


Historical Market Origin

Historical annual data based on the monthly Victoria Commercial Accommodation Survey which collects detailed accommodation, booking and market origin data on overnight visitors to Victoria. Victoria is one of few destinations in North America that collects data at this level of detail in partnership with Tourism British Columbia and industry. Survey participants receive a variety of detailed and customized reports pertaining to their distinct competitive set on a monthly basis. Victoria hotel properties who would like to join the survey are encouraged to contact Tourism Victoria.

 VICTORIA COMMERCIAL ACCOMMODATION ONLINE SURVEY							
	2000	2001	2002	2003	2004	2005	2006
Room Information							
Average Room Rate	\$132.29	\$121.29	\$125.58	\$125.91	\$137.82	\$132.27	\$140.34
Average Length of Stay (days)	2.0	2.0	2.1	2.0	2.1	2.2	2.1
Average Occupancy	74.1%	69.0%	66.0%	67.0%	68.1%	71.0%	70.9%
Booking Market Type							
Independent Travellers	78.4%	55.8%	54.2%	73.9%	74.0%	73.1%	73.1%
Group Travellers	21.6%	15.8%	18.3%	26.1%	26.0%	26.9%	26.9%
Market Origin							
British Columbia	35.0%	35.0%	37.3%	40.2%	40.8%	42.4%	38.9%
Rest of Canada	19.1%	20.0%	23.9%	24.4%	25.0%	26.7%	29.4%
United States	36.4%	35.3%	31.6%	27.0%	27.4%	23.3%	23.5%
Europe	4.5%	4.4%	3.5%	3.3%	3.7%	4.9%	4.9%
Asia-Pacific	4.6%	3.5%	2.1%	1.6%	2.4%	1.8%	2.7%
Other Int'l	0.4%	0.5%	0.4%	0.7%	0.7%	0.8%	0.7%