



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 | | | | | |
| 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 | \$138.62 | \$113.86 | 66% | 60% | 1,835,413 | 5,775,474 | 26,889 | 1,538,417 | 3.15 | \$146 | \$1,152 | 107,533 |
| 2009 | \$130.04 | \$107.63 | 66% | 47% | 1,877,782 | 5,739,407 | 22,365 | 1,532,889 | 2.38 | \$127 | \$0.970 | 130,078 |
| 2010 | \$130.39 | \$106.22 | 65% | 50% | 1,856,109 | 5,864,258 | 23,289 | 1,514,713 | 3.08 | | \$0.970 | 74,922 |
| 2011 | | | | | | | | | | | | |
| Jan | \$104.44 | \$81.33 | 47% | 31% | 109,303 | 311,834 | 831 | 112,316 | n/a | n/a | n/a | 5,712 |
| Feb | \$103.10 | \$81.98 | 57% | 34% | 104,158 | 297,808 | 821 | 104,915 | n/a | n/a | n/a | 5,561 |
| Mar | \$105.75 | \$83.21 | 64% | 39% | 132,754 | 384,070 | 1,005 | 123,660 | n/a | n/a | n/a | 6,134 |
| Apr | \$109.92 | \$88.94 | 65% | 49% | 146,140 | 439,801 | 1,371 | 119,625 | n/a | n/a | n/a | 10,779 |
| May | \$137.21 | \$106.08 | 76% | 56% | 153,480 | 496,631 | 2,341 | 132,207 | n/a | n/a | n/a | 11,492 |
| Jun | | | | | | | | | | | | |
| Jul | | | | | | | | | | | | |
| Aug | | | | | | | | | | | | |
| Sep | | | | | | | | | | | | |
| Oct | | | | | | | | | | | | |
| Nov | | | | | | | | | | | | |
| Dec | | | | | | | | | | | | |
| Total | \$113.91 | \$90.40 | 62% | 42% | 645,835 | 1,930,144 | 6,369 | 592,723 | | | | 39,678 |

Tourism

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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 (excluding Port Renfrew).

City Centre 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