



VICTORIA TOURISM BULLETIN

May 2026



- US-resident trips to Canada increased 10.1% in May, reaching 1.6 million and marking the fourth consecutive month of year-over-year increases. Source: [Statistics Canada](#)
- BC Ferries bus services have experienced a significant year-to-date increase of 23.55%.
- Congratulations to the Pendray Inn and Tea House on being officially recognized as the #1 ranked Biosphere Certified property in Victoria. Read about it on their [instagram](#).
- Join BC's hospitality community for an extraordinary evening celebrating the 20th anniversary of the BC Hospitality Foundation. 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. For more information www.bchospitalityfoundation.com.
- The Victoria Guest Services Network (VGSN) hosted its annual Tourism Showcase in May, bringing together hotels, attractions, and tourism operators from across Greater Victoria and Vancouver Island. The event helps front-line tourism staff build destination knowledge and strengthen industry partnerships ahead of the busy summer season. For more information about VGSN www.vgsn.ca.

Tourism Statistics	<u>May</u>		Variance	<u>Year-to-Date</u>		Variance
	2026	2025		2026	2025	
Average Occupancy	87.61%	86.91%	0.70%	75.66%	72.36%	3.30%
Average Daily Room Rate	\$323.41	\$290.39	\$33.02	\$252.77	\$228.86	\$23.91
Revenue Per Available Room (RevPAR)	\$283.35	\$252.39	\$30.96	\$191.23	\$165.61	\$25.62
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	207,459	199,231	4.13%	811,305	778,656	4.19%
Passengers	613,119	590,760	3.78%	2,301,658	2,242,620	2.63%
Buses	1,509	1,307	15.46%	3,956	3,202	23.55%
Victoria International Airport	181,660	172,014	5.61%	758,933	702,428	8.04%
Victoria Cruise Ships						
Ships	65	55	18.18%	73	67	8.96%
Passengers	188,508	167,257	12.71%	202,612	197,231	2.73%
Crew	74,835	66,000	13.39%	81,218	78,667	3.24%

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.

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VICTORIA LODGING RESULTS

May 2026

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	May 2026	May 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	85.82%	84.67%	71.37%	68.05%
100 - 150	784	89.99%	90.59%	80.34%	76.18%
50 - 99	852	88.26%	87.55%	79.99%	76.69%
Less than 50	279	92.00%	91.17%	80.86%	80.17%
Location					
Downtown/Inner Harbour	3,148	89.01%	87.70%	75.87%	72.17%
Suburban	591	81.37%	82.37%	73.32%	72.75%
Saanich Peninsula/Sidney	206	84.17%	88.07%	79.73%	74.19%
Tier					
Upper	1,909	86.82%	86.75%	72.25%	70.45%
Mid	1,383	88.51%	85.63%	78.37%	71.65%
Lower	653	88.02%	90.08%	80.29%	79.49%
Lodging Type					
Hotels	3,668	87.85%	86.89%	75.49%	71.63%
Motels	277	84.45%	87.24%	77.73%	82.15%
Total Rooms	3,945				
Average Occupancy		87.61%	86.91%	75.66%	72.36%
ROOM RATE					
Lodging Type	Number of Rooms	May 2026	May 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	\$354.70	\$319.62	\$284.02	\$255.50
100 - 150	784	\$270.55	\$251.59	\$209.63	\$197.53
50 - 99	852	\$320.66	\$272.01	\$241.54	\$212.40
Less than 50	279	\$264.55	\$253.22	\$206.34	\$193.87
Location					
Downtown/Inner Harbour	3,148	\$328.96	\$297.51	\$257.09	\$233.68
Suburban	591	\$301.66	\$259.17	\$234.22	\$204.54
Saanich Peninsula/Sidney	206	\$293.63	\$266.81	\$236.42	\$225.59
Tier					
Upper	1,909	\$393.45	\$350.24	\$310.90	\$280.29
Mid	1,383	\$274.36	\$252.11	\$216.06	\$199.00
Lower	653	\$226.25	\$198.32	\$169.58	\$151.78
Lodging Type					
Hotels	3,668	\$331.30	\$297.69	\$260.36	\$236.27
Motels	277	\$215.15	\$194.58	\$158.55	\$142.12
Total Rooms	3,945				
Average Room Rate		\$323.41	\$290.39	\$252.77	\$228.86
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	May 2026	May 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	\$304.40	\$270.62	\$202.69	\$173.87
100 - 150	784	\$243.47	\$227.92	\$168.41	\$150.48
50 - 99	852	\$283.01	\$238.14	\$193.22	\$162.89
Less than 50	279	\$243.38	\$230.87	\$166.84	\$155.44
Location					
Downtown/Inner Harbour	3,148	\$292.80	\$260.90	\$195.06	\$168.65
Suburban	591	\$245.46	\$213.49	\$171.72	\$148.80
Saanich Peninsula/Sidney	206	\$247.14	\$234.98	\$188.50	\$167.36
Tier					
Upper	1,909	\$341.61	\$303.84	\$224.62	\$197.48
Mid	1,383	\$242.82	\$215.88	\$169.32	\$142.58
Lower	653	\$199.14	\$178.65	\$136.16	\$120.65
Lodging Type					
Hotels	3,668	\$291.05	\$258.66	\$196.55	\$169.25
Motels	277	\$181.69	\$169.76	\$123.24	\$116.76
Total Rooms	3,945				
Average REVPAR		\$283.35	\$252.39	\$191.23	\$165.61

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

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