

# VICTORIA TOURISM BULLETIN

February 2023

- The **Victoria Guest Services Network (VGSN)** will be hosting the 2023 Tourism Showcase on Tuesday, May 23<sup>rd</sup> at the Victoria Conference Centre.
- The Parkside Hotel & Spa has joined **Beyond Green** and have been certified as Climate Positive.
- Oak Bay Beach Hotel's **Boathouse Spa** was recognized by Spas of America as the #1 Spa in Western Canada, #5 of Top 50 Spas in Canada, and #20 in North America.
- **Destination Canada** and TED collaborated to create TED@DestinationCanada, producing 14 TED Talks from the brightest speakers and biggest changemakers connected to Canada. The TED event is part of a series of traditional and unconventional marketing initiatives that will unveil Destination Canada's new global brand strategy, positioning Canada as the destination that inspires openness.
- Clive's Classic Lounge was named Whisky Hotel Bar of the Year (for the Rest of the World) 2023 in Whisky Magazine's Icons of Whisky. Lounge Manager Shawn Soole was also named Bar Manager of the Year - Highly Commended. The ceremony took place February 2 in London, England.

Tourism Statistics	February		Variance	Year-to-Date		Variance
	2023	2022		2023	2022	
Average Occupancy	60.85%	54.57%	6.28%	53.79%	47.09%	6.70%
Average Daily Room Rate	\$180.24	\$168.38	\$11.86	\$175.45	\$158.63	\$16.82
Revenue Per Available Room (RevPAR)	\$109.67	\$91.89	\$17.78	\$94.37	\$74.70	\$19.67
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	121,482	115,243	5.41%	244,525	208,687	17.17%
Passengers	330,739	277,577	19.15%	649,439	485,720	33.71%
Buses	362	243	48.97%	760	399	90.48%
Victoria International Airport	100,046	61,004	64.00%	207,740	118,185	75.78%
Victoria Conference Centre (Delegate Days)	3,253	0	100%	4,563	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

## February 2023

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2023	Feb 2022	YTD 2023	YTD 2022
<b>Number of Rooms</b>					
Greater than 150	2,038	53.04%	42.93%	45.08%	34.75%
100 - 150	771	68.20%	67.57%	62.61%	60.11%
50 - 99	846	67.76%	62.26%	62.22%	55.87%
Less than 50	318	74.70%	78.10%	66.22%	71.36%
<b>Location</b>					
Downtown/Inner Harbour	3,138	59.37%	51.95%	51.96%	43.92%
Suburban	588	63.71%	65.49%	58.66%	59.31%
Saanich Peninsula/Sidney	247	72.85%	61.59%	65.38%	57.19%
<b>Tier</b>					
Upper	1,914	51.69%	44.27%	45.85%	36.88%
Mid	1,366	69.10%	60.37%	59.20%	51.93%
Lower	693	69.92%	71.57%	65.15%	65.10%
<b>Lodging Type</b>					
Hotels	3,655	59.38%	52.40%	52.20%	44.77%
Motels	318	77.66%	79.47%	72.07%	73.40%
<b>Total Rooms</b>	<b>3,973</b>				
<b>Average Occupancy</b>		60.85%	54.57%	53.79%	47.09%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2023	Feb 2022	YTD 2023	YTD 2022
<b>Number of Rooms</b>					
Greater than 150	2,038	\$202.28	\$195.57	\$198.97	\$180.89
100 - 150	771	\$154.96	\$133.31	\$150.32	\$131.60
50 - 99	846	\$177.16	\$172.94	\$170.49	\$165.38
Less than 50	318	\$143.51	\$135.74	\$142.02	\$130.42
<b>Location</b>					
Downtown/Inner Harbour	3,138	\$182.85	\$169.18	\$178.88	\$158.71
Suburban	588	\$171.12	\$164.03	\$161.76	\$155.75
Saanich Peninsula/Sidney	247	\$172.21	\$170.75	\$170.07	\$164.78
<b>Tier</b>					
Upper	1,914	\$229.93	\$226.34	\$223.49	\$210.85
Mid	1,366	\$158.68	\$143.55	\$155.87	\$139.63
Lower	693	\$120.60	\$110.76	\$116.63	\$108.82
<b>Lodging Type</b>					
Hotels	3,655	\$187.48	\$176.90	\$182.95	\$166.67
Motels	318	\$117.02	\$103.82	\$113.01	\$102.96
<b>Total Rooms</b>	<b>3,973</b>				
<b>Average Room Rate</b>		\$180.24	\$168.38	\$175.45	\$158.63
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2023	Feb 2022	YTD 2023	YTD 2022
<b>Number of Rooms</b>					
Greater than 150	2,038	\$107.29	\$83.96	\$89.69	\$62.85
100 - 150	771	\$105.68	\$90.08	\$94.12	\$79.10
50 - 99	846	\$120.03	\$107.66	\$106.08	\$92.39
Less than 50	318	\$107.20	\$106.01	\$94.04	\$93.06
<b>Location</b>					
Downtown/Inner Harbour	3,138	\$108.55	\$87.89	\$92.95	\$69.72
Suburban	588	\$109.02	\$107.43	\$94.89	\$92.38
Saanich Peninsula/Sidney	247	\$125.46	\$105.16	\$111.19	\$94.23
<b>Tier</b>					
Upper	1,914	\$118.85	\$100.20	\$102.46	\$77.76
Mid	1,366	\$109.64	\$86.67	\$92.27	\$72.50
Lower	693	\$84.33	\$79.27	\$75.98	\$70.84
<b>Lodging Type</b>					
Hotels	3,655	\$111.32	\$92.70	\$95.49	\$74.63
Motels	318	\$90.88	\$82.51	\$81.45	\$75.57
<b>Total Rooms</b>	<b>3,973</b>				
<b>Average REVPAR</b>		\$109.67	\$91.89	\$94.37	\$74.70

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

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