

VICTORIA TOURISM BULLETIN

December 2025

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- The year-end numbers are showing a increase from 2024. RevPar \$219.44 in 2025 compared to \$195.78 in 2024; the Average Daily Room Rate \$281.36 in 2025 with \$261.28 in 2024; and the Average Occupancy Rate 77.99% in 2025 with 74.93% in 2024. Please refer to pages five and six, which include charts comparing the past seven years.
- At this year's Tourism Congress in November, themed "TourismCan: Tourism Builds Canada," Destination Canada introduced **Aurora AI**—a new suite of AI-driven tools designed to make advanced tourism insights simple, practical, and usable for every organization in Canada's visitor economy.
- Peter Pilarski, Tourism AI Network, blog post on AI Trends Reshaping Tourism in 2026: What You Need to Know Now discusses the 8 AI trends that will define tourism in 2026. Click [here](#) to read blog.

See pages 3 and 4 for updated October and November Tourism Statistics showing the BC Ferry Stats.

Tourism Statistics	December		Variance	Year-to-Date		Variance
	2025	2024		2025	2024	
Average Occupancy	65.12%	61.63%	3.49%	77.99%	74.93%	3.06%
Average Daily Room Rate	\$225.82	\$215.07	\$10.74	\$281.36	\$261.28	\$20.08
Revenue Per Available Room (RevPAR)	\$147.06	\$132.56	\$14.50	\$219.44	\$195.78	\$23.66
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	157,972	154,206	2.44%	2,184,506	2,147,550	1.72%
Passengers	455,008	456,262	(0.27%)	6,524,655	6,429,620	1.48%
Buses	515	392	31.38%	11,690	11,150	4.84%
Victoria International Airport	153,744	147,409	4.30%	1,986,057	1,872,033	6.09%
Victoria Conference Centre (Delegate Days)	1,300	1,200	8.33%	113,167	94,218	20.11%
Victoria Cruise Ships						
Ships	0	0	0	311	317	(1.89%)
Passengers	0	0	0	992,736	966,130	2.75%
Crew	0	0	0	378,845	364,448	3.95%

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

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)						
Vehicles	175,391	168,971	3.80%	1,880,003	1,853,094	1.45%
Passengers	506,101	479,662	5.51%	5,661,126	5,574,160	1.56%
Buses	1,118	929	20.34%	10,590	10,294	2.88%
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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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)						
Vehicles	146,531	140,250	4.48%	2,026,534	1,993,344	1.67%
Passengers	408,521	399,198	2.34%	6,069,647	5,973,358	1.61%
Buses	585	464	26.08%	11,175	10,758	3.88%
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%

