

VICTORIA TOURISM BULLETIN

December 2025



- 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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VICTORIA LODGING RESULTS

December 2025

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Dec 2025	Dec 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	61.51%	59.02%	75.33%	72.02%
100 - 150	737	66.42%	61.49%	79.33%	75.60%
50 - 99	851	70.11%	65.90%	81.37%	79.41%
Less than 50	278	73.32%	68.20%	83.51%	80.83%
Location					
Downtown/Inner Harbour	3,102	65.03%	61.17%	77.98%	74.58%
Suburban	592	65.00%	63.03%	77.67%	75.27%
Saanich Peninsula/Sidney	202	66.87%	64.73%	79.20%	79.03%
Tier					
Upper	1,908	64.66%	62.23%	77.94%	74.51%
Mid	1,334	64.38%	59.78%	75.97%	73.53%
Lower	654	68.06%	63.82%	82.42%	79.12%
Lodging Type					
Hotels	3,618	64.92%	61.15%	77.62%	74.62%
Motels	278	67.94%	68.22%	82.95%	78.90%
Total Rooms	3,896				
Average Occupancy		65.12%	61.63%	77.99%	74.93%
ROOM RATE					
Lodging Type	Number of Rooms	Dec 2025	Dec 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$259.18	\$243.47	\$313.41	\$290.91
100 - 150	737	\$182.76	\$174.39	\$239.60	\$219.72
50 - 99	851	\$202.62	\$195.21	\$261.23	\$244.24
Less than 50	278	\$190.65	\$196.04	\$239.16	\$222.88
Location					
Downtown/Inner Harbour	3,102	\$232.30	\$221.73	\$288.66	\$269.35
Suburban	592	\$193.99	\$181.35	\$250.29	\$230.38
Saanich Peninsula/Sidney	202	\$216.82	\$212.30	\$259.16	\$232.33
Tier					
Upper	1,908	\$286.14	\$269.38	\$341.86	\$317.51
Mid	1,334	\$185.38	\$178.34	\$242.05	\$223.70
Lower	654	\$134.29	\$131.81	\$189.41	\$176.67
Lodging Type					
Hotels	3,618	\$233.02	\$222.47	\$289.23	\$268.93
Motels	278	\$130.43	\$125.65	\$182.94	\$169.26
Total Rooms	3,896				
Average Room Rate		\$225.82	\$215.07	\$281.36	\$261.28
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Dec 2025	Dec 2024	YTD 2025	YTD 2024
Number of Rooms					
Greater than 150	2,030	\$159.42	\$143.71	\$236.09	\$209.53
100 - 150	737	\$121.39	\$107.23	\$190.08	\$166.11
50 - 99	851	\$142.06	\$128.65	\$212.55	\$193.95
Less than 50	278	\$139.78	\$133.69	\$199.72	\$180.16
Location					
Downtown/Inner Harbour	3,102	\$151.07	\$135.64	\$225.09	\$200.88
Suburban	592	\$126.08	\$114.30	\$194.39	\$173.41
Saanich Peninsula/Sidney	202	\$144.99	\$137.42	\$205.26	\$183.62
Tier					
Upper	1,908	\$185.03	\$167.63	\$266.45	\$236.57
Mid	1,334	\$119.35	\$106.61	\$183.88	\$164.48
Lower	654	\$91.40	\$84.12	\$156.11	\$139.78
Lodging Type					
Hotels	3,618	\$151.28	\$136.03	\$224.51	\$200.67
Motels	278	\$88.62	\$85.72	\$151.75	\$133.55
Total Rooms	3,896				
Average REVPAR		\$147.06	\$132.56	\$219.44	\$195.78

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

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VICTORIA TOURISM BULLETIN

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

Tourism Statistics	October			Year-to-Date		
	2025	2024	Variance	2025	2024	Variance
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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November 2025



