

Q2
2026

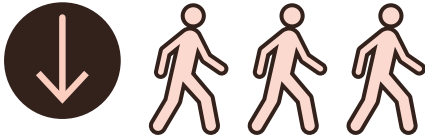
Victoria's Economic Dashboard

April to June

Downtown Pedestrian Counts

**1,636,533
pedestrians
downtown**

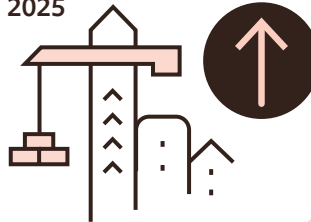
down 11.5% from Q2 2025



Construction Value (Permit Applications)

**Current
commercial
permits
increased
by 9.1%**

over Q2 2025



Free Concerts and Programs

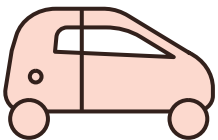
**46 free concerts
and programs
in 2026**

compared to 39 in Q2 2025



Downtown Parking Transactions

**+6,501
on-street**



**+8,217 in
City parkades**

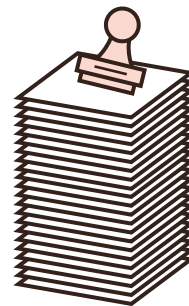
in 2026 compared to Q2 2025

Business Licences Issued

**3%
Increase**

**7,215
in 2026**

