

# VICTORIA TOURISM BULLETIN

August 2025



- As international tensions and trade concerns grow, the tourism industry watches to see if more Canadians are choosing to vacation closer to home, and specifically, here in B.C. CBC's The Early Edition with Stephen Quinn spoke with CEO of TIABC, Walt Judas to better understand this season's travel trends for our province. Click [here](#) to listen to the interview.
- In August 2025, the preliminary number of international arrivals to Canada (returning Canadian residents and non-residents combined) by air and automobile was 6.6 million, down 14.9% from August 2024. This was the seventh consecutive month of year-over-year declines. Click [here](#) to read Statistics Canada report.
- Check out the BCHA latest blog post: Q4 Doesn't Care If You're "Almost Ready": Proactive Sales Strategies for BC Hotels. To read the blog click [here](#).
- Save the date for the BC Tourism Industry Conference taking place March 4-6, 2026 at the Delta Hotel, Grand Okanagan Resort in Kelowna. [bctourismconference.ca](http://bctourismconference.ca)

Tourism Statistics	August		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	93.49%	91.25%	2.24%	79.87%	76.17%	3.70%
Average Daily Room Rate	\$388.22	\$350.99	\$37.23	\$288.94	\$269.65	\$19.29
Revenue Per Available Room (RevPAR)	\$362.96	\$320.27	\$42.69	\$230.77	\$205.41	\$25.36
BC Ferries (Tsawwassen - Swartz Bay) Vehicles Passengers Buses	*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.					
Victoria International Airport	227,613	204,466	11.32%	1,329,298	1,248,919	6.44%
Victoria Conference Centre (Delegate Days)	4,590	460	897.83%	58,873	56,339	4.50%
Victoria Cruise Ships						
Ships	63	65	(3.08%)	240	244	(1.64%)
Passengers	211,928	203,277	4.26%	783,720	754,381	3.89%
Crew	78,956	75,750	4.23%	293,963	281,055	4.59%

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

## August 2025

<b>OCCUPANCY RATE %</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2025</b>	<b>August 2024</b>	<b>YTD 2025</b>	<b>YTD 2024</b>	
<b>Number of Rooms</b>						
Greater than 150	2,030	92.09%	88.54%	76.46%	73.26%	
100 - 150	774	94.19%	93.28%	83.07%	76.41%	
50 - 99	853	95.13%	94.63%	83.05%	80.88%	
Less than 50	281	96.75%	95.75%	86.19%	82.47%	
<b>Location</b>						
Downtown/Inner Harbour	3,138	93.68%	91.01%	79.83%	75.92%	
Suburban	591	91.91%	91.22%	79.36%	75.81%	
Saanich Peninsula/Sidney	209	95.19%	94.88%	81.90%	80.61%	
<b>Tier</b>						
Upper	1,911	94.31%	91.22%	78.87%	75.36%	
Mid	1,375	91.60%	89.64%	78.75%	75.22%	
Lower	652	95.10%	94.61%	85.18%	80.56%	
<b>Lodging Type</b>						
Hotels	3,661	93.52%	91.04%	79.39%	75.97%	
Motels	277	93.13%	93.96%	86.19%	78.72%	
<b>Total Rooms</b>	<b>3,938</b>					
<b>Average Occupancy</b>		93.49%	91.25%	79.87%	76.17%	
<b>ROOM RATE</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2025</b>	<b>August 2024</b>	<b>YTD 2025</b>	<b>YTD 2024</b>	
<b>Number of Rooms</b>						
Greater than 150	2,030	\$424.48	\$382.18	\$321.09	\$300.14	
100 - 150	774	\$344.03	\$303.43	\$250.06	\$229.58	
50 - 99	853	\$365.82	\$336.73	\$268.80	\$251.47	
Less than 50	281	\$324.16	\$299.58	\$243.83	\$225.26	
<b>Location</b>						
Downtown/Inner Harbour	3,138	\$398.15	\$361.92	\$296.31	\$278.14	
Suburban	591	\$353.02	\$313.52	\$258.46	\$240.27	
Saanich Peninsula/Sidney	209	\$337.34	\$298.39	\$264.16	\$231.78	
<b>Tier</b>						
Upper	1,911	\$462.59	\$417.62	\$350.23	\$327.03	
Mid	1,375	\$337.88	\$305.81	\$251.00	\$231.96	
Lower	652	\$274.49	\$246.35	\$196.51	\$183.72	
<b>Lodging Type</b>						
Hotels	3,661	\$396.75	\$359.58	\$297.10	\$277.35	
Motels	277	\$274.94	\$242.83	\$188.71	\$176.84	
<b>Total Rooms</b>	<b>3,938</b>					
<b>Average Room Rate</b>		\$388.22	\$350.99	\$288.94	\$269.65	
<b>REVENUE PER AVAILABLE ROOM (REVPAR)</b>						
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>August 2025</b>	<b>August 2024</b>	<b>YTD 2025</b>	<b>YTD 2024</b>	
<b>Number of Rooms</b>						
Greater than 150	2,030	\$390.90	\$338.36	\$245.50	\$219.88	
100 - 150	774	\$324.03	\$283.05	\$207.72	\$175.42	
50 - 99	853	\$348.02	\$318.65	\$223.25	\$203.37	
Less than 50	281	\$313.61	\$286.86	\$210.17	\$185.77	
<b>Location</b>						
Downtown/Inner Harbour	3,138	\$372.98	\$329.38	\$236.55	\$211.17	
Suburban	591	\$324.46	\$286.00	\$205.11	\$182.16	
Saanich Peninsula/Sidney	209	\$321.12	\$283.12	\$216.34	\$186.83	
<b>Tier</b>						
Upper	1,911	\$436.25	\$380.96	\$276.21	\$246.45	
Mid	1,375	\$309.50	\$274.13	\$197.66	\$174.47	
Lower	652	\$261.05	\$233.08	\$167.39	\$148.01	
<b>Lodging Type</b>						
Hotels	3,661	\$371.04	\$327.36	\$235.88	\$210.70	
Motels	277	\$256.04	\$228.16	\$162.64	\$139.21	
<b>Total Rooms</b>	<b>3,938</b>					
<b>Average REVPAR</b>		\$362.96	\$320.27	\$230.77	\$205.41	

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

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