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Tourism Statistics	November			Year-to-Date		
	2025	2024	Variance	2025	2024	Variance
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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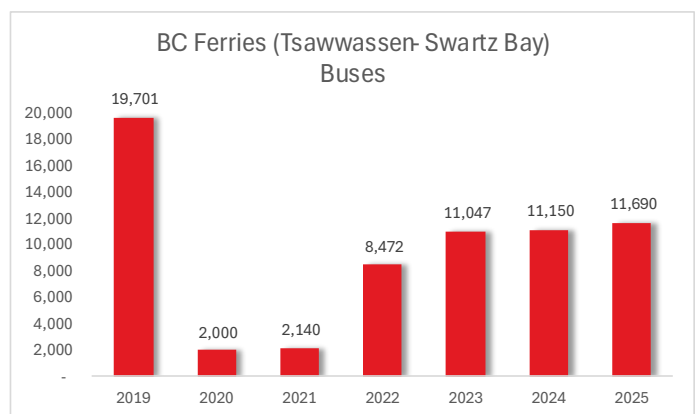
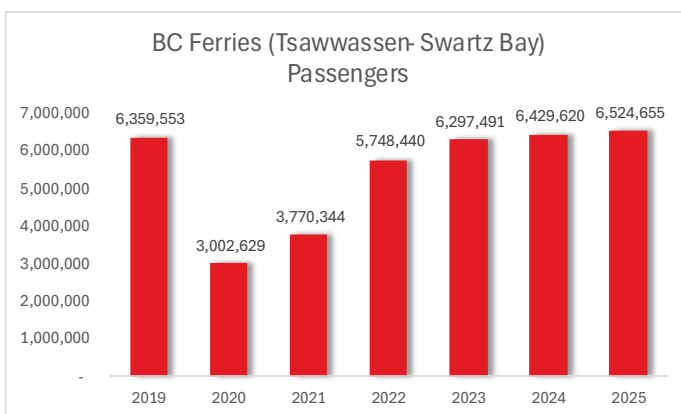
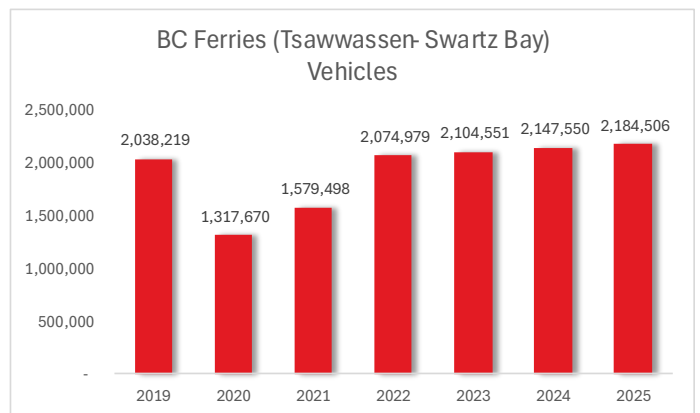
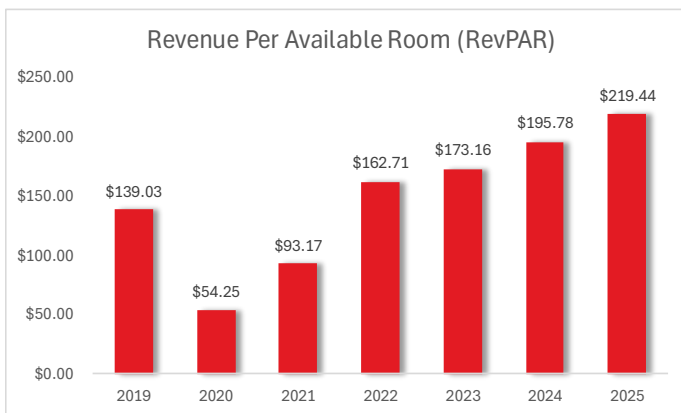
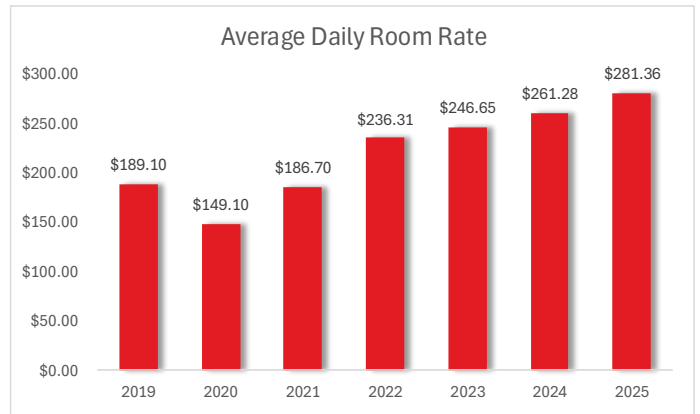
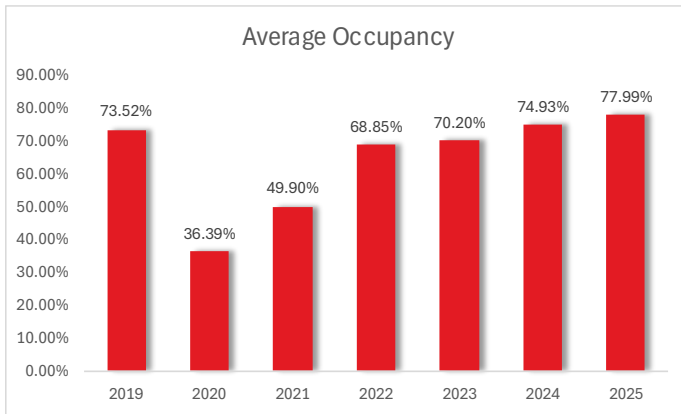
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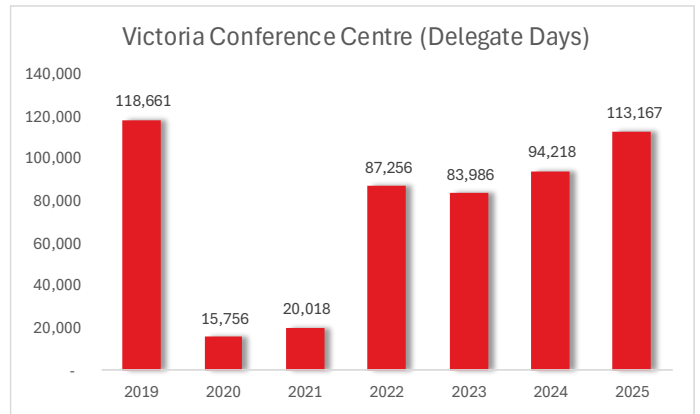
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Victoria Tourism Bulletin 2025 Year in Review



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