

Q1
2026

Victoria's Economic Dashboard

January to March

Downtown Pedestrian Counts

**685,470 more
pedestrians
downtown**

compared to 2025



26.41% increase

in pedestrians counted
on Fort Street over 2025

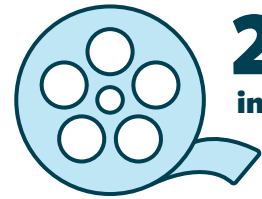
Construction Value (Permit Applications)

**Increased
by 5.74%**

over 2025

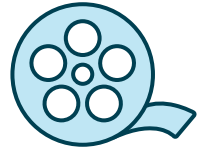


Film Permits



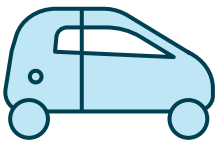
20
in 2025

18
in 2026



Downtown Parking Transactions

**+ 14,082
on-street**



**+ 11,000 in
City parkades**

in 2026 compared to 2025

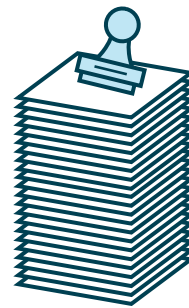
Business Licences Issued



**Steady
Increase**

**6,692
in 2026**

compared to
6,445 in 2025



Tourism and Downtown Visitors



YYJ Passengers

↑ 1.6%



Hotel Occupancy

↓ 3.4%

Daily Room Rate

↑ 1.5%

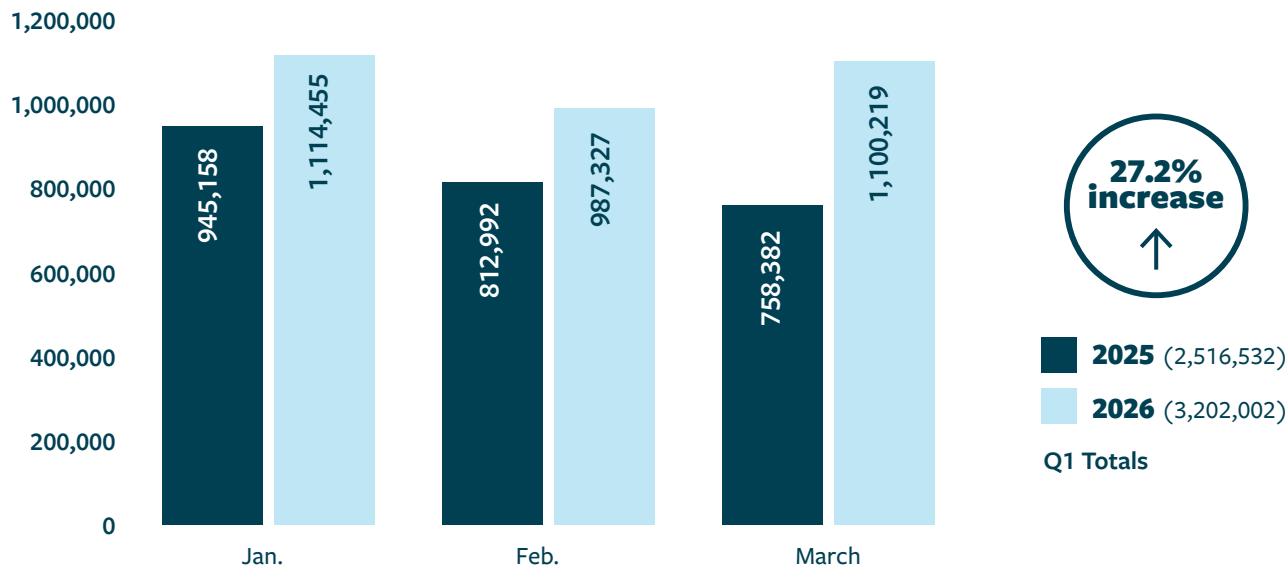
Overall Visitors

↓ 2.5%

SOURCE: DGV and CUI

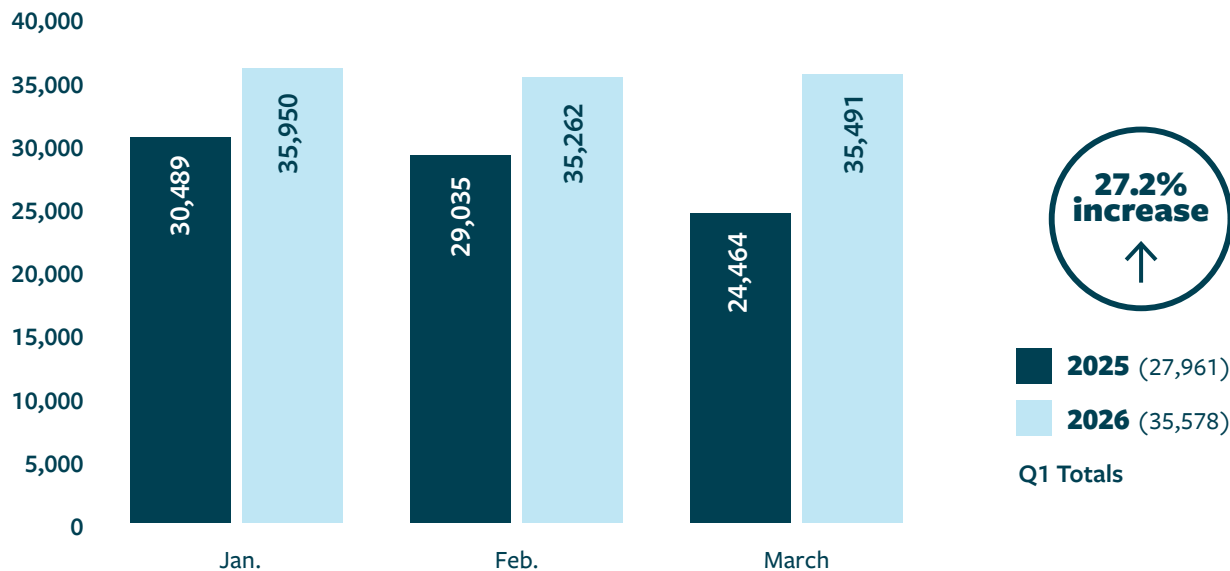
DOWNTOWN PEDESTRIAN COUNTS

Total, all active counters



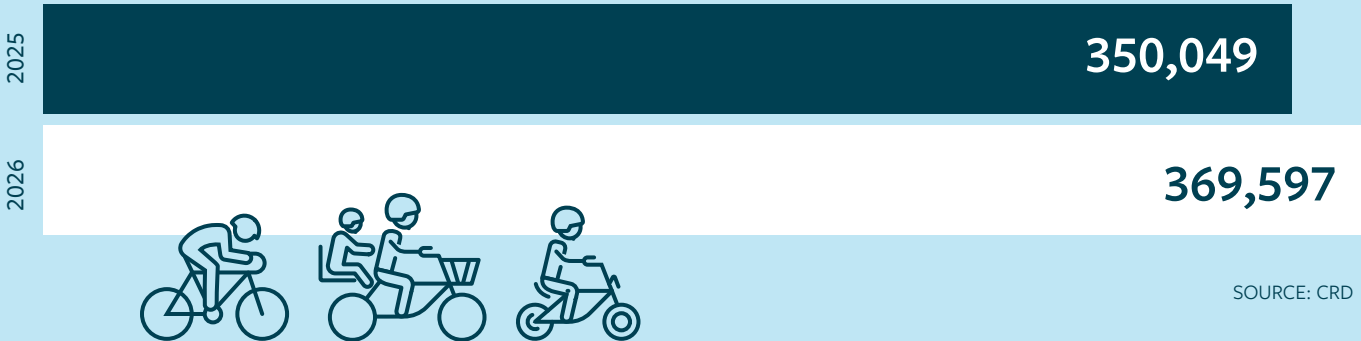
