

VICTORIA TOURISM BULLETIN

September 2026

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- BC Ferries bus traffic saw a significant increase this September, rising from 1,597 buses last year to 1,912 this year, representing a 19.7% increase.
- Harbour Air announced an agreement to acquire Pacific Coastal Airlines (PCA), bringing the two B.C.-based airlines together under a new regional airline group while maintaining Canadian ownership. Read news release here.
- The 2027 BC Tourism Industry Conference will be taking place February 24-26, 2027, at the Victoria Conference Centre. As TIABC marks 50 years of representing BC's tourism sector, this year's conference theme is The Next 50 Years. For more information www.bctourismconference.ca.
- Four Vancouver Island hotels have earned Michelin Keys in the 2026 Michelin Guide. The Fairmont Empress, Magnolia Hotel & Spa, and Wickaninnish Inn each received one Key, while Clayoquot Wilderness Lodge earned the coveted three-Key distinction, making it one of only two properties in Canada to receive Michelin's highest hotel rating. Read news article.

Tourism Statistics	September		Variance	Year-to-Date		Variance
	2026	2025		2026	2025	
Average Occupancy	90.22%	88.34%	1.88%	82.49%	80.80%	1.69%
Average Daily Room Rate	$370.35	$339.59	$30.76	$319.09	$295.04	$24.05
Revenue Per Available Room (RevPAR)	$334.14	$299.97	$34.17	$263.20	$238.39	$24.81
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	211,911	202,832	4.48%	1,726,152	1,704,612	1.26%
Passengers	636,712	583,474	9.12%	5,215,116	5,155,025	1.17%
Buses	1,912	1,597	19.72%	10,862	9,472	14.67%
Victoria International Airport	184,673	183,616	0.58%	1,518,685	1,512,914	0.38%
Victoria Cruise Ships						
Ships	56	57	(1.75%)	321	297	8.08%
Passengers	172,643	168,023	2.75%	981,160	951,743	3.09%
Crew	67,800	68,898	(1.59%)	382,453	362,861	5.40%

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.

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VICTORIA LODGING RESULTS
September 2026

OCCUPANCY RATE %

Lodging Type	Number of Rooms	Sep 2026	Sep 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	88.01%	88.37%	79.41%	77.77%
100 - 150	792	92.44%	83.56%	85.91%	83.12%
50 - 99	793	91.93%	90.86%	85.12%	83.91%
Less than 50	298	94.76%	93.58%	87.33%	87.02%
Location					
Downtown/Inner Harbour	3,114	90.40%	88.17%	82.84%	80.75%
Suburban	591	88.42%	88.82%	79.92%	80.40%
Saanich Peninsula/Sidney	208	92.78%	89.50%	84.59%	82.74%
Tier					
Upper	1,900	88.48%	90.17%	80.24%	80.11%
Mid	1,423	91.37%	84.17%	84.08%	79.34%
Lower	590	93.13%	91.73%	85.89%	85.91%
Lodging Type					
Hotels	3,636	90.19%	88.19%	82.39%	80.36%
Motels	277	90.72%	90.23%	83.69%	86.63%
Total Rooms	**3,913**				
Average Occupancy		90.22%	88.34%	82.49%	80.80%

ROOM RATE

Lodging Type	Number of Rooms	Sep 2026	Sep 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	$409.37	$374.39	$356.02	$327.75
100 - 150	792	$307.46	$279.11	$264.22	$253.27
50 - 99	793	$365.14	$326.09	$307.49	$275.62
Less than 50	298	$301.44	$290.53	$261.60	$249.47
Location					
Downtown/Inner Harbour	3,114	$380.62	$349.67	$326.06	$302.72
Suburban	591	$331.55	$300.14	$289.57	$263.53
Saanich Peninsula/Sidney	208	$324.24	$301.04	$292.98	$268.57
Tier					
Upper	1,900	$459.24	$411.51	$393.18	$357.82
Mid	1,423	$306.64	$285.75	$270.07	$255.06
Lower	590	$246.38	$236.80	$211.74	$201.26
Lodging Type					
Hotels	3,636	$380.01	$348.22	$328.11	$303.27
Motels	277	$243.63	$228.13	$203.88	$193.27
Total Rooms	**3,913**				
Average Room Rate		$370.35	$339.59	$319.09	$295.04

REVENUE PER AVAILABLE ROOM (REVPAR)

Lodging Type	Number of Rooms	Sep 2026	Sep 2025	YTD 2026	YTD 2025
Number of Rooms					
Greater than 150	2,030	$360.30	$330.86	$282.72	$254.88
100 - 150	792	$284.23	$233.22	$227.00	$210.52
50 - 99	793	$335.66	$296.28	$261.73	$231.28
Less than 50	298	$285.65	$271.86	$228.45	$217.09
Location					
Downtown/Inner Harbour	3,114	$344.06	$308.29	$270.11	$244.44
Suburban	591	$293.17	$266.57	$231.44	$211.89
Saanich Peninsula/Sidney	208	$300.84	$269.45	$247.82	$222.21
Tier					
Upper	1,900	$406.34	$371.06	$315.48	$286.65
Mid	1,423	$280.18	$240.52	$227.07	$202.37
Lower	590	$229.46	$217.21	$181.87	$172.90
Lodging Type					
Hotels	3,636	$342.72	$307.10	$270.34	$243.71
Motels	277	$221.02	$205.83	$170.63	$167.44
Total Rooms	**3,913**				
Average REVPAR		$334.14	$299.97	$263.20	$238.39

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

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