compared
to 7,004
in Q2 2025

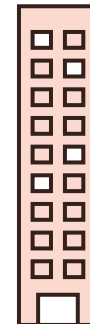


Tourism and Downtown Visitors



YYJ Passengers

↑ 1.3%



Hotel Occupancy

↓ 2.4%

Daily Room Rate

↑ 7.9%

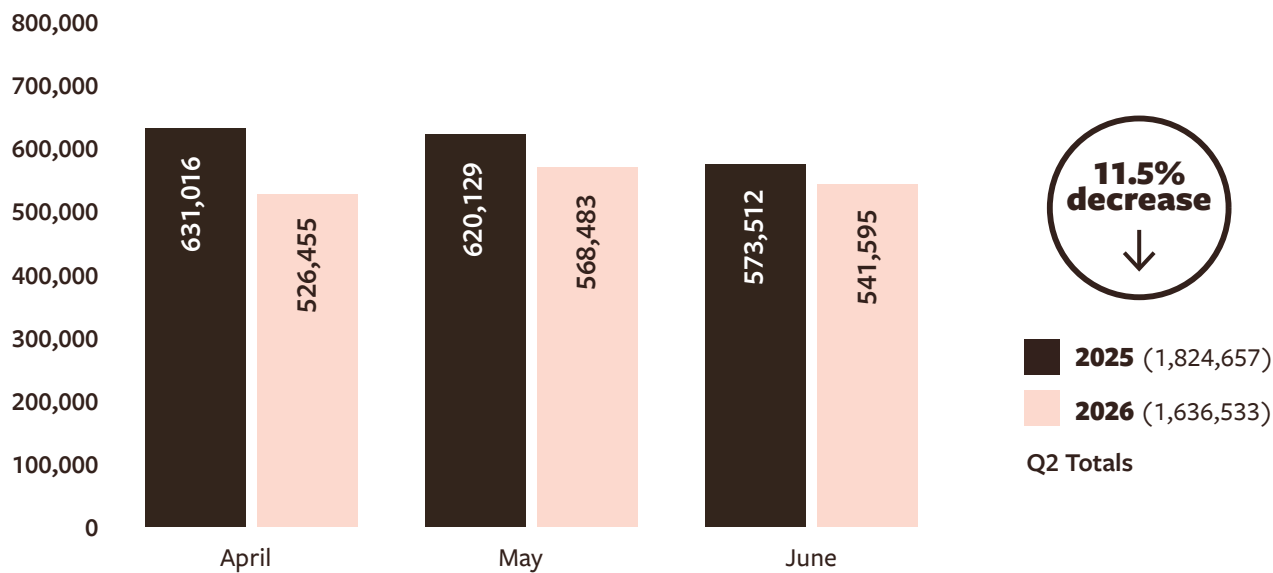
Overall Visitors

↑ 1.7%

SOURCE: DGV and CUI

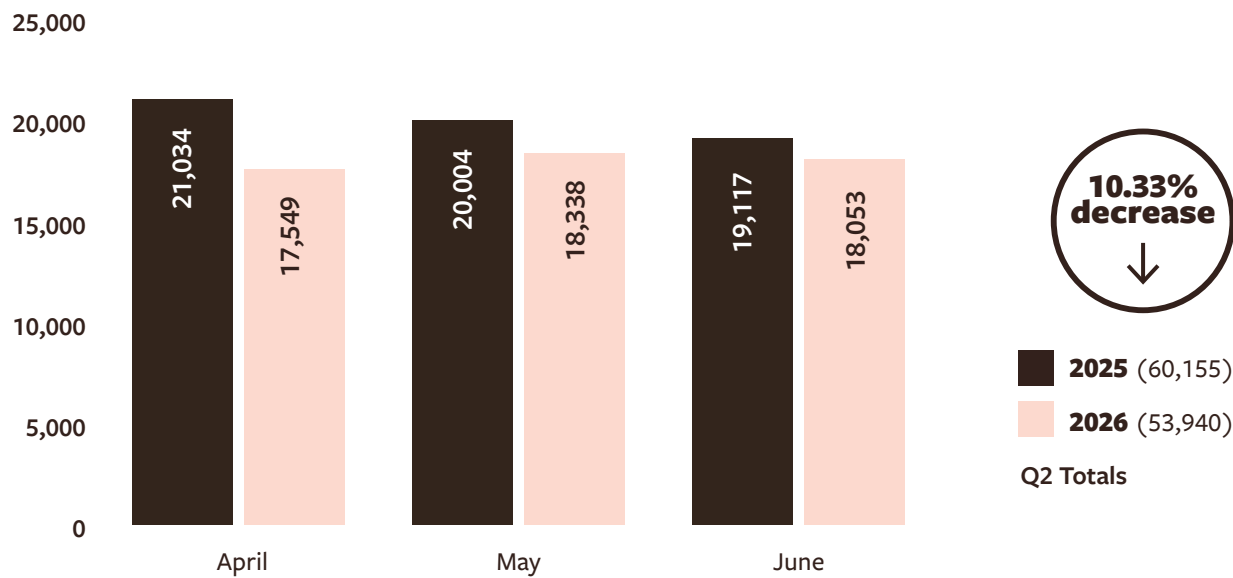
DOWNTOWN PEDESTRIAN COUNTS

Total, all active counters*



SOURCE: DVBA

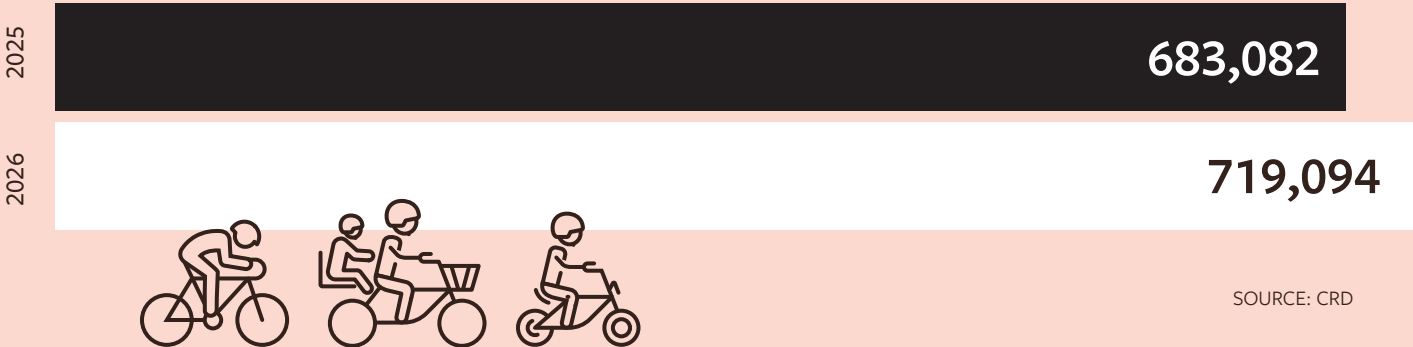
Daily average of all active counters*



***Note:** Three counters were out of service in Q2 2025 due to construction and were excluded from both years to ensure a like-for-like comparison. Reported figures do not represent total pedestrian activity downtown.

