

VICTORIA TOURISM BULLETIN

June 2025



- Destination BC unveiled the full family of Iconic destination brands, marking a major shift in how British Columbia will be positioned to the global tourism market. For more information www.destinationbc.ca.
- According to a report released from the Conference Board of Canada, shifts in travel plans from Canadians could generate up to \$8.8 billion in economic benefits for the domestic tourism sector. Click [here](#) for more information.
- Destination Canada unveiled its new long-term brand campaign at Rendez-vous Canada. **Canada, naturally.** reflects what sets Canada apart from other destinations, highlighting how awe-inspiring landscapes, warm-hearted people and curiosity come naturally to us.
- The BC Hospitality Foundation annual golf event will take place on August 20th - offering an incredible day of competition, camaraderie, and hospitality at its finest. For information go to www.bchospitalityfoundation.com.

See pages 3 and 4 for updated April and May Tourism Statistics showing the BC Ferry Stats.

Tourism Statistics	June		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	91.41%	88.97%	2.44%	75.53%	71.64%	3.89%
Average Daily Room Rate	\$334.44	\$323.16	\$11.28	\$250.11	\$237.23	\$12.88
Revenue Per Available Room (RevPAR)	\$305.71	\$287.51	\$18.20	\$188.90	\$169.94	\$18.96
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	212,450	207,301	2.48%	991,106	981,668	0.96%
Passengers	645,302	635,959	1.47%	2,887,922	2,848,271	1.39%
Buses	1,579	1,558	1.35%	4,781	4,676	2.25%
Victoria International Airport	191,464	173,965	10.06%	894,750	850,859	5.16%
Victoria Conference Centre (Delegate Days)	10,688	14,041	(23.88%)	50,676	53,749	(5.72%)
Victoria Cruise Ships						
Ships	52	57	(8.77%)	119	122	(2.46%)
Passengers	177,210	184,413	(3.91%)	374,441	369,072	1.45%
Crew	65,014	67,041	(3.02%)	143,681	140,330	2.39%

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VICTORIA LODGING RESULTS

June 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	June 2025	June 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	89.24%	87.09%	71.56%	68.59%
100 - 150	774	94.72%	90.03%	79.26%	71.57%
50 - 99	854	92.50%	91.21%	79.32%	76.62%
Less than 50	278	94.63%	93.17%	82.64%	78.71%
Location					
Downtown/Inner Harbour	3,138	91.67%	88.82%	75.41%	71.42%
Suburban	592	89.39%	89.05%	75.52%	70.84%
Saanich Peninsula/Sidney	206	93.16%	90.86%	77.37%	76.67%
Tier					
Upper	1,908	91.77%	88.87%	73.99%	70.50%
Mid	1,374	89.78%	87.29%	74.66%	71.03%
Lower	654	93.80%	92.67%	81.88%	76.23%
Lodging Type					
Hotels	3,658	91.35%	88.88%	74.91%	71.41%
Motels	278	92.13%	90.16%	83.84%	74.39%
Total Rooms	3,936				
Average Occupancy		91.41%	88.97%	75.53%	71.64%
ROOM RATE					
Lodging Type	Number of Rooms	June 2025	June 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$368.67	\$359.39	\$278.89	\$266.78
100 - 150	774	\$286.55	\$270.88	\$215.18	\$200.86
50 - 99	854	\$315.71	\$296.72	\$232.44	\$217.95
Less than 50	278	\$289.04	\$283.19	\$212.50	\$196.15
Location					
Downtown/Inner Harbour	3,138	\$344.41	\$334.22	\$256.03	\$244.91
Suburban	592	\$297.51	\$281.55	\$222.89	\$209.49
Saanich Peninsula/Sidney	206	\$287.41	\$279.81	\$238.09	\$206.18
Tier					
Upper	1,908	\$401.15	\$392.47	\$305.18	\$290.04
Mid	1,374	\$289.43	\$273.19	\$217.06	\$203.28
Lower	654	\$234.58	\$221.58	\$167.63	\$158.99
Lodging Type					
Hotels	3,658	\$342.82	\$331.39	\$257.84	\$244.52
Motels	278	\$225.04	\$218.62	\$157.50	\$150.81
Total Rooms	3,936				
Average Room Rate		\$334.44	\$323.16	\$250.11	\$237.23
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	June 2025	June 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$329.00	\$313.00	\$199.58	\$183.00
100 - 150	774	\$271.44	\$243.87	\$170.55	\$143.76
50 - 99	854	\$292.03	\$270.63	\$184.37	\$167.00
Less than 50	278	\$273.51	\$263.85	\$175.62	\$154.39
Location					
Downtown/Inner Harbour	3,138	\$315.73	\$296.87	\$193.07	\$174.90
Suburban	592	\$265.93	\$250.72	\$168.33	\$148.40
Saanich Peninsula/Sidney	206	\$267.74	\$254.24	\$184.21	\$158.08
Tier					
Upper	1,908	\$368.13	\$348.80	\$225.81	\$204.49
Mid	1,374	\$259.83	\$238.48	\$162.07	\$144.39
Lower	654	\$220.04	\$205.35	\$137.25	\$121.21
Lodging Type					
Hotels	3,658	\$313.18	\$294.52	\$193.15	\$174.62
Motels	278	\$207.33	\$197.09	\$132.04	\$112.18
Total Rooms	3,936				
Average REVPAR		\$305.71	\$287.51	\$188.90	\$169.94

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

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VICTORIA TOURISM BULLETIN

April 2025



BC Ferries has changed their internal processes and will be issuing their stats on a quarterly basis. (Jan, Apr, July, Oct). We have revised the Tourism Statistics for April 2025 which now includes the BC Ferry stats, please see below.

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%)

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VICTORIA TOURISM BULLETIN

May 2025



BC Ferries has changed their internal processes and will be issuing their stats on a quarterly basis. (Jan, Apr, July, Oct). We have revised the Tourism Statistics for May 2025 which now includes the BC Ferry stats, please see below.

Tourism Statistics	<u>May</u>		Variance	<u>Year-to-Date</u>		Variance
	2025	2024		2025	2024	
Average Occupancy	86.91%	82.88%	4.03%	72.36%	68.25%	4.11%
Average Daily Room Rate	\$290.39	\$271.39	\$19.00	\$228.86	\$215.37	\$13.49
Revenue Per Available Room (RevPAR)	\$252.39	\$224.92	\$27.47	\$165.61	\$146.99	\$18.62
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	199,231	197,117	1.07%	778,656	774,367	0.55%
Passengers	590,760	583,646	1.22%	2,242,620	2,212,312	1.37%
Buses	1,307	1,272	2.75%	3,202	3,118	2.69%
Victoria International Airport	172,014	163,044	5.50%	703,286	676,894	3.90%
Victoria Conference Centre (Delegate Days)	8,118	8,174	(0.69%)	39,988	39,708	0.71%
Victoria Cruise Ships						
Ships	55	52	5.77%	67	65	3.08%
Passengers	167,257	152,363	9.78%	197,231	184,659	6.81%
Crew	66,000	59,288	11.32%	78,667	73,289	7.34%

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