



VICTORIA TOURISM BULLETIN

July 2026



- Destination BC announced the release of The Infinite Coast Destination Development Strategy, a collaborative roadmap designed to guide the future of one of British Columbia's most extraordinary travel experiences. [Learn more.](#)
- US-resident trips to Canada increased 6.5% in July, reaching 2.7 million. This marked the sixth consecutive month of year-over-year increase. In July, US residents made 1.9 million trips to Canada by automobile (+7.2%) and 749,000 trips by air (+4.8%). Source: [Statistics Canada](#)
- BC Hotel Association July blog - [The Revenue Leak Nobody Budgets For: Owners, Operators, and BC's Hotel Boom.](#)
- The 10th anniversary of the IMPACT Sustainability Travel & Tourism Conference is taking place on January 24 - 27, 2027. Early bird registration is now open! Learn more and register [here.](#)

Tourism Statistics	July		Variance	Year-to-Date		Variance
	2026	2025		2026	2025	
Average Occupancy	90.75%	91.53%	(0.78%)	79.33%	77.87%	1.46%
Average Daily Room Rate	\$390.57	\$374.26	\$16.31	\$293.08	\$271.47	\$21.61
Revenue Per Available Room (RevPAR)	\$354.44	\$342.54	\$11.90	\$232.49	\$211.40	\$21.09
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	241,047	246,528	(2.22%)	1,255,468	1,237,634	1.44%
Passengers	788,896	801,017	(1.51%)	3,700,871	3,688,939	0.32%
Buses	1,761	1,573	11.95%	7,125	6,354	12.13%
Victoria International Airport	195,639	207,793	(5.85%)	1,128,578	1,102,543	2.44%
Victoria Cruise Ships						
Ships	66	58	13.79%	197	177	11.30%
Passengers	212,265	197,351	7.56%	600,891	571,792	5.09%
Crew	86,251	71,326	20.93%	236,547	215,007	10.02%

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

July 2026

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	July 2026	July 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	89.37%	89.41%	75.76%	74.17%
100 - 150	792	92.56%	94.16%	83.29%	81.44%
50 - 99	856	91.04%	92.79%	82.54%	81.29%
Less than 50	281	94.71%	95.75%	84.55%	84.61%
Location					
Downtown/Inner Harbour	3,158	91.82%	91.77%	79.74%	77.80%
Suburban	592	86.36%	89.09%	76.54%	77.52%
Saanich Peninsula/Sidney	209	86.98%	94.73%	81.31%	79.93%
Tier					
Upper	1,912	90.56%	91.84%	76.74%	76.60%
Mid	1,393	90.15%	89.71%	81.04%	76.86%
Lower	654	92.56%	94.45%	83.48%	83.72%
Lodging Type					
Hotels	3,681	90.73%	91.43%	79.20%	77.33%
Motels	278	91.02%	92.73%	81.00%	85.16%
Total Rooms	3,959				
Average Occupancy		90.75%	91.53%	79.33%	77.87%
ROOM RATE					
Lodging Type	Number of Rooms	July 2026	July 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	\$429.11	\$411.85	\$327.87	\$302.32
100 - 150	792	\$326.90	\$327.34	\$242.12	\$234.15
50 - 99	856	\$381.24	\$350.97	\$281.52	\$252.19
Less than 50	281	\$329.94	\$315.82	\$241.11	\$230.00
Location					
Downtown/Inner Harbour	3,158	\$399.45	\$385.42	\$299.33	\$278.36
Suburban	592	\$351.60	\$336.03	\$265.30	\$242.00
Saanich Peninsula/Sidney	209	\$358.37	\$313.46	\$272.29	\$251.26
Tier					
Upper	1,912	\$477.53	\$446.38	\$360.73	\$329.96
Mid	1,393	\$330.92	\$327.07	\$249.31	\$235.85
Lower	654	\$265.34	\$263.36	\$195.75	\$183.48
Lodging Type					
Hotels	3,681	\$400.36	\$382.73	\$301.60	\$279.44
Motels	278	\$261.27	\$264.25	\$185.63	\$174.76
Total Rooms	3,959				
Average Room Rate		\$390.57	\$374.26	\$293.08	\$271.47
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	July 2026	July 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	\$383.51	\$368.23	\$248.40	\$224.24
100 - 150	792	\$302.59	\$308.23	\$201.66	\$190.69
50 - 99	856	\$347.08	\$325.67	\$232.38	\$205.00
Less than 50	281	\$312.50	\$302.38	\$203.86	\$194.59
Location					
Downtown/Inner Harbour	3,158	\$366.78	\$353.71	\$238.68	\$216.57
Suburban	592	\$303.65	\$299.37	\$203.05	\$187.60
Saanich Peninsula/Sidney	209	\$311.73	\$296.96	\$221.39	\$200.83
Tier					
Upper	1,912	\$432.46	\$409.94	\$276.83	\$252.76
Mid	1,393	\$298.34	\$293.42	\$202.05	\$181.29
Lower	654	\$245.59	\$248.73	\$163.41	\$153.62
Lodging Type					
Hotels	3,681	\$363.24	\$349.95	\$238.86	\$216.08
Motels	278	\$237.82	\$245.04	\$150.36	\$148.82
Total Rooms	3,959				
Average REVPAR		\$354.44	\$342.54	\$232.49	\$211.40

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

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