

# VICTORIA TOURISM BULLETIN

April 2026



- In April, 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 4.7 million, up 3.5% from the same month in 2025. April 2026 marked the first year-over-year increase in international arrivals since January 2025. Source: [Statistic Canada](#)
- Mark your calendars for the BC Hospitality Foundation’s 11th Annual Victoria Golf Tournament taking place at Cordova Bay Golf Course on August 26, 2026. For more information and registration go to [www.bchospitalityfoundation.com/golf-tournaments](http://www.bchospitalityfoundation.com/golf-tournaments).
- Tourism Industry Association of British Columbia (TIABC) was proud to announce that 2026 marks its 50th anniversary, an extraordinary milestone celebrating five decades as BC’s Voice of Tourism through leadership, collaboration, and advocacy for BC’s tourism industry. Read article [www.destinationbc.ca](http://www.destinationbc.ca).
- Victoria officially welcomed the start of cruise ship season. In total, 335 cruise ship calls are scheduled for Victoria. Read press release at [www.gvha.ca](http://www.gvha.ca).

Tourism Statistics	April		Variance	Year-to-Date		Variance
	2026	2025		2026	2025	
Average Occupancy	87.21%	84.17%	3.04%	72.41%	68.60%	3.81%
Average Daily Room Rate	\$264.79	\$235.58	\$29.21	\$229.57	\$208.69	\$20.88
Revenue Per Available Room (RevPAR)	\$230.91	\$198.30	\$32.61	\$166.23	\$143.15	\$23.08
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	177,671	179,385	(0.96%)	603,846	579,425	4.21%
Passengers	504,951	512,667	(1.51%)	1,688,539	1,651,860	2.22%
Buses	812	672	20.83%	2,447	1,895	29.13%
Victoria International Airport	160,666	145,453	10.46%	577,273	530,414	8.83%
Victoria Cruise Ships						
Ships	8	11	(27.27%)	8	12	(33.33%)
Passengers	14,104	27,761	(49.19%)	14,104	29,974	(52.95%)
Crew	6,383	11,633	(45.13%)	6,383	12,667	(49.61%)

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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Delivering HR Services to the Tourism Industry for Over 25 Years

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# VICTORIA LODGING RESULTS

## April 2026

OCCUPANCY RATE %						
Lodging Type	Number of Rooms	Apr 2026	Apr 2025	YTD 2026	YTD 2025	
<b>Number of Rooms</b>						
Greater than 150	2,030	83.86%	81.70%	67.48%	63.76%	
100 - 150	762	91.63%	86.35%	77.75%	72.48%	
50 - 99	855	89.38%	86.75%	77.65%	73.88%	
Less than 50	278	92.93%	88.29%	77.92%	77.22%	
<b>Location</b>						
Downtown/Inner Harbour	3,128	87.91%	85.70%	72.34%	68.16%	
Suburban	592	83.41%	76.87%	71.15%	70.24%	
Saanich Peninsula/Sidney	205	87.48%	81.80%	78.26%	70.54%	
<b>Tier</b>						
Upper	1,909	84.36%	84.72%	68.41%	66.24%	
Mid	1,362	89.30%	82.52%	75.51%	68.05%	
Lower	654	91.13%	86.05%	78.18%	76.72%	
<b>Lodging Type</b>						
Hotels	3,647	87.06%	84.19%	72.13%	67.69%	
Motels	278	89.15%	83.92%	75.97%	80.81%	
<b>Total Rooms</b>	<b>3,925</b>					
<b>Average Occupancy</b>		87.21%	84.17%	72.41%	68.60%	
ROOM RATE						
Lodging Type	Number of Rooms	Apr 2026	Apr 2025	YTD 2026	YTD 2025	
<b>Number of Rooms</b>						
Greater than 150	2,030	\$300.83	\$265.71	\$259.84	\$233.51	
100 - 150	762	\$216.11	\$199.15	\$190.73	\$180.17	
50 - 99	855	\$247.76	\$215.01	\$216.06	\$194.13	
Less than 50	278	\$208.52	\$192.74	\$188.22	\$175.06	
<b>Location</b>						
Downtown/Inner Harbour	3,128	\$270.12	\$239.97	\$233.31	\$212.48	
Suburban	592	\$239.28	\$213.85	\$213.53	\$187.83	
Saanich Peninsula/Sidney	205	\$252.75	\$224.04	\$216.03	\$212.08	
<b>Tier</b>						
Upper	1,909	\$333.23	\$289.63	\$283.29	\$256.58	
Mid	1,362	\$219.34	\$199.06	\$196.79	\$181.77	
Lower	654	\$173.38	\$153.61	\$152.12	\$137.51	
<b>Lodging Type</b>						
Hotels	3,647	\$272.86	\$242.38	\$236.84	\$215.89	
Motels	278	\$161.59	\$144.93	\$142.08	\$127.11	
<b>Total Rooms</b>	<b>3,925</b>					
<b>Average Room Rate</b>		\$264.79	\$235.58	\$229.57	\$208.69	
REVENUE PER AVAILABLE ROOM (REVPAR)						
Lodging Type	Number of Rooms	Apr 2026	Apr 2025	YTD 2026	YTD 2025	
<b>Number of Rooms</b>						
Greater than 150	2,030	\$252.28	\$217.08	\$175.33	\$148.88	
100 - 150	762	\$198.02	\$171.97	\$148.30	\$130.59	
50 - 99	855	\$221.46	\$186.53	\$167.78	\$143.43	
Less than 50	278	\$193.77	\$170.16	\$146.66	\$135.18	
<b>Location</b>						
Downtown/Inner Harbour	3,128	\$237.46	\$205.66	\$168.78	\$144.83	
Suburban	592	\$199.59	\$164.38	\$151.93	\$131.93	
Saanich Peninsula/Sidney	205	\$221.10	\$183.26	\$169.07	\$149.60	
<b>Tier</b>						
Upper	1,909	\$281.11	\$245.38	\$193.80	\$169.95	
Mid	1,362	\$195.86	\$164.27	\$148.59	\$123.70	
Lower	654	\$158.01	\$132.18	\$118.92	\$105.50	
<b>Lodging Type</b>						
Hotels	3,647	\$237.55	\$204.06	\$170.83	\$146.14	
Motels	278	\$144.06	\$121.64	\$107.93	\$102.72	
<b>Total Rooms</b>	<b>3,925</b>					
<b>Average REVPAR</b>		\$230.91	\$198.30	\$166.23	\$143.15	

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

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