

# VICTORIA TOURISM BULLETIN

March 2026



- The BC Government launched the **Look West: Tourism Sector Action Plan** that positions tourism as a key driver of economic diversification and growth. To read the press release click [here](#).
- Destination BC launched their 2026-2028 Global Marketing Strategy. The Marketing Strategy and corresponding 2026 Marketing Plan include the strategic context and focus, marketing business goals, outcomes and measures of success, along with the programs developed to attain those outcomes. For more information go to [www.destinationbc.ca](http://www.destinationbc.ca)
- Victoria's longest-running whale watching company, Five Star Whale Watching, has suspended operations after 41 years, calling the decision "not one taken lightly" and citing "various unforeseen circumstances" beyond its control. News article can be read [here](#).
- Congratulations to the Inn at Laurel Point for being recognized with the Employees First Award at the **BC Tourism Industry Awards Gala!** This award recognizes an employer who has upheld high standards of excellence in human resource practices, with a specific focus on mental health & wellness.

Tourism Statistics	March		Variance	Year-to-Date		Variance
	2026	2025		2026	2025	
Average Occupancy	79.57%	78.47%	1.10%	67.19%	63.39%	3.80%
Average Daily Room Rate	\$225.81	\$206.09	\$19.72	\$213.46	\$196.75	\$16.71
Revenue Per Available Room (RevPAR)	\$179.68	\$161.71	\$17.97	\$143.43	\$124.73	\$18.70
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	163,628	158,668	3.13%	426,175	400,040	6.53%
Passengers	470,228	466,889	0.72%	1,183,588	1,139,193	3.90%
Buses	615	463	32.83%	1,635	1,223	33.69%
Victoria International Airport	155,765	142,418	9.37%	416,607	384,961	8.22%
Victoria Cruise Ships						
Ships	0	1	100%	0	1	100%
Passengers	0	2,213	100%	0	2,213	100%
Crew	0	1,034	100%	0	1,034	100%

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

[info@chemistryconsulting.ca](mailto:info@chemistryconsulting.ca)



Providing HR Support to the Tourism Sector for Over 20 Years

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# VICTORIA LODGING RESULTS

## March 2025

<b>OCCUPANCY RATE %</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2025</b>	<b>Mar 2024</b>	<b>YTD 2025</b>	<b>YTD 2024</b>
<b>Number of Rooms</b>					
Greater than 150	2,030	75.68%	75.75%	61.71%	57.78%
100 - 150	757	82.10%	79.21%	73.08%	67.86%
50 - 99	797	84.97%	82.82%	73.26%	69.59%
Less than 50	278	85.65%	82.86%	72.82%	73.41%
<b>Location</b>					
Downtown/Inner Harbour	3,123	79.57%	79.07%	66.92%	62.31%
Suburban	592	77.35%	75.23%	66.86%	68.01%
Saanich Peninsula/Sidney	147	88.52%	78.53%	74.14%	66.78%
<b>Tier</b>					
Upper	1,853	76.32%	77.23%	62.98%	60.07%
Mid	1,355	81.71%	77.73%	70.44%	63.22%
Lower	654	84.41%	83.62%	73.51%	73.58%
<b>Lodging Type</b>					
Hotels	3,584	79.45%	78.09%	66.85%	62.19%
Motels	278	81.20%	83.45%	71.50%	79.74%
<b>Total Rooms</b>	<b>3,862</b>				
<b>Average Occupancy</b>		79.57%	78.47%	67.19%	63.39%
<b>ROOM RATE</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2025</b>	<b>Mar 2024</b>	<b>YTD 2025</b>	<b>YTD 2024</b>
<b>Number of Rooms</b>					
Greater than 150	2,030	\$251.40	\$222.83	\$240.22	\$218.33
100 - 150	757	\$192.27	\$185.80	\$180.02	\$172.12
50 - 99	797	\$213.88	\$196.68	\$201.60	\$185.45
Less than 50	278	\$181.82	\$177.26	\$179.42	\$167.73
<b>Location</b>					
Downtown/Inner Harbour	3,123	\$229.67	\$207.62	\$216.47	\$199.86
Suburban	592	\$211.92	\$194.93	\$202.26	\$177.95
Saanich Peninsula/Sidney	147	\$200.52	\$213.38	\$196.66	\$207.19
<b>Tier</b>					
Upper	1,853	\$275.94	\$245.15	\$260.53	\$241.02
Mid	1,355	\$197.52	\$183.79	\$186.29	\$174.25
Lower	654	\$153.58	\$144.47	\$142.62	\$131.17
<b>Lodging Type</b>					
Hotels	3,584	\$232.37	\$211.91	\$220.25	\$203.93
Motels	278	\$143.09	\$134.65	\$133.84	\$120.71
<b>Total Rooms</b>	<b>3,862</b>				
<b>Average Room Rate</b>		\$225.81	\$206.09	\$213.46	\$196.75
<b>REVENUE PER AVAILABLE ROOM (REVPAR)</b>					
<b>Lodging Type</b>	<b>Number of Rooms</b>	<b>Mar 2025</b>	<b>Mar 2024</b>	<b>YTD 2025</b>	<b>YTD 2024</b>
<b>Number of Rooms</b>					
Greater than 150	2,030	\$190.26	\$168.80	\$148.24	\$126.14
100 - 150	757	\$157.86	\$147.18	\$131.56	\$116.79
50 - 99	797	\$181.74	\$162.89	\$147.69	\$129.05
Less than 50	278	\$155.74	\$146.88	\$130.65	\$123.13
<b>Location</b>					
Downtown/Inner Harbour	3,123	\$182.75	\$164.17	\$144.86	\$124.53
Suburban	592	\$163.91	\$146.65	\$135.22	\$121.03
Saanich Peninsula/Sidney	147	\$177.49	\$167.58	\$145.81	\$138.37
<b>Tier</b>					
Upper	1,853	\$210.59	\$189.32	\$164.09	\$144.77
Mid	1,355	\$161.38	\$142.87	\$131.23	\$110.17
Lower	654	\$129.63	\$120.81	\$104.85	\$96.51
<b>Lodging Type</b>					
Hotels	3,584	\$184.61	\$165.48	\$147.24	\$126.82
Motels	278	\$116.19	\$112.37	\$95.69	\$96.26
<b>Total Rooms</b>	<b>3,862</b>				
<b>Average REVPAR</b>		\$179.68	\$161.71	\$143.43	\$124.73

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

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