

VICTORIA TOURISM BULLETIN

March 2025



- Victoria welcomed its first cruise ship of the season, the Disney Wonder, on March 6th. To read media release from Greater Victoria Harbour Authority click [here](#).
- PacifiCan announces over \$4.8 million in funding to attract more visitors to BC and bring BC products to more markets around the world. To read press release click [here](#).
- Destination Canada and Tourism HR Canada have announced a new MOU that builds on their years of collaboration in providing key statistics trusted by governments, businesses, educators, researchers, and more to make smart, data-driven decisions. More information at www.tourismdatacollective.ca.
- How Greater Victoria can localize its response to Trump's tariffs - The absolute unpredictability of the Trump administration means we need more than the macro political responses — we need to be empowered at local levels. Click [here](#) to read full article by Dallas Gislason, Deputy Director of Regional Economic Development at SIPP.

Tourism Statistics	March		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	78.47%	74.85%	3.62%	63.39%	60.61%	2.78%
Average Daily Room Rate	\$206.09	\$202.56	\$3.53	\$196.75	\$190.46	\$6.29
Revenue Per Available Room (RevPAR)	\$161.71	\$151.61	\$10.10	\$124.73	\$115.44	\$9.29
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	158,668	164,768	(3.70%)	400,040	409,486	(2.31%)
Passengers	466,889	490,628	(4.84%)	1,139,193	1,165,989	(2.30%)
Buses	463	459	0.87%	1,223	1,213	0.82%
Victoria International Airport	142,418	141,183	0.87%	384,961	377,102	2.08%
Victoria Conference Centre (Delegate Days)	12,671	18,586	(31.83%)	18,012	26,489	(32.00%)
Victoria Cruise Ships						
Ships	1	0	100%	1	0	100%
Passengers	2,213	0	100%	2,213	0	100%
Crew	1,034	0	100%	1,034	0	100%

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



Providing HR Support to the Tourism Sector for Over 20 Years

chemistryconsulting.ca

VICTORIA LODGING RESULTS

March 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Mar 2025	Mar 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	75.75%	73.32%	57.78%	56.04%
100 - 150	774	79.21%	70.92%	67.86%	61.86%
50 - 99	854	82.82%	79.44%	69.59%	67.61%
Less than 50	277	82.86%	81.92%	73.41%	68.75%
Location					
Downtown/Inner Harbour	3,138	79.07%	75.68%	62.31%	59.65%
Suburban	592	75.23%	69.87%	68.01%	61.99%
Saanich Peninsula/Sidney	205	78.53%	76.31%	66.78%	69.28%
Tier					
Upper	1,907	77.23%	74.76%	60.07%	57.67%
Mid	1,374	77.73%	73.39%	63.22%	61.55%
Lower	654	83.62%	78.03%	73.58%	67.13%
Lodging Type					
Hotels	3,657	78.09%	74.90%	62.19%	60.04%
Motels	278	83.45%	74.26%	79.74%	67.10%
Total Rooms	3,935				
Average Occupancy		78.47%	74.85%	63.39%	60.61%
ROOM RATE					
Lodging Type	Number of Rooms	Mar 2025	Mar 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$222.83	\$230.34	\$218.33	\$216.83
100 - 150	774	\$185.80	\$176.90	\$172.12	\$166.09
50 - 99	854	\$196.68	\$178.43	\$185.45	\$171.14
Less than 50	277	\$177.26	\$157.84	\$167.73	\$153.50
Location					
Downtown/Inner Harbour	3,138	\$207.62	\$209.74	\$199.86	\$197.43
Suburban	592	\$194.93	\$171.00	\$177.95	\$166.65
Saanich Peninsula/Sidney	205	\$213.38	\$182.47	\$207.19	\$166.54
Tier					
Upper	1,907	\$245.15	\$245.70	\$241.02	\$233.73
Mid	1,374	\$183.79	\$175.84	\$174.25	\$167.15
Lower	654	\$144.47	\$135.73	\$131.17	\$127.36
Lodging Type					
Hotels	3,657	\$211.91	\$208.98	\$203.93	\$197.31
Motels	278	\$134.65	\$129.43	\$120.71	\$120.85
Total Rooms	3,935				
Average Room Rate		\$206.09	\$202.56	\$196.75	\$190.46
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Mar 2025	Mar 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$168.80	\$168.89	\$126.14	\$121.52
100 - 150	774	\$147.18	\$125.46	\$116.79	\$102.74
50 - 99	854	\$162.89	\$141.75	\$129.05	\$115.71
Less than 50	277	\$146.88	\$129.30	\$123.13	\$105.53
Location					
Downtown/Inner Harbour	3,138	\$164.17	\$158.73	\$124.53	\$117.77
Suburban	592	\$146.65	\$119.48	\$121.03	\$103.31
Saanich Peninsula/Sidney	205	\$167.58	\$139.24	\$138.37	\$115.38
Tier					
Upper	1,907	\$189.32	\$183.69	\$144.77	\$134.79
Mid	1,374	\$142.87	\$129.04	\$110.17	\$102.88
Lower	654	\$120.81	\$105.91	\$96.51	\$85.49
Lodging Type					
Hotels	3,657	\$165.48	\$156.52	\$126.82	\$118.46
Motels	278	\$112.37	\$96.12	\$96.26	\$81.09
Total Rooms	3,935				
Average REVPAR		\$161.71	\$151.61	\$124.73	\$115.44

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

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group.