

VICTORIA TOURISM BULLETIN

January 2023

- The **2023 BC Tourism and Hospitality Awards** were announced during the BC Tourism and Hospitality Conference. Congratulations to The Parkside Hotel & Spa for receiving the Sustainability Award and **Destination Greater Victoria** for the Professional Excellence (DMO) Award.
- Statistics show strong rebound in 2022 but tourism industry is still recovering. In an interview with Pique magazine, TIABC CEO Walt Judas explains that while domestic numbers were strong in 2022, international visitation has not returned to pre-pandemic levels. Read full interview [here](#).
- The **Greater Victoria Harbour Authority** (GVHA) anticipates 330 ship calls at the Victoria Cruise Terminal over the seven-month season between April and October. Based on feedback from regional and national port partners, GVHA estimates 850,000 cruise passengers.
- Fairmont Empress celebrates 115 years as Victoria’s most storied hotel. On January 20, 1908, Fairmont Empress swung open its doors and lured world travelers to the far-flung destination of Vancouver Island.
- The Oswego Hotel and the Magnolia Hotel & Spa have been included on Tripadvisor’s list of Cool and Unique BC Hotels.
- Congratulations to Chateau Victoria Hotel & Suites and Oak Bay Beach Hotel for achieving Biosphere Certification!

Tourism Statistics	January			Year-to-Date		
	2023	2022	Variance	2023	2022	Variance
Average Occupancy	47.38%	40.13%	7.25%	47.38%	40.13%	7.25%
Average Daily Room Rate	\$169.86	\$146.28	\$23.58	\$169.86	\$146.28	\$23.58
Revenue Per Available Room (RevPAR)	\$80.48	\$58.71	\$22.17	\$80.48	\$58.71	\$21.77
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	123,043	93,444	31.68%	123,043	93,444	31.68%
Passengers	318,700	208,143	53.12%	318,700	208,143	53.12%
Buses	398	156	155.13%	398	156	155.13%
Victoria International Airport	107,694	57,181	88.34%	107,694	57,181	88.34%
Victoria Conference Centre (Delegate Days)	1,310	0	100%	1,310	0	100%

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

January 2023

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2023	Jan 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,038	37.89%	27.02%	37.89%	27.02%
100 - 150	771	57.57%	53.39%	57.57%	53.39%
50 - 99	845	57.18%	50.03%	57.18%	50.03%
Less than 50	307	58.16%	64.81%	58.16%	64.81%
Location					
Downtown/Inner Harbour	3,130	45.24%	36.40%	45.24%	36.40%
Suburban	585	54.07%	53.71%	54.07%	53.71%
Saanich Peninsula/Sidney	246	58.57%	53.21%	58.57%	53.21%
Tier					
Upper	1,906	40.55%	29.80%	40.55%	29.80%
Mid	1,365	50.25%	44.32%	50.25%	44.32%
Lower	690	60.77%	59.15%	60.77%	59.15%
Lodging Type					
Hotels	3,644	45.69%	37.66%	45.69%	37.66%
Motels	317	66.94%	67.87%	66.94%	67.87%
Total Rooms	3,961				
Average Occupancy		47.38%	40.13%	47.38%	40.13%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2023	Jan 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,038	\$194.80	\$158.86	\$194.80	\$158.86
100 - 150	771	\$145.36	\$129.66	\$145.36	\$129.66
50 - 99	845	\$163.32	\$156.78	\$163.32	\$156.78
Less than 50	307	\$140.20	\$124.20	\$140.20	\$124.20
Location					
Downtown/Inner Harbour	3,130	\$174.15	\$144.70	\$174.15	\$144.70
Suburban	585	\$151.75	\$146.59	\$151.75	\$146.59
Saanich Peninsula/Sidney	246	\$167.65	\$158.54	\$167.65	\$158.54
Tier					
Upper	1,906	\$216.05	\$188.80	\$216.05	\$188.80
Mid	1,365	\$152.39	\$134.81	\$152.39	\$134.81
Lower	690	\$112.42	\$106.66	\$112.42	\$106.66
Lodging Type					
Hotels	3,644	\$177.60	\$153.39	\$177.60	\$153.39
Motels	317	\$108.72	\$102.03	\$108.72	\$102.03
Total Rooms	3,961				
Average Room Rate		\$169.86	\$146.28	\$169.86	\$146.28
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2023	Jan 2022	YTD 2023	YTD 2022
Number of Rooms					
Greater than 150	2,038	\$73.80	\$42.92	\$73.80	\$42.92
100 - 150	771	\$83.68	\$69.22	\$83.68	\$69.22
50 - 99	845	\$93.39	\$78.43	\$93.39	\$78.43
Less than 50	307	\$81.54	\$80.50	\$81.54	\$80.50
Location					
Downtown/Inner Harbour	3,130	\$78.79	\$52.67	\$78.79	\$52.67
Suburban	585	\$82.06	\$78.73	\$82.06	\$78.73
Saanich Peninsula/Sidney	246	\$98.20	\$84.36	\$98.20	\$84.36
Tier					
Upper	1,906	\$87.60	\$56.27	\$87.60	\$56.27
Mid	1,365	\$76.58	\$59.75	\$76.58	\$59.75
Lower	690	\$68.32	\$63.09	\$68.32	\$63.09
Lodging Type					
Hotels	3,644	\$81.14	\$57.77	\$81.14	\$57.77
Motels	317	\$72.78	\$69.25	\$72.78	\$69.25
Total Rooms	3,961				
Average REVPAR		\$80.48	\$58.71	\$80.48	\$58.71

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

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