

NEW STATISTICS SHOW REGION'S VISITOR ECONOMY HEADED FOR A GREAT 2026

VICTORIA, B.C. (October 2, 2026) – Impressive new statistics compiled by Destination Greater Victoria (DGV) indicate the region's visitor economy is continuing to have an excellent year in 2026 and is on pace to potentially match 2025, one of the region's best years ever.

Over the past nine months, Greater Victoria's visitor economy has exceeded key 2025 benchmark statistics. Key first quarter statistics for 2026 saw increases over Q1-2025 in occupancy (up 3.5%), average daily room rate (up 6.9%) and revenue per available room (up 10.6%). In Q2, business events at the Victoria Conference Centre achieved nearly four thousand more delegate days (36,656) and more than two thousand more room nights (13,075) compared to 2025.

Between Victoria Day and Labour Day, the region achieved strong results in several key tourism sector indicators, including:

- The average daily room rate (ADR) rose to \$370, a 7.3 per cent increase over summer 2025;
- Revenue per available room (RevPAR) was \$328, an increase of 2.8 per cent over summer 2025; and,
- Overall average occupancy was 88 per cent, just below the 92 per cent achieved in 2025. (While international soccer events did affect typical travel patterns during June/July, occupancy rebounded to normal levels immediately following the event.)

For the year to date (Jan.1-Sept.30) compared to 2025, occupancy is even at 80.3 per cent, average daily room rate is up 5.3 per cent at \$313.47, and RevPAR is also up 5.3 per cent at \$251.75.

Importantly, Greater Victoria also continues to make significant progress addressing the shortage of hotel rooms needed to accommodate the growing number of expected visitors as the region's reputation as a year-round destination continues to expand. Following the release of the Greater Victoria Hotel Development Working Group's recommendations in April, the region is seeing progress with new building, office conversions, and renovation projects in various stages of discussion or development. Most recently, at a Committee of the Whole meeting this week, Victoria's council voted unanimously to advance the proposed redevelopment of 780 Blanshard St. The project would transform the former BC Power Commission Building into a 126-room hotel and restaurant.

"I want to congratulate all our DGV members for their efforts this year and for everything they have achieved so far," says Paul Nursey, CEO, Destination Greater Victoria. "These results are a reflection of all the hard work that has gone into promoting Greater Victoria as a year-round destination, with a wealth of activities and attractions to enjoy throughout the year."

Nursey notes that this year's momentum is expected to carry through to the end of the year thanks to DGV's marketing efforts, the ongoing cruise season, and additional upcoming conference bookings and sporting events.

Thanks to the work of DGV's business events team, so far in 2026 Greater Victoria has hosted 21 city-wide conferences and 27 medium-sized conferences, resulting in 67,624 delegate days and 22,598 room nights, with 12 more conferences set to take place before the end of the year.

The Greater Victoria Sport Tourism Commission's efforts have also paid off with several more events on the horizon, notably the national Grand Slam of Curling tour, which kicks off at Save-On-Foods Memorial Centre (October 13-28) and the Royal Victoria Marathon, which is expected to attract nearly 10,000 participants and their families next week.

On the cruise ship front, 14 more vessels are expected in a season that is welcoming 335 vessels and more than a million passengers who are animating Victoria's downtown and patronizing local businesses during their stopover.

Also contributing to 2026's strong performance are DGV's marketing efforts to attract visitors from Seattle and Western Washington State. In a survey following a February to July campaign, 86 per cent of respondents said they are now more likely to visit Greater Victoria, and those who are visiting now are staying longer and sharing positive experiences with others.

"DGV's diversified tourism and marketing strategy is designed to help us manage year to year economic ups and downs and the statistics from this summer and earlier this year clearly indicate that it's working. Business and leisure travellers are choosing Greater Victoria as their preferred destination from January all the way through to December."

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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