

VICTORIA TOURISM BULLETIN

January 2025



- The BC Hotel Association (BCHA) announced the appointment of Paul Hawes as the new president and CEO, effective February 3rd. Click [here](#) to read the press release.
- The **Victoria Conference Centre** (VCC), has announced the facility is beginning 2025 with a near-record number of city-wide conferences booked for the year, following strong performance in 2024.
- Porter Airlines announced it will begin a new service between Ottawa International Airport (YOW) and Victoria International Airport (YYJ) starting May 15, 2025. For more information click [here](#).
- From February 8-17, 2025, the seventh **Invictus Games** brought together up to 550 competitors from 23 nations in 11 adaptive sports in the natural beauty of Vancouver and Whistler British Columbia, Canada.
- The 2025 BC Tourism Industry Conference will be held at the Sheraton Vancouver Wall Centre from March 5-7. For updates and registration go to bctourismconference.ca.
- The **2025 Juno Awards** will be held in Vancouver on March 30, at Rogers Arena and hosted by Michael Buble.

Tourism Statistics	January		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	48.89%	44.27%	4.62%	48.89%	44.27%	4.62%
Average Daily Room Rate	\$186.25	\$176.39	\$9.86	\$186.25	\$176.39	\$9.86
Revenue Per Available Room (RevPAR)	\$91.06	\$78.10	\$12.96	\$91.06	\$78.10	\$12.96
BC Ferries (Tsawwassen - Swartz Bay) Vehicles Passengers Buses	*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.					
Victoria International Airport	124,476	117,737	5.72%	124,476	117,737	5.72%
Victoria Conference Centre (Delegate Days)	1,900	4,040	(52.97%)	1,900	4,040	(52.97%)

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

January 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Jan 2025	Jan 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	40.52%	36.15%	40.52%	36.15%
100 - 150	774	58.12%	51.09%	58.12%	51.09%
50 - 99	852	56.49%	55.05%	56.49%	55.05%
Less than 50	269	62.27%	52.54%	62.27%	52.54%
Location					
Downtown/Inner Harbour	3,129	45.93%	41.21%	45.93%	41.21%
Suburban	592	62.06%	52.46%	62.06%	52.46%
Saanich Peninsula/Sidney	204	56.58%	62.75%	56.58%	62.75%
Tier					
Upper	1,899	44.18%	38.60%	44.18%	38.60%
Mid	1,373	48.83%	47.24%	48.83%	47.24%
Lower	653	63.09%	54.49%	63.09%	54.49%
Lodging Type					
Hotels	3,647	47.06%	43.03%	47.06%	43.03%
Motels	278	74.43%	58.36%	74.43%	58.36%
Total Rooms	3,925				
Average Occupancy		48.89%	44.27%	48.89%	44.27%
ROOM RATE					
Lodging Type	Number of Rooms	Jan 2025	Jan 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$210.96	\$197.41	\$210.96	\$197.41
100 - 150	774	\$161.61	\$156.94	\$161.61	\$156.94
50 - 99	852	\$174.76	\$167.94	\$174.76	\$167.94
Less than 50	269	\$162.73	\$150.15	\$162.73	\$150.15
Location					
Downtown/Inner Harbour	3,129	\$191.20	\$181.86	\$191.20	\$181.86
Suburban	592	\$162.79	\$156.48	\$162.79	\$156.48
Saanich Peninsula/Sidney	204	\$198.30	\$171.64	\$198.30	\$171.64
Tier					
Upper	1,899	\$233.78	\$219.44	\$233.78	\$219.44
Mid	1,373	\$165.73	\$159.20	\$165.73	\$159.20
Lower	653	\$121.19	\$119.51	\$121.19	\$119.51
Lodging Type					
Hotels	3,647	\$194.60	\$183.88	\$194.60	\$183.88
Motels	278	\$112.72	\$114.03	\$112.72	\$114.03
Total Rooms	3,925				
Average Room Rate		\$186.25	\$176.39	\$186.25	\$176.39
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Jan 2025	Jan 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$85.47	\$71.36	\$85.47	\$71.36
100 - 150	774	\$93.92	\$80.19	\$93.92	\$80.19
50 - 99	852	\$98.72	\$92.45	\$98.72	\$92.45
Less than 50	269	\$101.33	\$78.89	\$101.33	\$78.89
Location					
Downtown/Inner Harbour	3,129	\$87.82	\$74.95	\$87.82	\$74.95
Suburban	592	\$101.03	\$82.09	\$101.03	\$82.09
Saanich Peninsula/Sidney	204	\$112.20	\$107.70	\$112.20	\$107.70
Tier					
Upper	1,899	\$103.28	\$84.70	\$103.28	\$84.70
Mid	1,373	\$80.92	\$75.21	\$80.92	\$75.21
Lower	653	\$76.46	\$65.11	\$76.46	\$65.11
Lodging Type					
Hotels	3,647	\$91.57	\$79.12	\$91.57	\$79.12
Motels	278	\$83.90	\$66.55	\$83.90	\$66.55
Total Rooms	3,925				
Average REVPAR		\$91.06	\$78.10	\$91.06	\$78.10

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

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