

VICTORIA TOURISM BULLETIN

November 2025

chemistry
Human Resource Consultants

- Destination Canada reported that Canada's tourism sector achieved a record-breaking summer in 2025, with revenue between May and August reaching nearly \$60B. This strong performance, representing a 6% year-over-year increase, was defined by robust demand that successfully spread economic benefits across the entire country. Click [here](#) to read article.
- Vancouver Island destinations are seeing increased interest in wellness, nature-based, and Indigenous cultural experiences this winter, reflecting a broader trend toward meaningful, experience-driven travel.
- Ucluelet recognized as a rising global destination — Travel rankings and industry chatter (e.g., Expedia Destination of the Year mentions) are putting this west-coast village on the map for 2026 travel planning.
- Don't forget to register for the 2026 IMPACT Sustainability Travel & Tourism Summit Victoria taking place on January 25-28, 2026. For more information and registration click [here](#).
- Earlybird registration is open for the 2026 BC Tourism Industry Conference. The conference will take place at the Delta Hotels Grand Okanagan Resort, Kelowna, March 4 - 6, 2026. bctourismconference.ca

Tourism Statistics	November		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	66.51%	66.58%	(0.07%)	79.17%	76.18%	2.99%
Average Daily Room Rate	\$213.13	\$200.65	\$12.48	\$285.55	\$264.78	\$20.77
Revenue Per Available Room (RevPAR)	\$141.75	\$133.60	\$8.15	\$226.07	\$201.69	\$24.38
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	142,293	135,543	4.98%	1,832,313	1,724,624	6.24%
Victoria Conference Centre (Delegate Days)	10,637	4,678	127.38%	111,867	93,018	20.26%

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



Providing HR Support to the Tourism Sector for Over 20 Years

chemistryconsulting.ca

VICTORIA LODGING RESULTS

November 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	November 2025	November 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	65.49%	62.61%	76.61%	73.23%
100 - 150	745	65.62%	70.41%	80.48%	76.97%
50 - 99	841	70.61%	71.32%	82.41%	80.69%
Less than 50	278	63.65%	71.46%	84.41%	81.95%
Location					
Downtown/Inner Harbour	3,169	67.09%	65.48%	79.17%	75.84%
Suburban	592	65.68%	71.82%	78.81%	76.40%
Saanich Peninsula/Sidney	204	60.03%	68.24%	80.32%	80.28%
Tier					
Upper	1,908	69.51%	66.79%	79.18%	75.65%
Mid	1,344	60.80%	63.36%	77.02%	74.83%
Lower	642	69.50%	73.34%	83.72%	80.55%
Lodging Type					
Hotels	3,616	66.39%	65.59%	78.79%	75.89%
Motels	278	68.10%	79.86%	84.28%	79.84%
Total Rooms	3,894				
Average Occupancy		66.51%	66.58%	79.17%	76.18%
ROOM RATE					
Lodging Type	Number of Rooms	November 2025	November 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$242.25	\$225.11	\$317.45	\$294.45
100 - 150	745	\$169.53	\$163.51	\$243.77	\$223.24
50 - 99	841	\$192.96	\$188.37	\$265.84	\$248.03
Less than 50	278	\$182.79	\$179.32	\$242.89	\$224.85
Location					
Downtown/Inner Harbour	3,169	\$217.74	\$205.23	\$292.92	\$272.98
Suburban	592	\$187.27	\$175.83	\$254.48	\$234.10
Saanich Peninsula/Sidney	204	\$216.98	\$209.31	\$262.37	\$233.75
Tier					
Upper	1,908	\$261.23	\$246.27	\$346.08	\$321.18
Mid	1,344	\$177.93	\$168.52	\$246.34	\$227.14
Lower	642	\$135.28	\$131.48	\$193.49	\$179.99
Lodging Type					
Hotels	3,616	\$219.39	\$207.85	\$293.49	\$272.45
Motels	278	\$131.52	\$121.59	\$186.68	\$172.55
Total Rooms	3,894				
Average Room Rate		\$213.13	\$200.65	\$285.55	\$264.78
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	November 2025	November 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$158.65	\$140.94	\$243.20	\$215.62
100 - 150	745	\$111.24	\$115.13	\$196.19	\$171.83
50 - 99	841	\$136.26	\$134.34	\$219.07	\$200.13
Less than 50	278	\$116.34	\$128.15	\$205.01	\$184.27
Location					
Downtown/Inner Harbour	3,169	\$146.08	\$134.38	\$231.90	\$207.04
Suburban	592	\$123.00	\$126.28	\$200.56	\$178.84
Saanich Peninsula/Sidney	204	\$130.25	\$142.84	\$210.75	\$187.66
Tier					
Upper	1,908	\$181.59	\$164.49	\$274.01	\$242.96
Mid	1,344	\$108.18	\$106.78	\$189.72	\$169.98
Lower	642	\$94.01	\$96.42	\$161.99	\$144.98
Lodging Type					
Hotels	3,616	\$145.65	\$136.33	\$231.24	\$206.75
Motels	278	\$89.56	\$97.10	\$157.33	\$137.76
Total Rooms	3,894				
Average REVPAR		\$141.75	\$133.60	\$226.07	\$201.69

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.