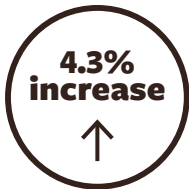
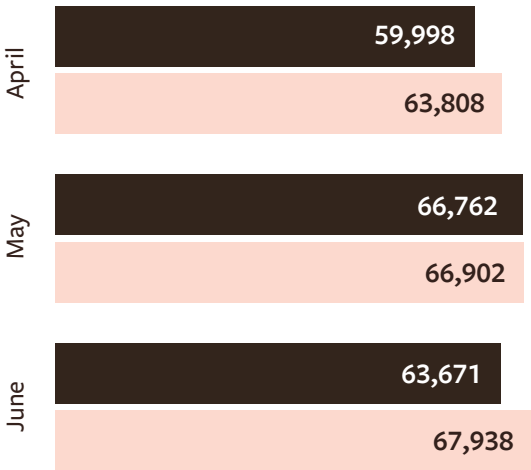
DOWNTOWN BICYCLE COUNTS

Total, all downtown bike counters



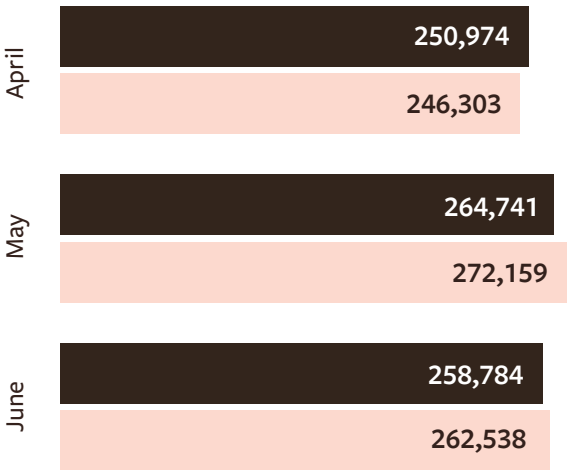
PARKING

Parkade transactions



2025 (190,431)
2026 (198,648)
Q2 Totals

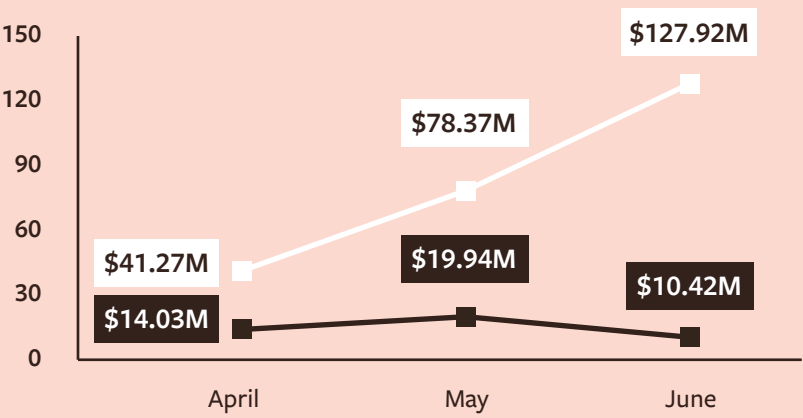
On-street parking transactions



2025 (774,499)
2026 (781,000)
Q2 Totals

BUILDING AND BUSINESS ACTIVITY

Total construction value (in millions)

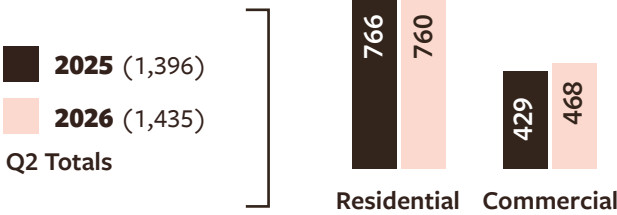


■ 2025 (\$44.39M)
■ 2026 (\$247.55M)

Q2 Totals

Note: This year's Q2 total reflects two large permit applications received in June.

