

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)						
Vehicles	179,385	167,764	6.93%	579,425	577,250	0.38%
Passengers	512,667	462,677	10.80%	1,651,860	1,628,666	1.42%
Buses	672	633	6.16%	1,895	1,846	2.65%
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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