



Tourism Indicators, Victoria Metropolitan Area

	Accommodation Indicators				Transportation Indicators				Visitor/Revenue Indicators (Estimates)			
	Hotels/Motels				BC Ferries			Airport Victoria Intl	Number Visitors (millions)(1)	Hotel Revenue (\$ millions)(2)	Tourism Revenue (\$ millions)	Victoria Conference Days
	Avg. Room Rate		Occupancy Rate		Tsawwassen-Swartz Bay							
	City Ctr.	Suburban	City Ctr.	Suburban	Vehicle	Passenger	Buses					
1997	\$110.25	\$83.49	72%	61%	1,930,063	6,509,857	44,747	1,105,278	n/a	\$107	\$932	91,134
1998	\$116.69	\$83.88	74%	63%	1,865,510	6,299,032	40,805	1,214,052	2.20	\$118	\$1,000	104,208
1999	\$123.39	\$83.78	73%	62%	1,861,187	6,359,813	42,399	1,191,474	3.35	\$129	\$1,022	90,833
2000	\$121.67	\$84.84	69%	59%	1,859,781	6,314,552	42,384	1,139,262	3.41	\$125	\$1,030	106,125
2001	\$123.19	\$83.67	67%	60%	1,897,270	6,215,372	38,716	1,158,113	3.45	\$131	\$1,035	85,496
2002	\$133.97	\$91.09	67%	59%	1,906,993	6,209,266	36,729	1,102,247	2.97	\$135	\$1,070	107,107
2003	\$127.84	\$90.81	66%	55%	1,869,169	5,968,092	30,978	1,182,821	3.08	\$130	\$1,045	107,675
2004	\$130.78	\$95.06	67%	58%	1,933,277	6,244,417	35,418	1,250,226	3.52	\$140	\$1,118	110,022
2005	\$132.60	\$93.93	70%	64%	1,916,853	6,141,662	35,037	1,318,395	3.31	\$146	\$1,163	110,900
2006	\$134.57	\$94.40	70%	65%	1,908,005	6,048,413	31,957	1,390,128	3.56	\$149	\$1,186	117,919
2007	\$139.45	\$109.80	70%	64%	1,955,211	6,136,240	30,267	1,481,606	3.63	\$154	\$1,233	136,908
2008												
Jan	\$102.63	\$87.64	39%	36%	110,550	305,079	1,048	109,284	n/a	n/a	n/a	384
Feb	\$100.75	\$92.11	57%	57%	116,348	322,050	1,072	114,124	n/a	n/a	n/a	3,090
Mar	\$108.26	\$94.84	67%	53%	149,114	453,165	1,467	126,895	n/a	n/a	n/a	11,409
Apr	\$117.03	\$106.39	73%	65%	142,808	406,168	1,732	128,531	n/a	n/a	n/a	9,100
May	\$149.59	\$115.60	78%	72%	165,401	544,238	3,270	136,851	n/a	n/a	n/a	15,037
Jun	\$165.77	\$127.64	82%	77%	173,882	569,685	3,355	132,550	n/a	n/a	n/a	11,051
Jul	\$175.62	\$137.29	77%	83%	203,478	714,400	3,781	140,759	n/a	n/a	n/a	5,856
Aug	\$178.28	\$135.41	87%	86%	221,019	791,720	3,754	157,148	n/a	n/a	n/a	900
Sep	\$164.80	\$130.00	77%	66%	156,522	489,655	3,055	130,838	n/a	n/a	n/a	8,880
Oct	\$120.58	\$100.64	67%	50%	146,033	448,585	2,067	136,709	n/a	n/a	n/a	33,156
Nov	\$105.06	\$93.41	51%	40%	121,437	348,344	1,048	113,317	n/a	n/a	n/a	7,970
Dec	\$104.02	\$87.61	41%	37%	128,821	382,385	1,240	111,411	n/a	n/a	n/a	700
Total	\$138.62	\$113.86	66%	60%	1,835,413	5,775,474	26,889	1,538,417	n/a	n/a	n/a	107,533

Tourism

Tourism Indicators Victoria Metropolitan Area



Technical Notes

The Victoria Metropolitan Area includes Victoria, Oak Bay, Esquimalt, Saanich, Central Saanich, North Saanich, Sidney, View Royal, Colwood, Langford, Metchosin, Highlands District, District of Sooke and the Juan de Fuca Electoral Area. On Dec. 6, 1999, the new municipality of the District of Sooke came into being, comprising a portion of the former Sooke Electoral Area. The remainder of the Sooke EA, plus the Langford EA, were combined into the new Juan de Fuca EA.

City Ctr. includes all hotels located south of Pandora Avenue

Suburban includes all hotels located north of Pandora Avenue

Delegate Day figures do NOT include public tradeshows or single day events. Monthly figures may not add up to the year-to-date totals due to adjustments of published monthly figures made by Victoria Conference Centre.

Victoria International Airport figures include enplaning and deplaning passengers. Monthly figures may not add up to the year-to-date totals due to adjustments of published monthly figures made by Victoria International Airport.

Foot Notes

(1) Tourism Victoria has revised its methodology for calculating Number of Overnight Visitors. This new series is only available from 1998 onward.

(2) The previously reported Hotel Revenue series is no longer available. This new series is based on actual 2% Hotel Tax Revenues that Tourism Victoria has received from the City of Victoria and the District of Saanich. It does not include accommodation revenue from any other municipalities in Greater Victoria nor from accommodations which do not charge the 2% municipal hotel tax.

Source: Tourism Victoria; Victoria Conference Centre; Chemistry Victoria Tourism Bulletin