

VICTORIA TOURISM BULLETIN

February 2026



- This year marks a milestone for the BC Hospitality Foundation as they celebrate their 20th Anniversary and reflect not only on how far they have come, but also on why their work matters now more than ever. On July 22, 2026, industry leaders, celebrated chefs, and passionate supporters will gather for an unforgettable culinary fundraiser benefiting the people who make hospitality possible. To read more www.bchospitalityfoundation.com/20th-anniversary.
- In February, US-resident trips to Canada were up 6.1% from the same month one year earlier to reach 959,600, marking the first increase after 12 consecutive months of year-over-year declines. Source: [Statistics Canada](#).
- BCHA revealed the finalists for the [2026 BC Hotel Association Awards of Excellence](#). These awards celebrate exceptional individuals and organizations across British Columbia's hospitality sector, highlighting their leadership, commitment to service and contributions to the industry. Award recipients will be recognized at the Awards Gala on April 15th, as part of the 2026 BCHA Summit.
- BC Ferries saw significant increases in travel this February compared to the same month last year: vehicles up 17.08%, passengers up 11.61% and buses up 36.22%.

Note: For this bulletin, a couple of properties experienced challenges in submitting their data, which have impacted the completeness of the reported figures. As a result, the figures for this period should be interpreted with caution.

Tourism Statistics	February			Year-to-Date		
	2026	2025	Variance	2026	2025	Variance
Average Occupancy	69.09%	62.64%	6.45%	60.26%	55.43%	4.83%
Average Daily Room Rate	\$209.93	\$192.80	\$17.13	\$204.34	\$189.77	\$14.57
Revenue Per Available Room (RevPAR)	\$145.05	\$120.77	\$24.28	\$123.14	\$105.18	\$17.96
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	133,494	114,017	17.08%	262,547	241,372	8.77%
Passengers	361,374	323,793	11.61%	713,360	672,304	6.11%
Buses	519	381	36.22%	1,020	760	34.21%
Victoria International Airport	127,258	118,067	7.78%	260,842	242,543	7.54%

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

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VICTORIA LODGING RESULTS

February 2026

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2026	Feb 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	1,853	63.28%	56.99%	53.72%	48.33%
100 - 150	748	74.43%	66.07%	68.34%	61.89%
50 - 99	661	76.07%	69.41%	66.57%	62.63%
Less than 50	275	77.75%	74.18%	65.86%	68.04%
Location					
Downtown/Inner Harbour	2,873	69.06%	61.78%	59.82%	53.47%
Suburban	519	68.23%	66.47%	60.96%	64.15%
Saanich Peninsula/Sidney	145	72.68%	64.96%	66.48%	60.56%
Tier					
Upper	1,851	65.19%	58.58%	56.02%	51.02%
Mid	1,169	71.45%	63.08%	63.61%	55.60%
Lower	517	78.17%	73.76%	67.12%	68.17%
Lodging Type					
Hotels	3,259	68.43%	61.29%	59.78%	53.82%
Motels	278	77.51%	81.22%	66.26%	77.68%
Total Rooms	3,537				
Average Occupancy		69.09%	62.64%	60.26%	55.43%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2026	Feb 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	1,853	\$236.56	\$217.49	\$231.22	\$214.61
100 - 150	748	\$174.89	\$164.18	\$172.29	\$162.91
50 - 99	661	\$202.74	\$180.22	\$192.63	\$177.64
Less than 50	275	\$169.25	\$159.73	\$177.72	\$161.15
Location					
Downtown/Inner Harbour	2,873	\$211.72	\$195.95	\$206.62	\$193.81
Suburban	519	\$203.40	\$172.00	\$195.38	\$167.31
Saanich Peninsula/Sidney	145	\$197.12	\$207.42	\$193.92	\$202.94
Tier					
Upper	1,851	\$253.54	\$241.02	\$249.57	\$237.73
Mid	1,169	\$180.52	\$168.53	\$177.55	\$167.24
Lower	517	\$137.08	\$123.50	\$134.54	\$122.38
Lodging Type					
Hotels	3,259	\$217.26	\$200.58	\$211.20	\$197.83
Motels	278	\$128.39	\$112.05	\$127.72	\$112.39
Total Rooms	3,537				
Average Room Rate		\$209.93	\$192.80	\$204.34	\$189.77
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2026	Feb 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	1,853	\$149.71	\$123.94	\$124.21	\$103.73
100 - 150	748	\$130.16	\$108.47	\$117.74	\$100.83
50 - 99	661	\$154.23	\$125.08	\$128.23	\$111.25
Less than 50	275	\$131.58	\$118.49	\$117.04	\$109.64
Location					
Downtown/Inner Harbour	2,873	\$146.22	\$121.05	\$123.61	\$103.63
Suburban	519	\$138.77	\$114.33	\$119.11	\$107.33
Saanich Peninsula/Sidney	145	\$143.27	\$134.74	\$128.91	\$122.90
Tier					
Upper	1,851	\$165.28	\$141.18	\$139.80	\$121.30
Mid	1,169	\$128.98	\$106.32	\$112.94	\$92.98
Lower	517	\$107.15	\$91.09	\$90.30	\$83.43
Lodging Type					
Hotels	3,259	\$148.66	\$122.93	\$126.25	\$106.47
Motels	278	\$99.52	\$91.01	\$84.63	\$87.30
Total Rooms	3,537				
Average REVPAR		\$145.05	\$120.77	\$123.14	\$105.18

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

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