

# VICTORIA TOURISM BULLETIN

## January 2026



- In January, the preliminary number of international arrivals to Canada (Canadian-resident return trips, combined with US-resident and overseas-resident arrivals) by air and automobile totalled 4.2 million, down 8.4% from January 2025. Source: [Statistics Canada](#)
- Air Canada was recognized as one of Canada’s Top Employers for Young People 2026 for the third consecutive year. Read news release at [www.aircanada.com](http://www.aircanada.com).
- A month long initiative bringing together BC’s hospitality and tourism sectors to support the BC Hospitality Foundation (BCHF). Throughout May 2026, join BCHF in giving back to an industry that consistently cares for its people. Your participation directly aids individuals who serve our communities, helping them through difficult times while strengthening BC’s hospitality and tourism industry. For more information [www.bchospitalityfoundation.com](http://www.bchospitalityfoundation.com)
- The Hotel Association of Canada (HAC) was pleased to announce that Mandy Farmer, CEO of Accent Inns Inc., has been appointed Chair of the HAC Board of Directors effective January 8, 2026. Read news release at [www.hotelassociation.ca](http://www.hotelassociation.ca).
- Don’t forget to register for the 2026 BCHA Summit taking place April 14-15, 2026 at the Vancouver Island Conference Centre in Nanaimo. For information and registration [www.bcha.com/bchasummit](http://www.bcha.com/bchasummit).

Tourism Statistics	January		Variance	Year-to-Date		Variance
	2026	2025		2026	2025	
Average Occupancy	52.53%	48.89%	3.64%	52.53%	48.89%	3.64%
Average Daily Room Rate	\$197.89	\$186.25	\$11.64	\$197.89	\$186.25	\$11.64
Revenue Per Available Room (RevPAR)	\$103.96	\$91.06	\$12.90	\$103.96	\$91.06	\$12.90
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	129,053	127,355	1.33%	129,053	127,355	1.33%
Passengers	351,986	348,511	1.00%	351,986	348,511	1.00%
Buses	501	379	32.19%	501	379	32.19%
Victoria International Airport	133,584	124,476	7.32%	133,584	124,476	7.32%

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.

Whether you’re enhancing HR processes, building your team through professional recruitment, or investing in leadership development, we’re here to help.

Contact Chemistry Consulting Group for a Complimentary Consultation

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Providing HR Support to the Tourism Sector for Over 20 Years

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# VICTORIA LODGING RESULTS

January 2026

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Jan 2026	Jan 2025	YTD 2026	YTD 2025	
<b>Number of Rooms</b>						
Greater than 150	1,853	44.96%	40.52%	44.96%	40.52%	
100 - 150	748	62.74%	58.12%	62.74%	58.12%	
50 - 99	794	59.42%	56.49%	59.42%	56.49%	
Less than 50	278	55.91%	62.27%	55.91%	62.27%	
<b>Location</b>						
Downtown/Inner Harbour	2,937	51.55%	45.93%	51.55%	45.93%	
Suburban	592	55.39%	62.06%	55.39%	62.06%	
Saanich Peninsula/Sidney	144	60.83%	56.58%	60.83%	56.58%	
<b>Tier</b>						
Upper	1,853	47.62%	44.18%	47.62%	44.18%	
Mid	1,166	56.43%	48.83%	56.43%	48.83%	
Lower	654	59.49%	63.09%	59.49%	63.09%	
<b>Lodging Type</b>						
Hotels	3,395	52.19%	47.06%	52.19%	47.06%	
Motels	278	56.73%	74.43%	56.73%	74.43%	
<b>Total Rooms</b>	<b>3,673</b>					
<b>Average Occupancy</b>		52.53%	48.89%	52.53%	48.89%	
ROOM RATE						
Lodging Type	Number of Rooms	Jan 2026	Jan 2025	YTD 2026	YTD 2025	
<b>Number of Rooms</b>						
Greater than 150	1,853	\$224.33	\$210.96	\$224.33	\$210.96	
100 - 150	748	\$169.45	\$161.61	\$169.45	\$161.61	
50 - 99	794	\$182.90	\$174.76	\$182.90	\$174.76	
Less than 50	278	\$187.57	\$162.73	\$187.57	\$162.73	
<b>Location</b>						
Downtown/Inner Harbour	2,937	\$200.51	\$191.20	\$200.51	\$191.20	
Suburban	592	\$187.80	\$162.79	\$187.80	\$162.79	
Saanich Peninsula/Sidney	144	\$190.44	\$198.30	\$190.44	\$198.30	
<b>Tier</b>						
Upper	1,853	\$244.59	\$233.78	\$244.59	\$233.78	
Mid	1,166	\$174.11	\$165.73	\$174.11	\$165.73	
Lower	654	\$132.24	\$121.19	\$132.24	\$121.19	
<b>Lodging Type</b>						
Hotels	3,395	\$204.23	\$194.60	\$204.23	\$194.60	
Motels	278	\$126.95	\$112.72	\$126.95	\$112.72	
<b>Total Rooms</b>	<b>3,673</b>					
<b>Average Room Rate</b>		\$197.89	\$186.25	\$197.89	\$186.25	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Jan 2026	Jan 2025	YTD 2026	YTD 2025	
<b>Number of Rooms</b>						
Greater than 150	1,853	\$100.85	\$85.47	\$100.85	\$85.47	
100 - 150	748	\$106.31	\$93.92	\$106.31	\$93.92	
50 - 99	794	\$108.68	\$98.72	\$108.68	\$98.72	
Less than 50	278	\$104.87	\$101.33	\$104.87	\$101.33	
<b>Location</b>						
Downtown/Inner Harbour	2,937	\$103.36	\$87.82	\$103.36	\$87.82	
Suburban	592	\$104.03	\$101.03	\$104.03	\$101.03	
Saanich Peninsula/Sidney	144	\$115.85	\$112.20	\$115.85	\$112.20	
<b>Tier</b>						
Upper	1,853	\$116.49	\$103.28	\$116.49	\$103.28	
Mid	1,166	\$98.25	\$80.92	\$98.25	\$80.92	
Lower	654	\$78.67	\$76.46	\$78.67	\$76.46	
<b>Lodging Type</b>						
Hotels	3,395	\$106.58	\$91.57	\$106.58	\$91.57	
Motels	278	\$72.02	\$83.90	\$72.02	\$83.90	
<b>Total Rooms</b>	<b>3,673</b>					
<b>Average REVPAR</b>		\$103.96	\$91.06	\$103.96	\$91.06	

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

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