

# VICTORIA TOURISM BULLETIN

February 2024



- Victoria Airport Authority has been named as one of **BC's Top 100 Employers for 2024**.
- The **2024 BC Tourism Industry Awards** presented Ingrid Jarrett, BC Hotel Association with the Business Woman of the Year Award. The award was presented at the 2024 BC Tourism Industry Conference Awards Gala held in March.
- The Chamber's **2024 Business Awards Ceremony** will be held May 7th. The list of finalists include: Oswego Hotel for Business of the Year (11-39 Employees), Oak Bay Beach Hotel for Outstanding Customer Service Award, and the Huntingdon Manor Hotel for Sustainable Business Practices.
- Canada ranked safest country in the world for travellers in 2024. The annual report by **Berkshire Hathaway Travel Protection** recognized Canada for its diversity, inclusivity and low crime rate.
- Reminder the National Tourism Week event is scheduled for April 15-19. For more information go to [www.tiac-aitc.ca](http://www.tiac-aitc.ca).

Tourism Statistics	February		Variance	Year-to-Date		Variance
	2024	2023		2024	2023	
Average Occupancy	62.74%	60.85%	1.89%	53.20%	53.79%	(.59%)
Average Daily Room Rate	\$185.53	\$180.24	\$5.29	\$181.60	\$175.45	\$6.15
Revenue Per Available Room (RevPAR)	\$116.40	\$109.67	\$6.73	\$96.61	\$94.37	\$2.24
BC Ferries (Tsawwassen - Swartz Bay)	*BC Ferries has changed their internal processes and will be issuing stats on a quarterly basis moving forward. (Jan, Apr, July, Oct) We will provide you with these stats upon their release.					
Vehicles						
Passengers						
Buses						
Victoria International Airport	118,182	100,046	18.13%	235,919	207,740	13.56%
Victoria Conference Centre (Delegate Days)	3,863	3,253	18.75%	7,903	4,563	73.20%

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 2024

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2024	Feb 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,038	58.83%	53.04%	47.11%	45.08%
100 - 150	771	63.37%	68.20%	57.03%	62.61%
50 - 99	846	68.44%	67.76%	61.52%	62.22%
Less than 50	318	71.52%	74.70%	61.74%	66.22%
<b>Location</b>					
Downtown/Inner Harbour	3,138	62.06%	59.37%	51.30%	51.96%
Suburban	588	63.80%	63.71%	57.90%	58.66%
Saanich Peninsula/Sidney	247	68.72%	72.85%	65.65%	65.38%
<b>Tier</b>					
Upper	1,914	59.70%	51.69%	48.81%	45.85%
Mid	1,366	63.99%	69.10%	55.34%	59.20%
Lower	693	68.98%	69.92%	61.46%	65.15%
<b>Lodging Type</b>					
Hotels	3,655	62.22%	59.38%	52.31%	52.20%
Motels	318	68.76%	77.66%	63.34%	72.07%
<b>Total Rooms</b>	<b>3,915</b>				
<b>Average Occupancy</b>		62.74%	60.85%	53.20%	53.79%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2024	Feb 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,038	\$211.59	\$202.28	\$205.97	\$198.97
100 - 150	771	\$160.62	\$154.96	\$158.92	\$150.32
50 - 99	846	\$164.86	\$177.16	\$166.29	\$170.49
Less than 50	318	\$150.65	\$143.51	\$150.43	\$142.02
<b>Location</b>					
Downtown/Inner Harbour	3,138	\$192.28	\$182.85	\$187.96	\$178.88
Suburban	588	\$170.56	\$171.12	\$163.92	\$161.76
Saanich Peninsula/Sidney	247	\$142.79	\$172.21	\$156.95	\$170.07
<b>Tier</b>					
Upper	1,914	\$227.55	\$229.93	\$224.24	\$223.49
Mid	1,366	\$162.59	\$158.68	\$161.09	\$155.87
Lower	693	\$123.82	\$120.60	\$121.83	\$116.63
<b>Lodging Type</b>					
Hotels	3,655	\$192.11	\$187.48	\$188.61	\$182.95
Motels	318	\$116.98	\$117.02	\$115.56	\$113.01
<b>Total Rooms</b>	<b>3,915</b>				
<b>Average Room Rate</b>		\$185.53	\$180.24	\$181.60	\$175.45
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2024	Feb 2023	YTD 2024	YTD 2023
<b>Number of Rooms</b>					
Greater than 150	2,038	\$124.49	\$107.29	\$97.03	\$89.69
100 - 150	771	\$101.79	\$105.68	\$90.63	\$94.12
50 - 99	846	\$112.82	\$120.03	\$102.30	\$106.08
Less than 50	318	\$107.75	\$107.20	\$92.88	\$94.04
<b>Location</b>					
Downtown/Inner Harbour	3,138	\$119.32	\$108.55	\$96.42	\$92.95
Suburban	588	\$108.82	\$109.02	\$94.90	\$94.89
Saanich Peninsula/Sidney	247	\$98.12	\$125.46	\$103.04	\$111.19
<b>Tier</b>					
Upper	1,914	\$135.84	\$118.85	\$109.46	\$102.46
Mid	1,366	\$104.03	\$109.64	\$89.14	\$92.27
Lower	693	\$85.40	\$84.33	\$74.88	\$75.98
<b>Lodging Type</b>					
Hotels	3,655	\$119.52	\$111.32	\$98.67	\$95.49
Motels	318	\$80.44	\$90.88	\$73.20	\$81.45
<b>Total Rooms</b>	<b>3,915</b>				
<b>Average REVPAR</b>		\$116.40	\$109.67	\$96.61	\$94.37

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

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