

VICTORIA TOURISM BULLETIN

April 2025



- As part of National Tourism Week, Destination BC released **Regional and Sector Tourism Research Profiles** to further demonstrate the value of tourism to regions and activity sectors, and to support data-led tourism planning, development, marketing, investment, and decision-making across British Columbia. Profiles are available for download at www.destinationbc.ca
- Tourism businesses across BC can use the new **How Do You Measure Up? Guide** to take meaningful steps toward greater sustainability. The guide highlights the tourism industry's efforts in BC to improve environmental sustainability and climate resilience.
- Positive Outlook for Summer Tourism: Despite global economic uncertainties and a decline in cruise traffic, tourism executives anticipate a strong summer season. Factors contributing to this optimism include increased domestic travel and a shift towards staycations. Click [here](#) to read article.
- Save the date, for the BC Hospitality Foundation annual golf event on August 20th - offering an incredible day of competition, camaraderie, and hospitality at its finest. For more information go to www.bchospitalityfoundation.com.

| Tourism Statistics | April | | Variance | Year-to-Date | | Variance |
|--|---|----------|----------|--------------|----------|----------|
| | 2025 | 2024 | | 2025 | 2024 | |
| Average Occupancy | 84.17% | 76.50% | 7.67% | 68.60% | 64.53% | 4.07% |
| Average Daily Room Rate | \$235.58 | \$213.06 | \$22.52 | \$208.69 | \$197.07 | \$11.62 |
| Revenue Per Available Room (RevPAR) | \$198.30 | \$162.98 | \$35.32 | \$143.15 | \$127.18 | \$15.97 |
| 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 | 146,311 | 136,748 | 6.99% | 531,272 | 513,850 | 3.39% |
| Victoria Conference Centre (Delegate Days) | 13,858 | 5,045 | 174.69% | 31,870 | 31,534 | 1.07% |
| Victoria Cruise Ships | | | | | | |
| Ships | 11 | 13 | (15.38%) | 12 | 13 | (7.69%) |
| Passengers | 27,761 | 32,296 | (14.04%) | 29,974 | 32,296 | (7.19%) |
| Crew | 11,633 | 14,001 | (16.91%) | 12,667 | 14,001 | (9.53%) |

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

April 2025

| OCCUPANCY RATE % | | | | | |
|-------------------------------------|-----------------|----------|----------|----------|----------|
| Lodging Type | Number of Rooms | Apr 2025 | Apr 2024 | YTD 2025 | YTD 2024 |
| Number of Rooms | | | | | |
| Greater than 150 | 2,030 | 81.70% | 75.45% | 63.76% | 60.86% |
| 100 - 150 | 774 | 86.35% | 73.11% | 72.48% | 64.69% |
| 50 - 99 | 854 | 86.75% | 78.98% | 73.88% | 70.43% |
| Less than 50 | 274 | 88.29% | 86.08% | 77.22% | 72.63% |
| Location | | | | | |
| Downtown/Inner Harbour | 3,137 | 85.70% | 77.56% | 68.16% | 64.11% |
| Suburban | 590 | 76.87% | 69.96% | 70.24% | 63.97% |
| Saanich Peninsula/Sidney | 205 | 81.80% | 79.16% | 70.54% | 71.41% |
| Tier | | | | | |
| Upper | 1,906 | 84.72% | 77.99% | 66.24% | 62.71% |
| Mid | 1,374 | 82.52% | 74.43% | 68.05% | 64.77% |
| Lower | 652 | 86.05% | 76.41% | 76.72% | 69.32% |
| Lodging Type | | | | | |
| Hotels | 3,656 | 84.19% | 76.83% | 67.69% | 64.22% |
| Motels | 276 | 83.92% | 72.12% | 80.81% | 68.22% |
| Total Rooms | 3,932 | | | | |
| Average Occupancy | | 84.17% | 76.50% | 68.60% | 64.53% |
| ROOM RATE | | | | | |
| Lodging Type | Number of Rooms | Apr 2025 | Apr 2024 | YTD 2025 | YTD 2024 |
| Number of Rooms | | | | | |
| Greater than 150 | 2,030 | \$265.71 | \$235.72 | \$233.51 | \$222.64 |
| 100 - 150 | 774 | \$199.15 | \$177.93 | \$180.17 | \$169.46 |
| 50 - 99 | 854 | \$215.01 | \$201.82 | \$194.13 | \$179.67 |
| Less than 50 | 274 | \$192.74 | \$179.71 | \$175.06 | \$160.44 |
| Location | | | | | |
| Downtown/Inner Harbour | 3,137 | \$239.97 | \$216.68 | \$212.48 | \$203.23 |
| Suburban | 590 | \$213.85 | \$193.15 | \$187.83 | \$173.84 |
| Saanich Peninsula/Sidney | 205 | \$224.04 | \$210.07 | \$212.08 | \$176.95 |
| Tier | | | | | |
| Upper | 1,906 | \$289.63 | \$256.43 | \$256.58 | \$240.74 |
| Mid | 1,374 | \$199.06 | \$183.10 | \$181.77 | \$171.73 |
| Lower | 652 | \$153.61 | \$141.56 | \$137.51 | \$131.06 |
| Lodging Type | | | | | |
| Hotels | 3,656 | \$242.38 | \$219.24 | \$215.89 | \$203.84 |
| Motels | 276 | \$144.93 | \$126.74 | \$127.11 | \$122.24 |
| Total Rooms | 3,932 | | | | |
| Average Room Rate | | \$235.58 | \$213.06 | \$208.69 | \$197.07 |
| REVENUE PER AVAILABLE ROOM (REVPAR) | | | | | |
| Lodging Type | Number of Rooms | Apr 2025 | Apr 2024 | YTD 2025 | YTD 2024 |
| Number of Rooms | | | | | |
| Greater than 150 | 2,030 | \$217.08 | \$177.85 | \$148.88 | \$135.49 |
| 100 - 150 | 774 | \$171.97 | \$130.07 | \$130.59 | \$109.63 |
| 50 - 99 | 854 | \$186.53 | \$159.40 | \$143.43 | \$126.54 |
| Less than 50 | 274 | \$170.16 | \$154.70 | \$135.18 | \$116.52 |
| Location | | | | | |
| Downtown/Inner Harbour | 3,137 | \$205.66 | \$168.06 | \$144.83 | \$130.29 |
| Suburban | 590 | \$164.38 | \$135.13 | \$131.93 | \$111.20 |
| Saanich Peninsula/Sidney | 205 | \$183.26 | \$166.30 | \$149.60 | \$126.37 |
| Tier | | | | | |
| Upper | 1,906 | \$245.38 | \$200.00 | \$169.95 | \$150.97 |
| Mid | 1,374 | \$164.27 | \$136.28 | \$123.70 | \$111.24 |
| Lower | 652 | \$132.18 | \$108.17 | \$105.50 | \$90.85 |
| Lodging Type | | | | | |
| Hotels | 3,656 | \$204.06 | \$168.44 | \$146.14 | \$130.90 |
| Motels | 276 | \$121.64 | \$91.41 | \$102.72 | \$83.39 |
| Total Rooms | 3,932 | | | | |
| Average REVPAR | | \$198.30 | \$162.98 | \$143.15 | \$127.18 |

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

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