

OVERVIEW

In 2014, tourism in British Columbia generated 18.9** overnight visits* and \$9.2** billion in related spending. The Vancouver, Coast & Mountains, one of six tourism regions in the province, represents 49% of provincial overnight visitation and 52% of related spending.

This profile provides a general overview of the region and summarizes the latest data available about overnight travellers visiting the Vancouver, Coast & Mountains.

TOP MARKETS FOR VANCOUVER, COAST & MOUNTAINS

British Columbia residents make up the largest share of overnight visitation (48%), but a much lower share of spending (23%) compared to other tourism regions. In addition, the region has the largest market share of Washington and Californian travellers compared to other regions.

Top five markets of origin (2014)	Share in Vancouver, Coast & Mountains	
	Visitation	Spending
1 British Columbia	48%	23%
2 Washington	9%	6%
3 Alberta	6%	8%
4 Ontario	5%	9%
5 California	4%	5%

ABOUT THIS TOURISM REGION

British Columbia's most visited region covers 41,000 km² of the province, is ideally situated between the ocean and mountains offering a diverse range of world class cultural, recreational, natural and wildlife attractions, year-round. The population of the Vancouver, Coast & Mountains continues to grow and is characterised by a younger demographic than the province as a whole, with 57% aged 44 years or younger compared to the province average of 54%.



Vancouver, Coast & Mountains	2015	% change (2014-15)	Age groups ¹	2015	% change (2014-15)
Population ¹	2,899,321	1%	0-19 years	21%	0%
Population as % of BC	62%	+0.14 points	20-44 years	36%	0%
Unemployment rate ¹	6%	-0.2 points	45-64 years	28%	0%
			65+ years	15%	0%

Tourism industry	2015	% of BC	Transportation	2016	% change (2015-16)
Businesses ¹	11,057	58%	Airport passengers ⁴		
Employment ¹	80,700	63%	Abbotsford	526,550	8%
Room revenue (000s) ¹	1,280,299	58%	Vancouver	22,236,956	9%
Campsites			BC Ferries passengers ⁵		
Private/municipal ²	4,616	17%	Route 1/2/30	12,217,016	3%
Provincial/National ²	2,178	19%	Cruise passengers ⁶		
Customs entries ³	6,295,500	82%	Vancouver	827,421	6%
Visitor centre parties ²	319,140	25%	Highway traffic volume ⁷		
			Route 1	1,058,008	-2%

¹ A traveller may visit several locations on one trip to British Columbia.

² Due to the use of pooled datafiles to produce regional profiles, visitation and spending estimates for BC will not match values published in other Destination BC reports

TRIP CHARACTERISTICS BY ORIGIN

The Vancouver, Coast & Mountains region received 9,225,000 overnight visitors in 2014 and generated over \$4.81 billion in related spending. Domestic overnight travellers accounted for 62% of visitation and 44% of related spending. International travellers accounted for 38% and 56%, respectively.

On average, BC travellers in the Vancouver, Coast & Mountains region stayed 2.4 nights and spent \$107 per night during their trip. Other Canadian travellers stayed 5.1 nights and spent \$146 per night. US travel parties stayed 3.2 nights and spent \$171 per night during their trip, and other international travellers stayed 14.0 nights and spent \$81 per night.

	Total			% change (2013-2014)			Share of total		
	Overnight visitors (000s)	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
*All travellers in the Vancouver, Coast & Mountains	9,225	\$4,812,306	43,179	3%	4%	9%	100%	100%	100%
BC residents	4,430	\$1,127,999	10,568	0%	-2%	-1%	48%	23%	24%
Other Canadian residents	1,302	\$973,427	6,667	-4%	4%	2%	14%	20%	15%
US residents	2,120	\$1,158,820	6,793	15%	15%	14%	23%	24%	16%
Other international residents	1,373	\$1,552,060	19,152	7%	0%	15%	15%	32%	44%

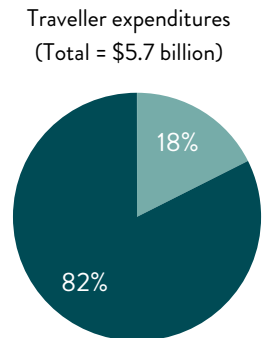
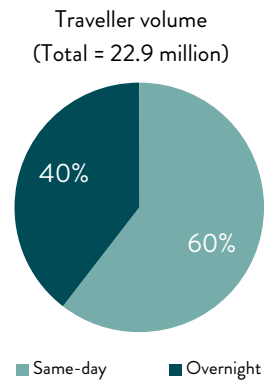
	Average spending per visitor	Average nights	Average spending per visitor per night
All travellers in the Vancouver, Coast & Mountains	\$522	4.7	\$111
BC residents	\$255	2.4	\$107
Other Canadian residents	\$748	5.1	\$146
US residents	\$547	3.2	\$171
Other international residents	\$1,131	14.0	\$81

*Travellers main purpose of the trip to Vancouver, Coast & Mountains is classified as Leisure (48%), Visiting Friends and Relatives (36%), Business (9%), and Other (8%).