SOURCE: DVBA

Daily average of all active counters



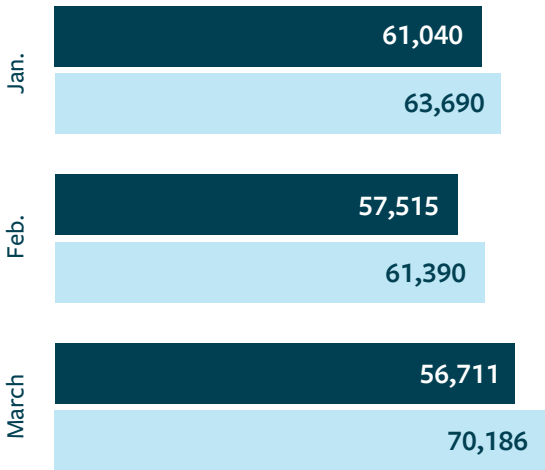
DOWNTOWN BICYCLE COUNTS

Total, all downtown bike counters



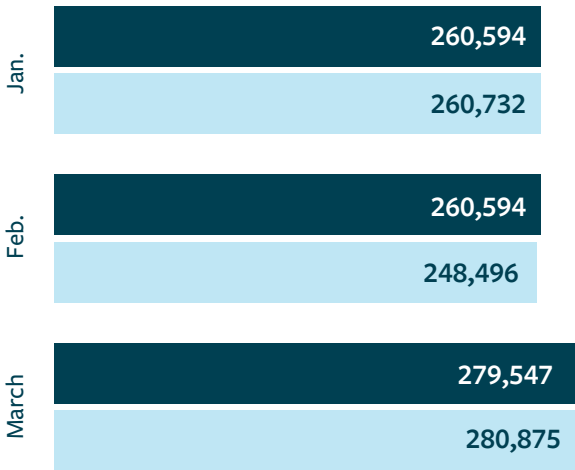
PARKING

Parkade transactions



2025 (184,266)
2026 (195,266)
Q1 Totals

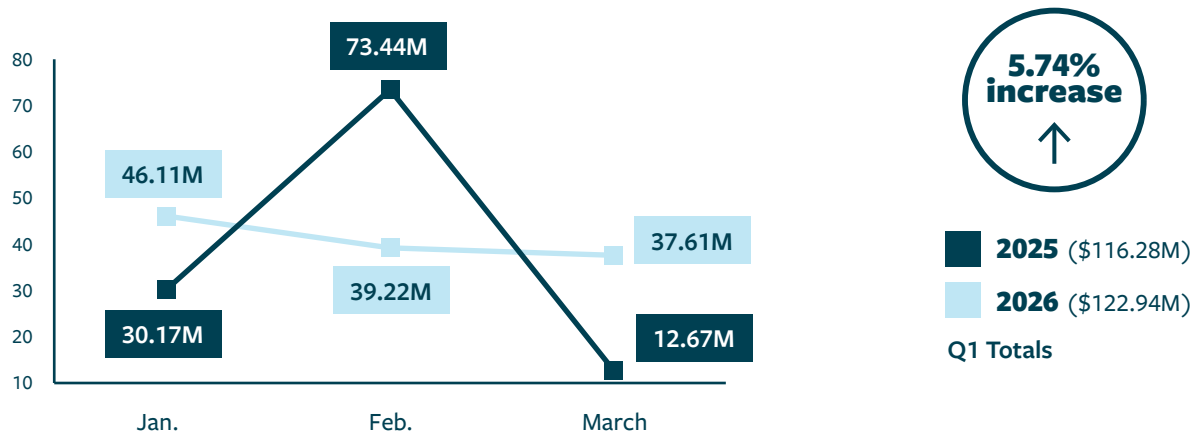
On-street parking transactions



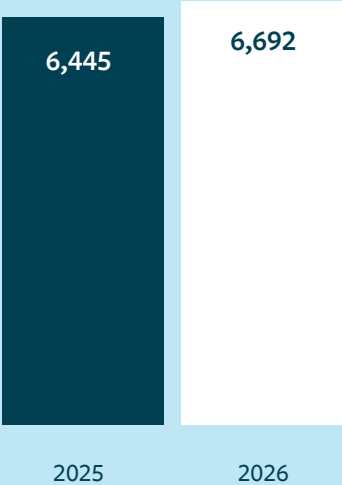
2025 (776,021)
2026 (790,103)
Q1 Totals

BUILDING AND BUSINESS ACTIVITY

Total construction value (in millions)

