMPACT January 22, 2023. The theme for the event is: **O P E N** When we come together with open hearts and open minds, anything is possible. We see connections everywhere. We welcome all ideas, experiences, and ways of life—because this is how we learn, grow, and change.

Tourism Statistics	September			Year-to-Date			Sept.
	2022	2021	Variance	2022	2021	Variance	2019
Average Occupancy	80.36%	69.54%	10.82%	71.00%	46.56%	24.44%	81.41%
Average Daily Room Rate	\$280.19	\$237.80	\$42.39	\$247.52	\$191.63	\$55.89	\$214.03
Revenue Per Available Room (RevPAR)	\$225.17	\$165.38	\$59.79	\$175.74	\$89.22	\$ 86.52	\$174.23
BC Ferries (Tsawwassen - Swartz Bay)							
Vehicles	202,321	196,624	2.90%	1,613,919	1,171,091	37.81%	186,360
Passengers	557,567	479,597	16.26%	4,493,736	2,740,553	63.97%	568,845
Buses	1,187	374	217.38%	6,949	1,101	531.15%	2,522
Victoria International Airport	151,005	104,378	44.67%	1,103,921	399,154	176.57%	156,363
Victoria Conference Centre (Delegate Days)	15,903	0	100%	52,089	1,700	2,964.06%	6,070
Victoria Cruise Ships							
Ships	65	0	100%	310	0	100%	42
Passengers	135,883	0	100%	662,611	0	100%	110,373
Crew	20,665	0	100%	283,045	0	100%	48,547

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

September 2022

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Sep 2022	Sep 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,065	72.19%	58.44%	62.71%	36.60%
100 - 150	771	87.14%	80.38%	78.30%	60.18%
50 - 99	851	90.31%	78.21%	78.88%	51.14%
Less than 50	305	90.53%	93.01%	86.80%	63.31%
Location					
Downtown/Inner Harbour	3,150	78.94%	66.50%	69.46%	43.47%
Suburban	590	83.31%	80.78%	75.29%	59.58%
Saanich Peninsula/Sidney	252	91.20%	81.71%	80.70%	53.36%
Tier					
Upper	1,927	74.30%	60.46%	64.43%	38.63%
Mid	1,371	83.92%	74.67%	74.48%	49.50%
Lower	694	90.27%	84.65%	82.84%	61.58%
Lodging Type					
Hotels	3,672	79.43%	67.83%	69.72%	44.40%
Motels	320	90.97%	88.81%	85.47%	70.54%
Total Rooms	3,992				
Average Occupancy		80.36%	69.54%	71.00%	46.56%
ROOM RATE					
Lodging Type	Number of Rooms	Sep 2022	Sep 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,065	\$312.16	\$269.92	\$279.23	\$218.28
100 - 150	771	\$237.38	\$195.50	\$207.16	\$154.38
50 - 99	851	\$270.30	\$232.20	\$239.18	\$197.26
Less than 50	305	\$240.47	\$207.22	\$203.75	\$169.56
Location					
Downtown/Inner Harbour	3,150	\$287.81	\$242.28	\$253.11	\$194.53
Suburban	590	\$258.85	\$222.35	\$234.25	\$180.80
Saanich Peninsula/Sidney	252	\$243.25	\$227.79	\$215.17	\$191.29
Tier					
Upper	1,927	\$344.94	\$300.59	\$308.95	\$245.81
Mid	1,371	\$243.36	\$208.17	\$215.13	\$173.82
Lower	694	\$199.08	\$164.79	\$169.59	\$130.63
Lodging Type					
Hotels	3,672	\$288.55	\$246.43	\$256.37	\$201.00
Motels	320	\$196.72	\$163.67	\$165.58	\$126.22
Total Rooms	3,992				
Average Room Rate		\$280.19	\$237.80	\$247.52	\$191.63
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Sep 2022	Sep 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,065	\$225.36	\$157.73	\$175.10	\$79.90
100 - 150	771	\$206.86	\$157.15	\$162.21	\$92.90
50 - 99	851	\$244.11	\$181.62	\$188.66	\$100.87
Less than 50	305	\$217.71	\$192.74	\$176.85	\$107.34
Location					
Downtown/Inner Harbour	3,150	\$227.21	\$161.12	\$175.80	\$84.57
Suburban	590	\$215.63	\$179.62	\$176.36	\$107.72
Saanich Peninsula/Sidney	252	\$221.83	\$186.13	\$173.65	\$102.06
Tier					
Upper	1,927	\$256.28	\$181.75	\$199.04	\$94.95
Mid	1,371	\$204.22	\$155.44	\$160.23	\$86.05
Lower	694	\$179.70	\$139.50	\$140.49	\$80.44
Lodging Type					
Hotels	3,672	\$229.21	\$167.16	\$178.75	\$89.24
Motels	320	\$178.96	\$145.35	\$141.52	\$89.04
Total Rooms	3,992				
Average REVPAR		\$225.17	\$165.38	\$175.74	\$89.22

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