

# VICTORIA TOURISM BULLETIN

July 2025



- As part of the BC Tourism Climate Resiliency Initiative (BCTCRI), the first-ever province-wide **Tourism Climate Adaptation and Environmental Sustainability Business Survey** was a success. More than 550 tourism businesses participated between January 21 and February 21, 2025.
- Work on the first new Victoria hotel in 20 years officially got underway. The new eight-storey hotel with 167 rooms arrives amid increasing demand from leisure and business travellers. Click [here](#) to read news article.
- Big congratulations to the Fairmont Empress! Named Canada's No. 1 Hotel in 2025 by **Travel + Leisure** in their annual World's Best Awards survey.
- Registration is now open for 2026's iteration of the IMPACT Sustainability Travel & Tourism Summit Victoria taking place on January 25-28, 2026. For more information and registration click [here](#).
- Save the date for the 2026 BCHA Summit taking place April 14-15, 2026 at the Vancouver Island Conference Centre in Nanaimo. For more information [bcha.com/bchasummit](http://bcha.com/bchasummit).

Tourism Statistics	July		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	91.53%	88.06%	3.47%	77.87%	74.00%	3.87%
Average Daily Room Rate	\$374.26	\$342.00	\$32.26	\$271.47	\$255.21	\$16.26
Revenue Per Available Room (RevPAR)	\$342.54	\$301.16	\$41.38	\$211.40	\$188.87	\$22.53
BC Ferries (Tsawwassen - Swartz Bay)	*BC Ferries has changed their internal processes and will be issuing stats on a quarterly basis. (Jan, Apr, July, Oct) We will provide you with these stats upon their release.					
Vehicles						
Passengers						
Buses						
Victoria International Airport	207,793	193,594	7.33%	1,102,543	1,044,453	5.56%
Victoria Conference Centre (Delegate Days)	3,607	2,130	69.34%	54,283	55,879	(2.86%)
Victoria Cruise Ships						
Ships	58	57	1.75%	177	179	(1.12%)
Passengers	197,351	182,032	8.42%	571,792	551,104	3.75%
Crew	71,326	64,975	9.77%	215,007	205,305	4.73%

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

## July 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2025	July 2024	YTD 2025	YTD 2024
<b>Number of Rooms</b>					
Greater than 150	2,030	89.41%	85.37%	74.17%	71.04%
100 - 150	774	94.16%	89.51%	81.44%	74.06%
50 - 99	855	92.79%	91.74%	81.29%	78.85%
Less than 50	280	95.75%	92.83%	84.61%	80.67%
<b>Location</b>					
Downtown/Inner Harbour	3,139	91.77%	87.56%	77.80%	73.75%
Suburban	592	89.09%	89.34%	77.52%	73.56%
Saanich Peninsula/Sidney	208	94.73%	91.76%	79.93%	78.70%
<b>Tier</b>					
Upper	1,910	91.84%	87.97%	76.60%	73.05%
Mid	1,375	89.71%	86.16%	76.86%	73.17%
Lower	654	94.45%	92.17%	83.72%	78.54%
<b>Lodging Type</b>					
Hotels	3,661	91.43%	87.88%	77.33%	73.79%
Motels	278	92.73%	90.28%	85.16%	76.61%
<b>Total Rooms</b>	<b>3,939</b>				
<b>Average Occupancy</b>		91.53%	88.06%	77.87%	74.00%
ROOM RATE					
Lodging Type	Number of Rooms	July 2025	July 2024	YTD 2025	YTD 2024
<b>Number of Rooms</b>					
Greater than 150	2,030	\$411.85	\$372.30	\$302.32	\$285.25
100 - 150	774	\$327.34	\$294.74	\$234.15	\$216.64
50 - 99	855	\$350.97	\$325.52	\$252.19	\$236.39
Less than 50	280	\$315.82	\$303.37	\$230.00	\$213.26
<b>Location</b>					
Downtown/Inner Harbour	3,139	\$385.42	\$351.78	\$278.36	\$263.22
Suburban	592	\$336.03	\$307.35	\$242.00	\$226.97
Saanich Peninsula/Sidney	208	\$313.46	\$300.93	\$251.26	\$221.06
<b>Tier</b>					
Upper	1,910	\$446.38	\$406.90	\$329.96	\$310.55
Mid	1,375	\$327.07	\$298.31	\$235.85	\$219.14
Lower	654	\$263.36	\$240.65	\$183.48	\$172.86
<b>Lodging Type</b>					
Hotels	3,661	\$382.73	\$350.11	\$279.44	\$262.70
Motels	278	\$264.25	\$240.84	\$174.76	\$165.66
<b>Total Rooms</b>	<b>3,939</b>				
<b>Average Room Rate</b>		\$374.26	\$342.00	\$271.47	\$255.21
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2025	July 2024	YTD 2025	YTD 2024
<b>Number of Rooms</b>					
Greater than 150	2,030	\$368.23	\$317.85	\$224.24	\$202.63
100 - 150	774	\$308.23	\$263.83	\$190.69	\$160.45
50 - 99	855	\$325.67	\$298.62	\$205.00	\$186.40
Less than 50	280	\$302.38	\$281.61	\$194.59	\$172.03
<b>Location</b>					
Downtown/Inner Harbour	3,139	\$353.71	\$308.01	\$216.57	\$194.12
Suburban	592	\$299.37	\$274.57	\$187.60	\$166.96
Saanich Peninsula/Sidney	208	\$296.96	\$276.14	\$200.83	\$173.99
<b>Tier</b>					
Upper	1,910	\$409.94	\$357.95	\$252.76	\$226.86
Mid	1,375	\$293.42	\$257.03	\$181.29	\$160.35
Lower	654	\$248.73	\$221.80	\$153.62	\$135.77
<b>Lodging Type</b>					
Hotels	3,661	\$349.95	\$307.69	\$216.08	\$193.85
Motels	278	\$245.04	\$217.42	\$148.82	\$126.92
<b>Total Rooms</b>	<b>3,939</b>				
<b>Average REVPAR</b>		\$342.54	\$301.16	\$211.40	\$188.87

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.