

VICTORIA TOURISM BULLETIN

October 2025



- Victoria's 2025 cruise season closed and the season highlights included 311 total calls, 992,000 passengers and five first time visits. Go to [GVHA.ca](https://gvha.ca) for more info.
- Seair Seaplanes has introduced a new seaplane service connecting Downtown Vancouver and Downtown Victoria. Click [here](#) to read article.
- Victoria has been recognized by [Condé Nast Traveler's 2025 Readers' Choice Awards](#) as the World's Best Small City for the third consecutive year.
- Check out the BCHA latest blog post: Your Blueprint for Stronger Sales Results in 2026. To read the blog click [here](#).
- [Destination BC](#)'s newly launched [SuperNaturalBC.com](https://supernaturalbc.com), marks a major milestone for the province's tourism industry. The redesigned platform showcases the refreshed Super, Natural British Columbia brand® alongside six new destination brands, delivering a more cohesive and inspiring online experience.

See pages 3, 4 and 5 for updated July, August and September Tourism Statistics showing the BC Ferry Stats.

Tourism Statistics	October		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	77.00%	75.24%	1.76%	80.14%	77.12%	3.29%
Average Daily Room Rate	\$257.77	\$231.47	\$26.30	\$291.41	\$270.21	\$21.20
Revenue Per Available Room (RevPAR)	\$198.49	\$174.16	\$24.33	\$234.34	\$208.38	\$25.96
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	177,106	167,866	5.50%	1,690,020	1,589,081	6.35%
Victoria Conference Centre (Delegate Days)	31,605	27,809	13.65%	101,230	88,340	14.59%
Victoria Cruise Ships						
Ships	14	18	(22.22%)	311	317	(1.89%)
Passengers	40,993	49,929	(17.73%)	992,736	966,130	2.75%
Crew	15,984	19,891	(19.64%)	378,845	364,448	3.95%

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VICTORIA LODGING RESULTS

October 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	October 2025	October 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	77.20%	72.91%	77.71%	74.27%
100 - 150	758	70.92%	76.18%	81.90%	77.65%
50 - 99	849	80.56%	79.70%	83.57%	81.63%
Less than 50	279	81.26%	76.29%	86.43%	82.76%
Location	3,916				
Downtown/Inner Harbour	3,119	76.80%	74.76%	80.35%	76.87%
Suburban	592	77.57%	75.58%	80.11%	76.85%
Saanich Peninsula/Sidney	205	78.44%	81.98%	82.30%	81.40%
Tier	3,916				
Upper	1,909	80.29%	76.02%	80.13%	76.52%
Mid	1,357	71.81%	73.32%	78.58%	76.00%
Lower	650	78.21%	76.96%	85.12%	81.21%
Lodging Type	3,916				
Hotels	3,638	76.85%	75.01%	80.01%	76.90%
Motels	278	79.02%	78.25%	85.86%	79.84%
Total Rooms	3,916				
Average Occupancy		77.00%	75.24%	80.41%	77.12%
ROOM RATE					
Lodging Type	Number of Rooms	October 2025	October 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$287.78	\$257.20	\$323.70	\$300.20
100 - 150	758	\$209.02	\$194.86	\$249.43	\$228.85
50 - 99	849	\$237.83	\$217.45	\$271.92	\$253.25
Less than 50	279	\$225.99	\$197.52	\$247.20	\$227.88
Location					
Downtown/Inner Harbour	3,119	\$264.96	\$238.07	\$299.06	\$278.66
Suburban	592	\$227.30	\$199.61	\$259.94	\$239.45
Saanich Peninsula/Sidney	205	\$237.73	\$224.13	\$265.59	\$235.65
Tier					
Upper	1,909	\$314.10	\$282.37	\$353.35	\$327.62
Mid	1,357	\$215.92	\$197.30	\$251.45	\$232.10
Lower	650	\$168.08	\$151.51	\$198.15	\$183.96
Lodging Type					
Hotels	3,638	\$264.71	\$238.42	\$299.51	\$277.88
Motels	278	\$168.56	\$144.63	\$190.94	\$177.28
Total Rooms	3,916				
Average Room Rate		\$257.77	\$231.47	\$291.41	\$270.21
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	October 2025	October 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$222.18	\$187.53	\$251.55	\$222.97
100 - 150	758	\$148.24	\$148.44	\$204.28	\$177.71
50 - 99	849	\$191.58	\$173.31	\$227.24	\$206.72
Less than 50	279	\$183.64	\$150.68	\$213.66	\$188.59
Location					
Downtown/Inner Harbour	3,119	\$203.49	\$177.97	\$240.28	\$214.19
Suburban	592	\$176.32	\$150.87	\$208.25	\$184.01
Saanich Peninsula/Sidney	205	\$186.47	\$183.74	\$218.59	\$191.82
Tier					
Upper	1,909	\$252.18	\$214.67	\$283.13	\$250.68
Mid	1,357	\$155.04	\$144.66	\$197.60	\$176.39
Lower	650	\$131.46	\$116.61	\$168.67	\$149.39
Lodging Type					
Hotels	3,638	\$203.43	\$178.84	\$239.62	\$213.69
Motels	278	\$133.19	\$113.17	\$163.94	\$141.54
Total Rooms	3,916				
Average REVPAR		\$198.49	\$174.16	\$234.34	\$208.38

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

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VICTORIA TOURISM BULLETIN

July 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 July 2025 which now includes the BC Ferry stats, please see below.

Tourism Statistics	<u>July</u>		Variance	<u>Year-to-Date</u>		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)						
Vehicles	246,528	244,549	0.81%	1,237,634	1,226,217	0.93%
Passengers	801,017	800,507	0.06%	3,688,939	3,648,778	1.10%
Buses	1,573	1,616	(2.66%)	6,354	6,292	0.99%
Victoria International Airport	207,793	193,594	7.33%	1,101,685	1,044,453	5.48%
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%

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VICTORIA TOURISM BULLETIN

August 2025



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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	264,146	261,150	1.15%	1,501,780	1,487,367	0.97%
Passengers	882,612	859,445	2.70%	4,571,551	4,508,223	1.40%
Buses	1,521	1,562	(2.62%)	7,875	7,854	0.27%
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%

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September 2025



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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)						
Vehicles	202,832	196,756	3.09%	1,704,612	1,684,123	1.22%
Passengers	583,474	586,275	(0.48%)	5,155,025	5,094,498	1.19%
Buses	1,597	1,511	5.69%	9,472	9,365	1.14%
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%

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