

VICTORIA TOURISM BULLETIN

September 2025



- The sharp decline in Canadians traveling to the U.S. this summer is evident in the drop in passengers on Black Ball Ferry's Victoria–Port Angeles route, where fewer Canadian travelers have contributed to an overall decrease in ridership. To read news article click [here](#).
- BC Ferries has wrapped up a record-breaking summer, carrying more passengers and vehicles, while delivering one of its most reliable peak seasons. Click [here](#) to read news release.
- The tourism industry in BC has reached a revolutionary milestone in how the province is positioned globally as a destination. Destination BC launched a bold new era in tourism marketing, unveiling six new destination brands under a refreshed Super, Natural British Columbia® (SNBC) parent brand, powered by a new creative platform, Let the Outside In. Click [here](#) to read more.
- The 2025 Chamber Auction will be taking place November 22-30. For information on how to donate go to www.victoriachamber.ca.
- 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 and registration www.bcha.com/bchasummit.

Tourism Statistics	September		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	88.34%	86.81%	1.53%	80.80%	77.33%	3.47%
Average Daily Room Rate	\$339.59	\$309.48	\$30.11	\$295.04	\$274.51	\$20.53
Revenue Per Available Room (RevPAR)	\$299.97	\$268.66	\$ 31.31	\$238.39	\$212.28	\$26.11
BC Ferries (Tsawwassen - Swartz Bay)	*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.					
Vehicles						
Passengers						
Buses						
Victoria International Airport	183,616	172,296	6.57%	1,512,914	1,421,215	6.45%
Victoria Conference Centre (Delegate Days)	10,752	4,192	62.53%	69,625	60,531	15.02%
Victoria Cruise Ships						
Ships	57	55	3.64%	297	299	(0.67%)
Passengers	168,023	161,920	3.77%	951,743	916,301	3.87%
Crew	68,898	63,502	8.50%	362,861	344,557	5.31%

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

September 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Sep 2025	Sep 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	88.37%	83.90%	77.77%	74.43%
100 - 150	774	83.56%	89.83%	83.12%	77.83%
50 - 99	855	90.86%	89.62%	83.91%	81.84%
Less than 50	280	93.58%	91.92%	87.02%	83.46%
Location					
Downtown/Inner Harbour	3,139	88.17%	86.81%	80.75%	77.11%
Suburban	592	88.82%	86.47%	80.40%	76.99%
Saanich Peninsula/Sidney	208	89.50%	87.80%	82.74%	81.34%
Tier					
Upper	1,910	90.17%	86.42%	80.11%	76.57%
Mid	1,375	84.17%	85.37%	79.34%	76.31%
Lower	654	91.73%	90.92%	85.91%	81.69%
Lodging Type					
Hotels	3,661	88.19%	86.49%	80.36%	77.12%
Motels	278	90.23%	90.92%	86.63%	80.01%
Total Rooms	3,939				
Average Occupancy		88.34%	86.81%	80.80%	77.33%
ROOM RATE					
Lodging Type	Number of Rooms	Sep 2025	Sep 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$374.39	\$339.29	\$327.75	\$304.97
100 - 150	774	\$279.11	\$256.40	\$253.27	\$232.85
50 - 99	855	\$326.09	\$298.67	\$275.62	\$257.19
Less than 50	280	\$290.53	\$274.02	\$249.47	\$230.90
Location					
Downtown/Inner Harbour	3,139	\$349.67	\$319.36	\$302.72	\$283.19
Suburban	592	\$300.14	\$269.67	\$263.53	\$243.92
Saanich Peninsula/Sidney	208	\$301.04	\$277.25	\$268.57	\$236.81
Tier					
Upper	1,910	\$411.51	\$372.90	\$357.82	\$332.70
Mid	1,375	\$285.75	\$265.31	\$255.06	\$235.96
Lower	654	\$236.80	\$214.37	\$201.26	\$187.44
Lodging Type					
Hotels	3,661	\$348.22	\$317.64	\$303.27	\$282.27
Motels	278	\$228.13	\$209.57	\$193.27	\$180.79
Total Rooms	3,939				
Average Room Rate		\$339.59	\$309.48	\$295.04	\$274.51
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Sep 2025	Sep 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$330.86	\$284.67	\$254.88	\$226.98
100 - 150	774	\$233.22	\$230.33	\$210.52	\$181.22
50 - 99	855	\$296.28	\$267.66	\$231.28	\$210.49
Less than 50	280	\$271.86	\$251.88	\$217.09	\$192.72
Location					
Downtown/Inner Harbour	3,139	\$308.29	\$277.24	\$244.44	\$218.36
Suburban	592	\$266.57	\$233.18	\$211.89	\$187.80
Saanich Peninsula/Sidney	208	\$269.45	\$243.42	\$222.21	\$192.63
Tier					
Upper	1,910	\$371.06	\$322.26	\$286.65	\$254.76
Mid	1,375	\$240.52	\$226.49	\$202.37	\$180.05
Lower	654	\$217.21	\$194.90	\$172.90	\$153.12
Lodging Type					
Hotels	3,661	\$307.10	\$274.74	\$243.71	\$217.68
Motels	278	\$205.83	\$190.54	\$167.44	\$144.66
Total Rooms	3,939				
Average REVPAR		\$299.97	\$268.66	\$238.39	\$212.28

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

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