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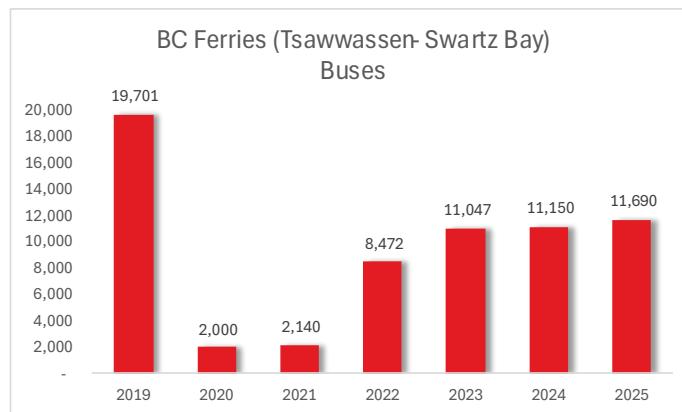
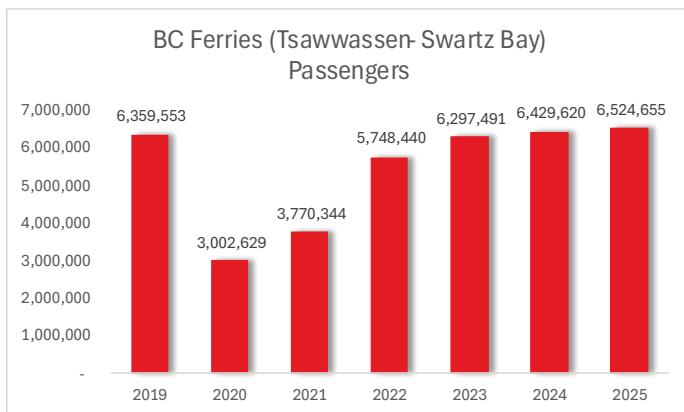
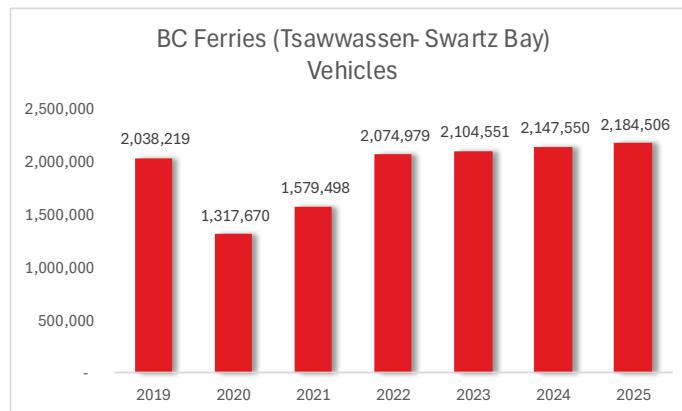
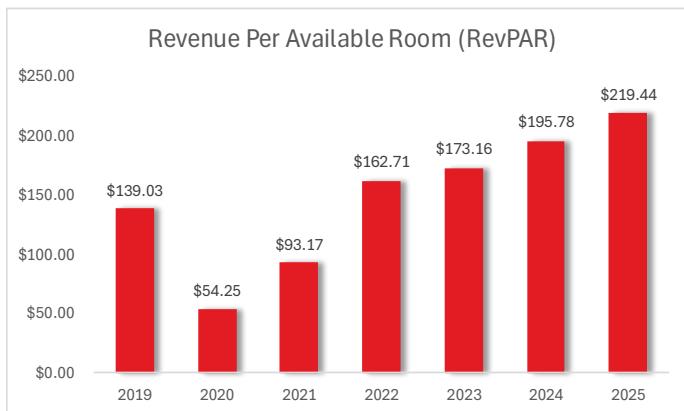
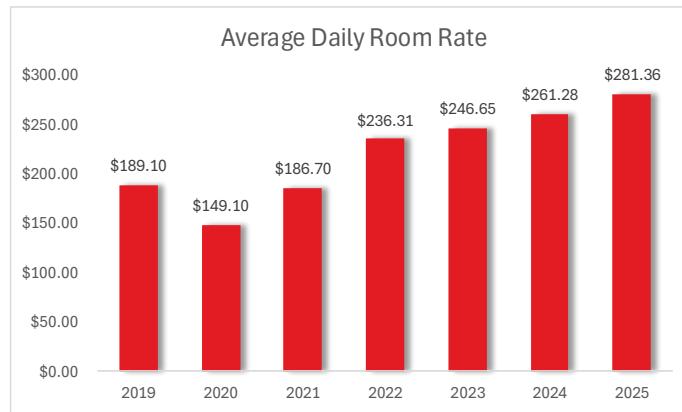
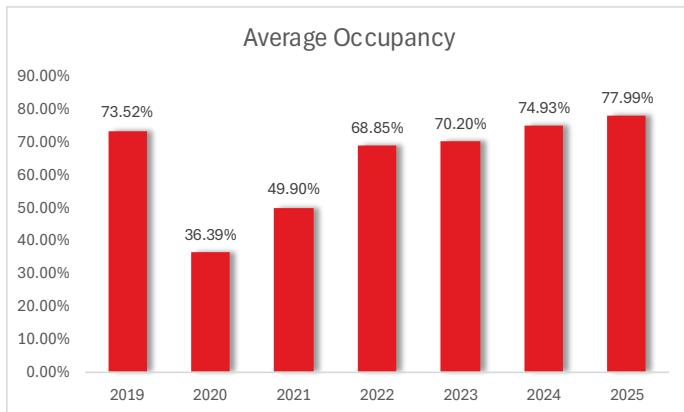
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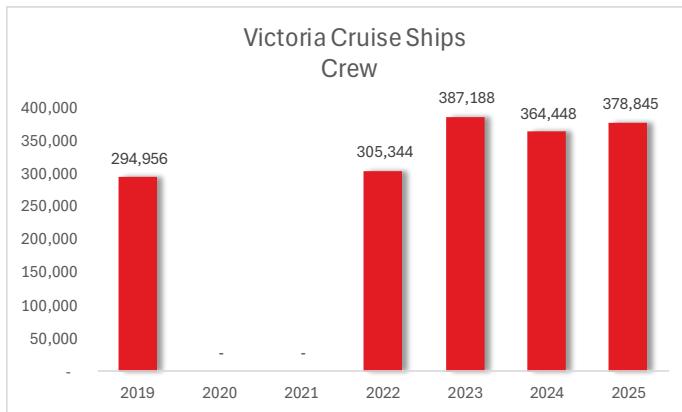
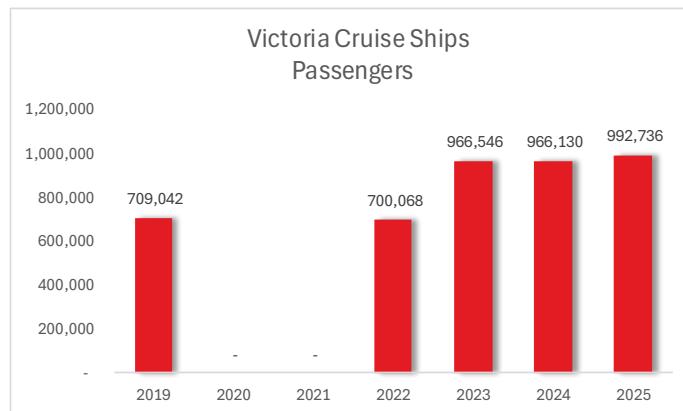
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Victoria Tourism Bulletin 2025 Year in Review



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