

VICTORIA TOURISM BULLETIN

October 2022

- Air travel to YYJ during October 2022, with 149,659 passengers, has rebounded substantially almost getting back to the October 2019 amount of 159,369.
- 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.
- The Tourism Industry Association of BC and BC Hotel Association announced the date for next year’s annual BC Tourism & Hospitality Conference, taking place in Prince George, March 1-3, 2023. Information on the 2023 conference can be found at bctourismandhospitalityconference.com.
- **Destination Greater Victoria** is excited to announce the return of Dine Around and Stay in Town! Taking place from January 20 - February 5, 2023, Greater Victoria’s favourite culinary festival will offer three-course menus and hotel room rates at low prices.

Tourism Statistics	October		Variance	Year-to-Date		October 2019
	2022	2021		2022	2021	
Average Occupancy	70.75%	65.37%	5.38%	70.97%	48.52%	73.76%
Average Daily Room Rate	\$213.09	\$183.66	\$29.43	\$243.96	\$190.51	\$168.53
Revenue Per Available Room (RevPAR)	\$150.76	\$120.05	\$30.71	\$173.15	\$92.44	\$124.30
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	174,706	152,074	14.88%	1,788,625	1,323,165	159,432
Passengers	480,967	390,170	23.27%	4,974,703	3,130,723	491,140
Buses	752	439	71.30%	7,701	1,540	2,077
Victoria International Airport	149,659	99,127	50.98%	1,253,580	498,281	159,369
Victoria Conference Centre (Delegate Days)	26,000	17,115	51.91%	78,089	18,815	36,975
Victoria Cruise Ships						
Ships	25	0	100%	335	0	8
Passengers	35,363	0	100%	697,974	0	21,519
Crew	21,217	0	100%	304,262	0	9,948

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 2022

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	October 2022	October 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	61.72%	53.95%	62.61%	38.46%	
100 - 150	771	79.54%	77.97%	78.44%	61.99%	
50 - 99	846	81.47%	75.59%	79.14%	53.57%	
Less than 50	304	80.01%	81.34%	86.10%	65.29%	
Location						
Downtown/Inner Harbour	3,156	69.41%	63.35%	69.45%	45.56%	
Suburban	583	75.31%	73.28%	75.29%	61.01%	
Saanich Peninsula/Sidney	247	77.19%	71.73%	80.35%	55.17%	
Tier						
Upper	1,933	66.60%	56.11%	64.65%	40.49%	
Mid	1,366	71.57%	70.68%	74.18%	51.68%	
Lower	687	80.84%	80.42%	82.62%	63.50%	
Lodging Type						
Hotels	3,673	69.96%	64.04%	69.75%	46.45%	
Motels	313	80.05%	80.18%	84.92%	71.54%	
Total Rooms	3,986					
Average Occupancy		70.75%	65.37%	70.97%	48.52%	
ROOM RATE						
Lodging Type	Number of Rooms	October 2022	October 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	\$245.89	\$215.66	\$275.82	\$217.89	
100 - 150	771	\$171.55	\$140.51	\$203.31	\$152.60	
50 - 99	846	\$200.47	\$181.10	\$235.12	\$194.99	
Less than 50	304	\$181.78	\$153.96	\$201.67	\$167.42	
Location						
Downtown/Inner Harbour	3,156	\$219.30	\$187.28	\$249.61	\$193.47	
Suburban	583	\$190.59	\$167.00	\$229.58	\$179.07	
Saanich Peninsula/Sidney	247	\$193.41	\$184.37	\$213.08	\$190.40	
Tier						
Upper	1,933	\$267.34	\$243.51	\$304.49	\$245.47	
Mid	1,366	\$182.30	\$156.57	\$211.90	\$171.40	
Lower	687	\$141.25	\$115.50	\$166.63	\$128.68	
Lodging Type						
Hotels	3,673	\$220.32	\$192.17	\$252.61	\$199.73	
Motels	313	\$138.99	\$107.60	\$163.05	\$124.05	
Total Rooms	3,986					
Average Room Rate		\$213.09	\$183.66	\$243.96	\$190.51	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	October 2022	October 2021	YTD 2022	YTD 2021	
Number of Rooms						
Greater than 150	2,065	\$151.76	\$116.34	\$172.68	\$83.79	
100 - 150	771	\$136.45	\$109.56	\$159.47	\$94.60	
50 - 99	846	\$163.32	\$136.90	\$186.07	\$104.46	
Less than 50	304	\$145.44	\$125.23	\$173.64	\$109.31	
Location						
Downtown/Inner Harbour	3,156	\$152.21	\$118.64	\$173.35	\$88.15	
Suburban	583	\$143.52	\$122.37	\$172.85	\$109.25	
Saanich Peninsula/Sidney	247	\$149.30	\$132.25	\$171.21	\$105.05	
Tier						
Upper	1,933	\$178.04	\$136.62	\$196.86	\$99.40	
Mid	1,366	\$130.47	\$110.66	\$157.20	\$88.58	
Lower	687	\$114.19	\$92.88	\$137.67	\$81.71	
Lodging Type						
Hotels	3,673	\$154.13	\$123.07	\$176.19	\$92.78	
Motels	313	\$111.27	\$86.28	\$138.47	\$88.75	
Total Rooms	3,986					
Average REVPAR		\$150.76	\$120.05	\$173.15	\$92.44	

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

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