



## **GREATER VICTORIA'S VISITOR ECONOMY EXPERIENCES STRONGEST SUMMER IN AT LEAST 10 YEARS**

**VICTORIA, B.C. (September 25, 2025)** - The numbers are in, and Greater Victoria's visitor economy has experienced the strongest summer in at least the last 10 years. Based on the results from commercial accommodation providers, the region has set decade highs in occupancy, average daily rates (ADR) and revenue per available room (RevPAR), while transportation partners including BC Ferries and Victoria International Airport (YYJ) saw records of their own.

August occupancy reached the highest it has been in 10 years, climbing to 94.3 per cent. Year-to-date occupancy has also reached a 10 year high at 79.9 per cent, setting new performance benchmarks for the region. ADR and RevPAR are up significantly, highlighting the region's strong visitor demand and growing visitor economy.

"This strong summer is a testament not only to our commercial accommodation providers, but also to the hundreds of small businesses and entrepreneurs who make Greater Victoria such a vibrant place to visit," says Paul Nurse, CEO of Destination Greater Victoria. "As the official tourism board for Greater Victoria, we work tirelessly to showcase our members and connect guests to authentic local experiences, ensuring that the benefits of tourism are felt throughout the entire region. This collective success strengthens our community, supports local jobs, and allows us to continue growing as a year-round destination."

The numbers tell the story:

- Occupancy in August 2025 reached 94.3 per cent, up 4.2 per cent from August 2024.
- ADR in August 2025 topped \$396, up 9.4 per cent from August 2024.
- RevPAR in August 2025 reached over \$374, up 13.9 per cent from August 2024.

Victoria International Airport also welcomed a record number of passengers this summer. In June 2025, more than 190,000 passengers arrived through YYJ, a 10.1 per cent increase from June 2024. July continued the upward trend, welcoming more than 207,000 arrivals, a 7.3 per cent increase from July 2024. August saw more than 227,000 passengers, a 11.3 per cent increase from August 2024. Between May 15 and August 21, 2025, BC Ferries transported a record 9.4 million passengers and 3.7 million vehicles. Routes connecting Metro Vancouver, Vancouver Island, and the Sunshine Coast alone accounted for 4.7 million passengers and 2.1 million vehicles, reflecting the strong travel connection between Vancouver and Victoria. While domestic ferry travel was strong, challenges for cross-border ferry services between Washington State and Greater Victoria are still present.

The accommodation supply in Greater Victoria is also expanding to meet growing demand. A new 167-room, eight-storey, Hyatt Centric hotel on Broad Street is under development, with a projected opening in 2028. The project incorporates restoration of the historic Duck's Building into the hotel and retail space. In addition, a working group is being assembled, to foster a collaborative approach to harnessing the opportunity of hotel development in Greater Victoria. Destination Greater Victoria's 10-year Destination Plan identified the region could benefit from the addition of 2,000 new hotel rooms over the next 10 years.

Interest in Greater Victoria as a year-round destination is high, with both business and leisure travellers showing increased engagement beyond the traditional summer months. With 31 city-wide conferences booked in 2025, the city continues to attract high-profile gatherings. This week, the Union of British Columbia Municipalities (UBCM) Conference at the Victoria Conference Centre has filled the city, demonstrating the region's capability to host large-scale events.

Greater Victoria's summer success across accommodations, transportation, and business events reflects the region's growing appeal and resilience as a premier destination. As demand continues to grow and new hotel development opportunities circulate, the region is well positioned to sustain momentum, support a thriving visitor economy, and welcome travellers year-round.

**Quotes:**

**Bill Lewis, Chair, Hotel Association of Greater Victoria**

"This summer has shown the strength of Greater Victoria as a destination, with travellers arriving from across Canada and around the world. The energy on our streets has been remarkable, with visitors filling local shops, restaurants, and attractions, creating a vibrant atmosphere that benefits the entire community. The feedback we continue to hear from guests is overwhelmingly positive. They are impressed not only by the beauty of the region but also by the warmth of the welcome they receive here. It is clear that Victoria's reputation as a world-class destination has never been stronger."

**Brett Soberg, Co-Owner, Captain, Eagle Wing Tours**

"Record occupancy is great news, but the real win is how many visitors are choosing experiences with purpose. Guests are asking about whales, Indigenous stewardship, and how their trip gives back. That demand helps us invest in research, education, and habitat protection and keeps crews working well beyond summer. Victoria isn't just busy; it's becoming a year-round, values-driven destination."

**About Destination Greater Victoria:** Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing and management organization working in partnership with approximately 950 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).

**Photos:** Available for download [here](#).

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