

# VICTORIA TOURISM BULLETIN

May 2025



- May numbers have shown a slight increase from last year. Average occupancy was up by 4.03%, average room rate up by \$19.00 and revpar up by \$27.47.
- According to Tripadvisor's Traveller's Choice Awards "**Best of the Best Hotels**" in Canada for 2025, Abigail's Hotel claimed the top spot, with the Magnolia Hotel and Spa securing second place.
- Wilson's Group sells off sightseeing-bus division. The division was sold to Pacific Northwest Transportation Services, which already provides shuttle services for the cruise-ship industry at Ogden Point. Click [here](#) to read article.
- **Destination BC** announced the appointment of Ingrid Jarrett as the new Chair of its Board of Directors, effective August 1, 2025.
- **Porter Airlines** launched a new non-stop service between Ottawa International Airport (YOW) and Victoria International Airport (YYJ). The new service is the only route connecting the two capitals.
- **Northwest Deuce Days** will be taking place from July 17-20, 2025.

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%

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](mailto:info@chemistryconsulting.ca)



Providing HR Support to the Tourism Sector for Over 20 Years

[chemistryconsulting.ca](http://chemistryconsulting.ca)

# VICTORIA LODGING RESULTS

## May 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	May 2025	May 2024	YTD 2025	YTD 2024
<b>Number of Rooms</b>					
Greater than 150	2,030	84.67%	80.94%	68.05%	64.94%
100 - 150	774	90.59%	81.24%	76.18%	68.12%
50 - 99	854	87.55%	86.56%	76.69%	73.68%
Less than 50	279	91.17%	90.74%	80.17%	76.04%
<b>Location</b>					
Downtown/Inner Harbour	3,138	87.70%	83.09%	72.17%	68.01%
Suburban	592	82.37%	80.39%	72.75%	67.19%
Saanich Peninsula/Sidney	207	88.07%	86.39%	74.19%	74.16%
<b>Tier</b>					
Upper	1,909	86.75%	83.15%	70.45%	66.87%
Mid	1,374	85.63%	79.92%	71.65%	67.91%
Lower	654	90.08%	88.75%	79.49%	73.02%
<b>Lodging Type</b>					
Hotels	3,659	86.89%	82.59%	71.63%	67.99%
Motels	278	87.24%	87.09%	82.15%	71.45%
<b>Total Rooms</b>	<b>3,937</b>				
<b>Average Occupancy</b>		<b>86.91%</b>	<b>82.88%</b>	<b>72.36%</b>	<b>68.25%</b>
ROOM RATE					
Lodging Type	Number of Rooms	May 2025	May 2024	YTD 2025	YTD 2024
<b>Number of Rooms</b>					
Greater than 150	2,030	\$319.62	\$300.01	\$255.50	\$242.26
100 - 150	774	\$251.59	\$226.62	\$197.53	\$183.60
50 - 99	854	\$272.01	\$258.35	\$212.40	\$198.31
Less than 50	279	\$253.22	\$231.76	\$193.87	\$176.49
<b>Location</b>					
Downtown/Inner Harbour	3,138	\$297.51	\$278.37	\$233.68	\$222.08
Suburban	592	\$259.17	\$244.21	\$204.54	\$190.35
Saanich Peninsula/Sidney	207	\$266.81	\$239.15	\$225.59	\$190.23
<b>Tier</b>					
Upper	1,909	\$350.24	\$329.16	\$280.29	\$263.13
Mid	1,374	\$252.11	\$230.50	\$199.00	\$186.07
Lower	654	\$198.32	\$184.62	\$151.78	\$143.45
<b>Lodging Type</b>					
Hotels	3,659	\$297.69	\$277.74	\$236.27	\$222.27
Motels	278	\$194.58	\$182.77	\$142.12	\$134.85
<b>Total Rooms</b>	<b>3,937</b>				
<b>Average Room Rate</b>		<b>\$290.39</b>	<b>\$271.39</b>	<b>\$228.86</b>	<b>\$215.37</b>
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	May 2025	May 2024	YTD 2025	YTD 2024
<b>Number of Rooms</b>					
Greater than 150	2,030	\$270.62	\$242.81	\$173.87	\$157.32
100 - 150	774	\$227.92	\$184.10	\$150.48	\$125.08
50 - 99	854	\$238.14	\$223.64	\$162.89	\$146.12
Less than 50	279	\$230.87	\$210.30	\$155.44	\$134.20
<b>Location</b>					
Downtown/Inner Harbour	3,138	\$260.90	\$231.30	\$168.65	\$151.04
Suburban	592	\$213.49	\$196.31	\$148.80	\$127.89
Saanich Peninsula/Sidney	207	\$234.98	\$206.61	\$167.36	\$141.08
<b>Tier</b>					
Upper	1,909	\$303.84	\$273.70	\$197.48	\$175.96
Mid	1,374	\$215.88	\$184.21	\$142.58	\$126.37
Lower	654	\$178.65	\$163.84	\$120.65	\$104.74
<b>Lodging Type</b>					
Hotels	3,659	\$258.66	\$229.39	\$169.25	\$151.12
Motels	278	\$169.76	\$159.18	\$116.76	\$96.35
<b>Total Rooms</b>	<b>3,937</b>				
<b>Average REVPAR</b>		<b>\$252.39</b>	<b>\$224.92</b>	<b>\$165.61</b>	<b>\$146.99</b>

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.