Building permits

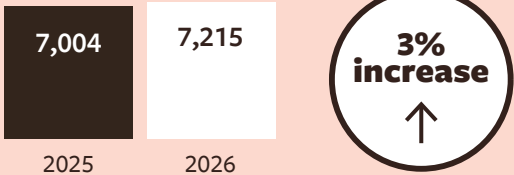
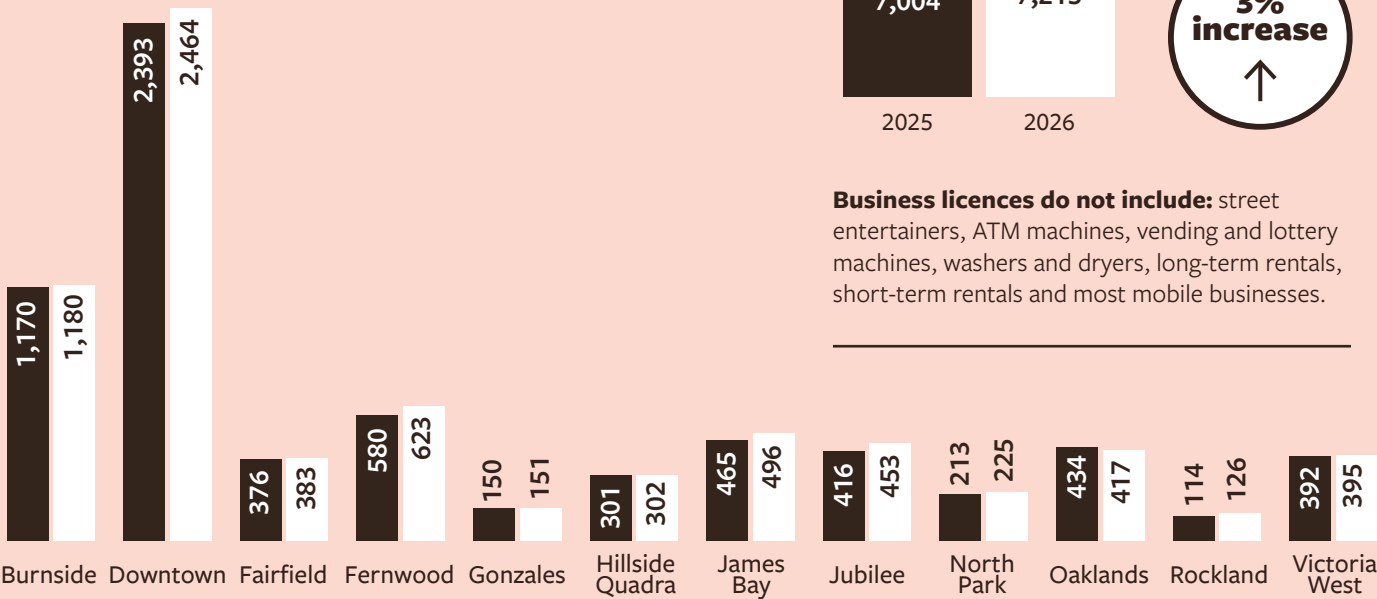


Current commercial building permits increased by 39 permits, rising from 429 permits in Q2-2025 to 468 permits in Q2-2026, a **9.1% increase**.

Business licences issued

Business licences by neighbourhood

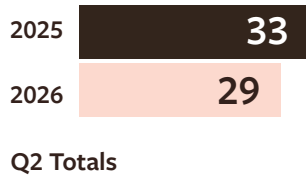
2025 2026



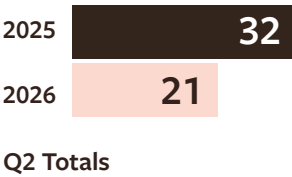
Business licences do not include: street entertainers, ATM machines, vending and lottery machines, washers and dryers, long-term rentals, short-term rentals and most mobile businesses.

