



VICTORIA TOURISM BULLETIN

August 2026



- Now available, the Canadian Travel Insights Dashboard provides a free and accessible look at domestic travel trends across Canada. Developed through a collaboration between the Tourism Industry Association of Canada and Destination Canada, the dashboard delivers valuable insights into travel motivations and barriers, preferred activities and accommodations, and future travel intentions. View the [Dashboard](#).
- Tourism HR Canada released its [August 2026 Labour Force Survey](#) snapshot. August 2026 saw both the tourism labour force and tourism employment decrease from July. Tourism employment in Canada remained over 2.3 million.
- The 10th anniversary of the IMPACT Sustainability Travel & Tourism Conference is taking place on January 24 - 27, 2027 at the Victoria Conference Centre. Learn more and register [here](#).

Tourism Statistics	August		Variance	Year-to-Date		Variance
	2026	2025		2026	2025	
Average Occupancy	96.11%	93.49%	2.62%	81.51%	79.87%	1.64%
Average Daily Room Rate	\$416.04	\$388.22	\$27.82	\$311.94	\$288.94	\$23.00
Revenue Per Available Room (RevPAR)	\$399.85	\$362.96	\$36.89	\$254.26	\$230.77	\$23.49
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	258,773	264,146	(2.03%)	1,514,241	1,501,780	0.83%
Passengers	877,533	882,612	(0.58%)	4,578,404	4,571,551	0.15%
Buses	1,825	1,521	19.99%	8,950	7,875	13.65%
Victoria International Airport	205,434	227,613	(9.74%)	1,334,012	1,329,298	0.35%
Victoria Cruise Ships						
Ships	68	63	7.94%	265	240	10.42%
Passengers	207,626	211,928	(2.03%)	808,517	783,720	3.16%
Crew	78,106	78,956	(1.08%)	314,653	293,963	7.04%

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

August 2026

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	August 2026	August 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	95.46%	92.09%	78.33%	76.46%
100 - 150	792	96.90%	94.19%	85.08%	83.07%
50 - 99	793	96.55%	95.13%	84.30%	83.05%
Less than 50	309	97.20%	96.75%	86.32%	86.19%
Location					
Downtown/Inner Harbour	3,125	96.43%	93.68%	81.90%	79.83%
Suburban	591	94.43%	91.91%	78.86%	79.36%
Saanich Peninsula/Sidney	208	96.07%	95.19%	83.44%	81.90%
Tier					
Upper	1,911	95.88%	94.31%	79.21%	78.87%
Mid	1,423	96.19%	91.60%	83.11%	78.75%
Lower	590	96.65%	95.10%	85.05%	85.18%
Lodging Type					
Hotels	3,647	96.17%	93.52%	81.41%	79.39%
Motels	277	95.29%	93.13%	82.82%	86.19%
Total Rooms	3,924				
Average Occupancy		96.11%	93.49%	81.51%	79.87%
ROOM RATE					
Lodging Type	Number of Rooms	August 2026	August 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	\$457.56	\$424.48	\$348.44	\$321.09
100 - 150	792	\$349.68	\$344.03	\$258.24	\$250.06
50 - 99	793	\$409.71	\$365.82	\$299.88	\$268.80
Less than 50	309	\$333.46	\$324.16	\$255.66	\$243.83
Location					
Downtown/Inner Harbour	3,125	\$425.31	\$398.15	\$318.50	\$296.31
Suburban	591	\$383.43	\$353.02	\$283.67	\$258.46
Saanich Peninsula/Sidney	208	\$367.31	\$337.34	\$288.12	\$264.16
Tier					
Upper	1,911	\$509.53	\$462.59	\$383.95	\$350.23
Mid	1,423	\$346.96	\$337.88	\$264.76	\$251.00
Lower	590	\$281.07	\$274.49	\$207.35	\$196.51
Lodging Type					
Hotels	3,647	\$426.70	\$396.75	\$320.85	\$297.10
Motels	277	\$273.44	\$274.94	\$198.49	\$188.71
Total Rooms	3,924				
Average Room Rate		\$416.04	\$388.22	\$311.94	\$288.94
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	August 2026	August 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	\$436.79	\$390.90	\$272.92	\$245.50
100 - 150	792	\$338.83	\$324.03	\$219.71	\$207.72
50 - 99	793	\$395.58	\$348.02	\$252.79	\$223.25
Less than 50	309	\$324.13	\$313.61	\$220.69	\$210.17
Location					
Downtown/Inner Harbour	3,125	\$410.11	\$372.98	\$260.84	\$236.55
Suburban	591	\$362.09	\$324.46	\$223.70	\$205.11
Saanich Peninsula/Sidney	208	\$352.89	\$321.12	\$240.42	\$216.34
Tier					
Upper	1,911	\$488.52	\$436.25	\$304.12	\$276.21
Mid	1,423	\$333.75	\$309.50	\$220.05	\$197.66
Lower	590	\$271.67	\$261.05	\$176.36	\$167.39
Lodging Type					
Hotels	3,647	\$410.36	\$371.04	\$261.20	\$235.88
Motels	277	\$260.55	\$256.04	\$164.39	\$162.64
Total Rooms	3,924				
Average REVPAR		\$399.85	\$362.96	\$254.26	\$230.77

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

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