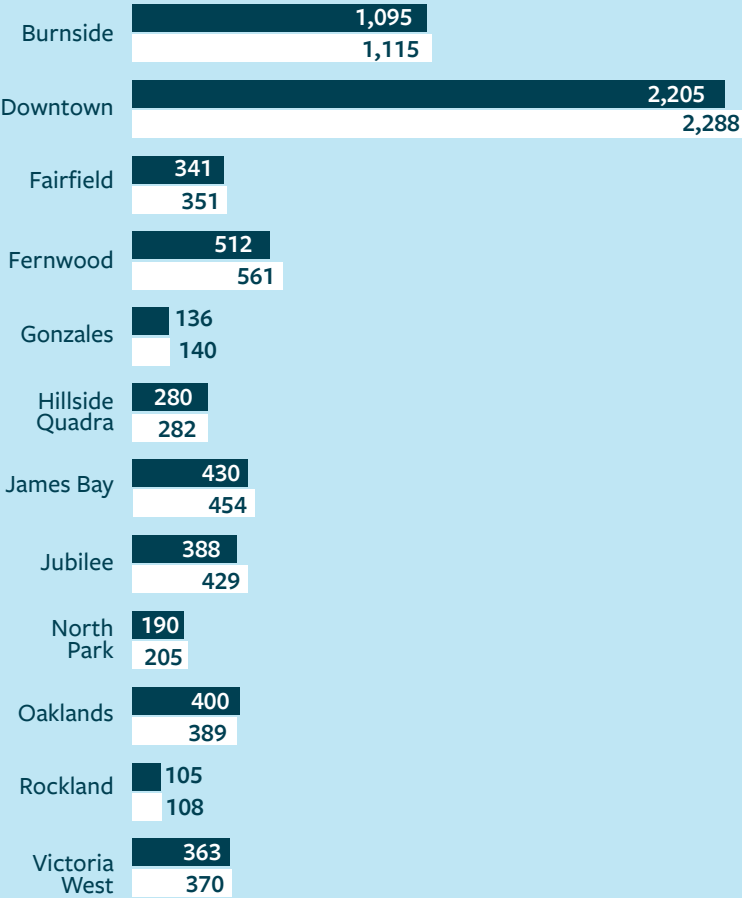


Business licences issued



Business licences do not include:
street entertainers, ATM machines, vending and lottery machines, washers and dryers, long-term rentals, short-term rentals and most mobile businesses.

Business licences by neighbourhood

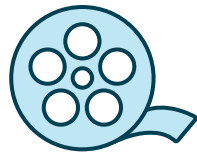


EVENTS

Special event permits



Q1 Totals



Film permits



Q1 Totals

OFFICE AND RETAIL OCCUPANCY

OFFICE

- Downtown office vacancy rate: 13.3%
- Downtown office vacancy is higher than in the past, but still among the lowest in Canada.

SOURCE: Colliers Office Q1 Report



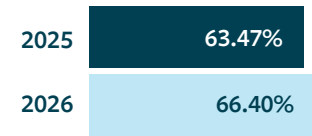
RETAIL

- In Victoria, retail availability declined 2.3% quarter-over-quarter.
- Downtown availability increased modestly due to new larger-format listings.
- Leasing and investment activity remained active, and average net asking rents held steady at \$28.14 per sq. ft.
- Downtown experienced a surge in new-to-market retail activity.

SOURCE: CBRE Retail Q1 Report

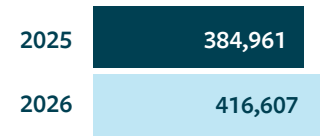
TOURISM

Hotel Occupancy



Q1 Totals

YYJ Airport Passengers



Q1 Totals

SOURCE: Destination Greater Victoria

Delegate days



A delegate day is a measure of conference activity and economic impact generated by non-resident attendees at the Victoria Conference Centre. One delegate day equals one person attending a conference for one day. For example, 100 delegates attending a three-day conference generate 300 delegate days.

MAIN STREET METRICS

DOWNTOWN

Visitor Levels

Total number of visits

10,057,924

Busiest day of the week

Friday

Busiest time of day

noon-6 p.m.

A **Main Street** is the commercial and community focal point of a neighborhood. Main Streets offer nearby residents access to shops, food and drink and services.

VISITOR HIGHLIGHTS

- 50% of downtown visitors came from within 4km (25% within 1 km and 25% from 2 to 4 km)
- 43.6% of visits happen between noon and 6 p.m., when food, drink and retail activity is strongest downtown.

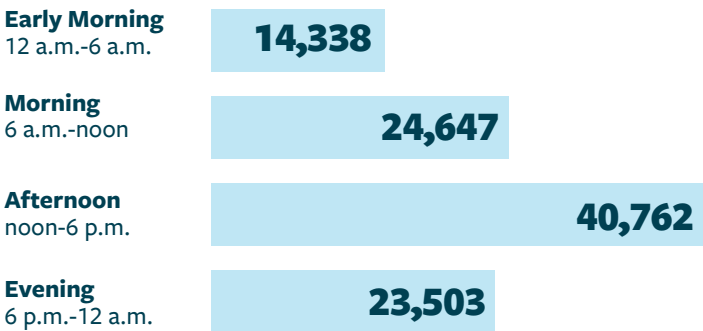
BUSINESS HIGHLIGHTS



Main Street Businesses

Service and Other	514
Retail	430
Food and Drink	222
TOTAL	1,166

Visits by time of day



Visits by day of week



SOURCE: Canadian Urban Institute