OVERNIGHT VS SAME-DAY TRAVEL

Same-day travel encompasses travellers who enter and leave a destination (i.e. region) in less than 24 hours.

Same-day travellers accounted for 60% of visitor volume and 21% of visitor expenditures in the Vancouver, Coast & Mountains region.



ACCOMMODATION

More than half of all traveller nights in the Vancouver, Coast & Mountains were spent staying with friends and family for all markets of origin excluding US travellers. US residents spent half of their nights in hotels. Staying in campgrounds or RV parks was not as common in this region as in other tourism regions.

Primary accommodation	BC residents	Other Canadians	US residents	Other international
Friends and family	48%	56%	27%	50%
Hotel	20%	33%	48%	20%
Motel	1%	2%	3%	1%
Other commercial fixed roof**	8%	6%	19%	27%
Camping / RV parks	11%	2%	1%	1%

*Please note the sum will not equal 100% for each market as other accommodation is not included in the table.

**Other commercial fixed roof could include B&Bs, wilderness lodges, or commercial vacation rentals.

SEASONALITY

Most people travelled in the Vancouver, Coast & Mountains during the peak summer months but, the proportions were more evenly distributed in all quarters for all markets of origin compared to other tourism regions. More travellers visited during the ski season (October to December and January to March) compared to other tourism regions in the province.

Season of travel	BC residents	Other Canadians	US residents	Other international
January to March	21%	18%	15%	12%
April to June	19%	29%	27%	28%
July to September	36%	33%	40%	46%
October to December	24%	20%	17%	14%

TRIP ACTIVITIES

Overnight travellers who spent one or more nights in the Vancouver, Coast & Mountains took part in a number of outdoor activities during their trip*, including visiting beaches, hiking, camping, and visiting parks. Some cultural activities, including visiting historic sites, museums/art galleries, and attending festivals and performances also ranked as top trip activities among out-of-province and international visitors.

	BC residents	Other Canadians	US residents	Other international
1	Hiking or backpacking	National/provincial or nature park	National/provincial or nature park	National/provincial or nature park
2	Beach	Hiking or backpacking	Historic site	Historic site
3	National/provincial or nature park	Beach	Attend a festival or fair	Museum or art gallery
4	Camping	Museum or art gallery	Museum or art gallery	Wildlife viewing or bird watching
5	Cycling	Wildlife viewing or bird watching	Attend a performance such as a play or concert	Attend a festival or fair

*Please note that the activities listed could have taken place anywhere on the trip, not just in the Vancouver, Coast & Mountains

**Please note that the following activities were not included in this analysis: visit friends or family, shopping, sightseeing, bar/night club, sport/outdoor activity unspecified.

Notes on data for travellers to Vancouver, Coast & Mountains

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada.

The ITS and TSRC provide statistics on the volume and demographics of domestic and international travellers and on characteristics of their trips such as activities, expenditures, places visited, accommodations and length of stay. For more information, please visit www.statcan.gc.ca.

The data used in this profile are based on tabulations from the 2013 and 2014 ITS, and 2013-2014 and 2014-2015 pooled TSRC data for those who travelled in Canada and spent at least one night in Vancouver, Coast & Mountains.

Other data sources are noted where appropriate and listed on page 4.

REGIONAL COMPARISONS

Travel characteristics by region	Total			% change (2013-2014)			Regional share of total		
	Overnight visitors (000s)*	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	18,944	\$9,221,492	84,961	1%	2%	5%			
Cariboo Chilcotin Coast	528	\$169,715	1,719	19%	24%	2%	3%	2%	2%
Kootenay Rockies	2,070	\$654,286	6,700	-3%	-10%	-8%	11%	7%	8%
Northern BC	936	\$412,398	4,105	3%	6%	21%	5%	4%	5%
Thompson Okanagan	3,721	\$1,405,721	13,430	-1%	-2%	-3%	20%	15%	16%
Vancouver, Coast & Mountains	9,225	\$4,812,306	43,179	3%	4%	9%	49%	52%	51%
Vancouver Island	4,430	\$1,767,065	15,828	8%	6%	13%	23%	19%	19%

*Please note the visitation of all regions will not equal the provincial total as travellers can visit multiple regions on one trip.

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SOURCES

1. BC Stats
2. Destination BC
3. Statistics Canada
4. Individual airports
5. BC Ferries
6. Cruise BC
7. BC Ministry of Transportation

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