

VICTORIA TOURISM BULLETIN

February 2025



- Since the threat of tariffs began, many people have been wondering what that will mean for our vital visitor economy and what the year ahead looks like for tourism in Greater Victoria. To read article click [here](#).
- Port Angeles welcomes first visitors from Victoria after Trump threats. Read news article [here](#).
- Destination BC (DBC) is pleased to share its new Global Marketing Plan. For more information on this document go to www.destinationbc.ca.
- Destination Canada has released a first-of-its-kind measurement tool that looks beyond traditional metrics like visitor spending and arrivals to assess the comprehensive benefits tourism brings to Canadians. [Tourism's Wealth & Wellbeing Index](#) highlights the sector's role in empowering communities, preserving culture, protecting Canada's natural assets, and driving economic growth.
- [BC Tourism Week 2025 "Canada: Powered by Tourism"](#) will be taking place across Canada from April 7-11. DBC has partnered with [Tourism Industry Association of BC](#) to provide industry with several resources, including a comprehensive toolkit with key messaging, downloadable graphics, and videos.
- The 2025 BCHA Summit is returning to Vancouver on April 22-23! For more information and registration go to bcha.com.

Tourism Statistics	February			Year-to-Date		
	2025	2024	Variance	2025	2024	Variance
Average Occupancy	62.64%	62.74%	(0.10%)	55.43%	53.20%	2.23%
Average Daily Room Rate	\$192.80	\$185.53	\$7.27	\$189.77	\$181.60	\$8.17
Revenue Per Available Room (RevPAR)	\$120.77	\$116.40	\$4.37	\$105.18	\$96.61	\$8.57
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	118,067	118,182	(0.10%)	242,543	235,919	2.81%
Victoria Conference Centre (Delegate Days)	3,291	3,863	(14.81%)	5,311	7,903	(32.80%)

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.

Are you looking to enhance your HR processes?
 Contact Chemistry Consulting Group for a Complimentary Consultation
info@chemistryconsulting.ca



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VICTORIA LODGING RESULTS

February 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2025	Feb 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	56.99%	58.83%	48.33%	47.11%
100 - 150	784	66.07%	63.37%	61.89%	57.03%
50 - 99	854	69.41%	68.44%	62.63%	61.52%
Less than 50	276	74.18%	71.52%	68.04%	61.74%
Location					
Downtown/Inner Harbour	3,148	61.78%	62.06%	53.47%	51.30%
Suburban	592	66.47%	63.80%	64.15%	57.90%
Saanich Peninsula/Sidney	204	64.96%	68.72%	60.56%	65.65%
Tier					
Upper	1,906	58.58%	59.70%	51.02%	48.81%
Mid	1,384	63.08%	63.99%	55.60%	55.34%
Lower	654	73.76%	68.98%	68.17%	61.46%
Lodging Type					
Hotels	3,666	61.29%	62.22%	53.82%	52.31%
Motels	278	81.22%	68.76%	77.68%	63.34%
Total Rooms	3,944				
Average Occupancy		62.64%	62.74%	55.43%	53.20%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2025	Feb 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$217.49	\$211.59	\$214.61	\$205.97
100 - 150	784	\$164.18	\$160.62	\$162.91	\$158.92
50 - 99	854	\$180.22	\$164.86	\$177.64	\$166.29
Less than 50	276	\$159.73	\$150.65	\$161.15	\$150.43
Location					
Downtown/Inner Harbour	3,148	\$195.95	\$192.28	\$193.81	\$187.96
Suburban	592	\$172.00	\$170.56	\$167.31	\$163.92
Saanich Peninsula/Sidney	204	\$207.42	\$142.79	\$202.94	\$156.95
Tier					
Upper	1,906	\$241.02	\$227.55	\$237.73	\$224.24
Mid	1,384	\$168.53	\$162.59	\$167.24	\$161.09
Lower	654	\$123.50	\$123.82	\$122.38	\$121.83
Lodging Type					
Hotels	3,666	\$200.58	\$192.11	\$197.83	\$188.61
Motels	278	\$112.05	\$116.98	\$112.39	\$115.56
Total Rooms	3,944				
Average Room Rate		\$192.80	\$185.53	\$189.77	\$181.60
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2025	Feb 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$123.94	\$124.49	\$103.73	\$97.03
100 - 150	784	\$108.47	\$101.79	\$100.83	\$90.63
50 - 99	854	\$125.08	\$112.82	\$111.25	\$102.30
Less than 50	276	\$118.49	\$107.75	\$109.64	\$92.88
Location					
Downtown/Inner Harbour	3,148	\$121.05	\$119.32	\$103.63	\$96.42
Suburban	592	\$114.33	\$108.82	\$107.33	\$94.90
Saanich Peninsula/Sidney	204	\$134.74	\$98.12	\$122.90	\$103.04
Tier					
Upper	1,906	\$141.18	\$135.84	\$121.30	\$109.46
Mid	1,384	\$106.32	\$104.03	\$92.98	\$89.14
Lower	654	\$91.09	\$85.40	\$83.43	\$74.88
Lodging Type					
Hotels	3,666	\$122.93	\$119.52	\$106.47	\$98.67
Motels	278	\$91.01	\$80.44	\$87.30	\$73.20
Total Rooms	3,944				
Average REVPAR		\$120.77	\$116.40	\$105.18	\$96.61

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

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