EVENTS

Special event permits



Film permits



Free concerts and programs



OFFICE AND RETAIL OCCUPANCY

OFFICE

- Downtown office vacancy rate: 13%
- The downtown office market recorded its first positive absorption since Q2 2025, reflecting increased leasing activity.

SOURCE: Colliers Office Q2 Report



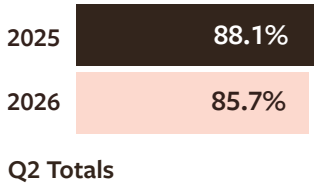
RETAIL

- Total retail availability in Victoria increased 0.3% quarter-over-quarter.
- Average net asking rents increased 2.4% quarter-over-quarter to \$28.82 per sq. ft.
- Leasing activity remained active, driven by new market entrants, business relocations and food-and-beverage operators filling vacant storefronts across Victoria.

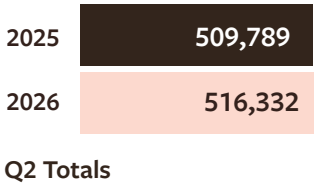
SOURCE: CBRE Retail Q2 Report

TOURISM

Hotel occupancy



YYJ Airport passengers



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.

SOURCE: Destination Greater Victoria

MAIN STREET METRICS

DOWNTOWN

Visitor Levels

Total number of visits

11.2 million

Busiest day of the week

Friday

Busiest time of day

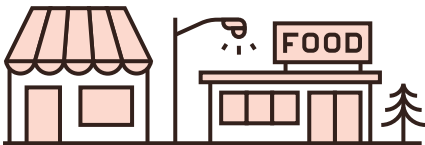
noon-6 p.m.

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

VISITOR HIGHLIGHTS

- 53.2% of downtown visitors came from within 4km (71.2% within 10 km and 17.2% from 50 km or more away)
- 47.1% of visitors living within 1 km of Downtown Victoria are considered *Friends and Roomies* — a social segment of younger urban singles and couples with strong interests in culture, entertainment and community.
- 21% of visitors travelling 1 to 50 km are *Savvy Seniors* — active older adults and empty nesters who frequently dine out, attend arts and other cultural events and engage in community activities.

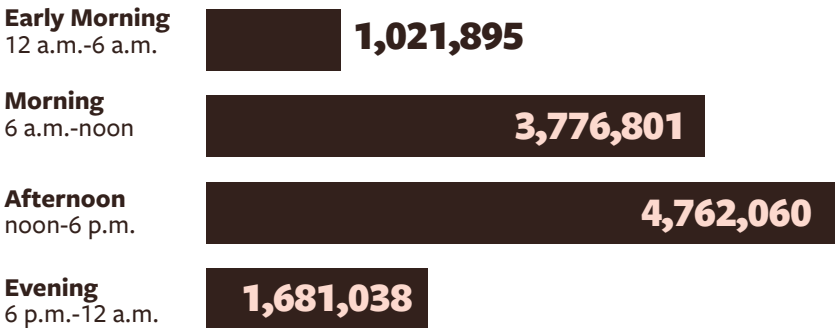
BUSINESS HIGHLIGHTS



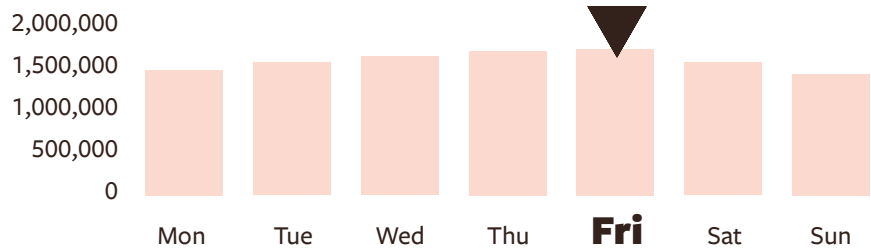
Main Street Businesses

Service and Other	568
Retail	430
Food and Drink	222
TOTAL	1,220

Visits by time of day



Visits by day of week



SOURCE: Canadian Urban Institute

