



**TOURISM BRITISH COLUMBIA**  
C A N A D A

®

## **RESEARCH & PLANNING**

# **TOURISM INDICATORS – DATA TABLES**

**August 2009**

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**Tourism Indicators - Data Tables**  
**August 2009**

<b>CUSTOM ENTRIES</b> Statistics Canada	<b>1st Qrt</b>	<b>Apr '09</b>	<b>May '09</b>	<b>Jun '09</b>	<b>2nd Qrt</b>	<b>Jul '09</b>	<b>YTD 2009</b>
<b>U.S. Total</b>	<b>675,548</b>	<b>251,333</b>	<b>434,778</b>				<b>1,361,659</b>
% change	(9.1%)	(3.9%)	2.3%				(4.8%)
<b>U.S. Overnight</b>	<b>407,581</b>	<b>152,968</b>	<b>286,531</b>				<b>847,080</b>
% change	(12.1%)	(4.1%)	0.9%				(6.6%)
<b>Asia/Pacific Overnight</b>	<b>139,727</b>	<b>49,033</b>	<b>72,925</b>				<b>261,685</b>
% change	(3.9%)	(0.1%)	(22.8%)				(9.4%)
<b>Europe Overnight</b>	<b>65,149</b>	<b>25,860</b>	<b>46,484</b>				<b>137,493</b>
% change	(9.7%)	6.7%	(9.7%)				(7.0%)
<b>Total International Overnight</b>	<b>630,661</b>	<b>236,175</b>	<b>414,621</b>				<b>1,281,457</b>
% change	(10.4%)	(1.4%)	(5.8%)				(7.4%)
<b>Re-entry thru BC by Canadians from the U.S.</b>	<b>718,945</b>	<b>282,418</b>	<b>340,431</b>				<b>1,341,794</b>
% change	(18.2%)	(4.6%)	(3.7%)				(12.2%)
<b>Re-entry thru BC by Canadians from Overseas</b>	<b>432,660</b>	<b>119,951</b>	<b>95,023</b>				<b>647,634</b>
% change	2.6%	(6.9%)	(10.2%)				(1.3%)
<b>OTHER PROVINCIAL INDICATORS</b>	<b>1st Qrt</b>	<b>Apr '09</b>	<b>May '09</b>	<b>Jun '09</b>	<b>2nd Qrt</b>	<b>Jul '09</b>	<b>YTD 2009</b>
<b>Provincial Room Revenue</b>	<b>\$378,810</b>	<b>\$116,460</b>					<b>\$495,270</b>
<i>supplied by BC STATS (\$000s)</i>	(13.0%)	(11.3%)					(12.6%)
<b>Provincial Occupancy</b>	<b>53.4%</b>	<b>56.7%</b>	<b>61.4%</b>	<b>65.1%</b>	<b>61.1%</b>		<b>57.3%</b>
<i>supplied by PKF Consulting Inc.</i>	(5.0)	(7.4)	(9.2)	(10.3)	(9.0)		(7.0)
<b>Provincial Avg. Daily Room Rate</b>	<b>\$125.40</b>	<b>\$119.77</b>	<b>\$131.56</b>	<b>\$136.21</b>	<b>\$129.18</b>		<b>\$127.49</b>
<i>supplied by PKF Consulting Inc.</i>	(1.9%)	(1.1%)	(4.6%)	(8.1%)	(4.8%)		(3.7%)
<b>Vancouver Int'l Airport</b>	<b>3,846,254</b>	<b>1,288,057</b>	<b>1,319,095</b>	<b>1,378,447</b>	<b>3,985,599</b>		<b>7,831,853</b>
Total Passengers	(10.8%)	(8.1%)	(14.6%)	(16.0%)	(13.1%)		(12.0%)
<b>BC Ferries</b>	<b>3,870,171</b>	<b>1,603,586</b>	<b>1,855,675</b>	<b>1,934,068</b>	<b>5,393,329</b>	<b>2,546,847</b>	<b>11,810,347</b>
Total Passengers	(6.4%)	5.3%	(2.8%)	(2.3%)	(0.3%)	0.6%	(2.2%)
<b>1-800-HelloBC</b>	<b>9,780</b>	<b>5,753</b>	<b>5,193</b>	<b>5,860</b>	<b>16,806</b>		<b>26,586</b>
# of Incoming Calls	(24.7%)	(55.2%)	(48.2%)	(41.2%)	(48.8%)		(42.0%)
<b>Tourism BC Consumer Websites*</b>	<b>1,202,145</b>	<b>443,089</b>	<b>481,812</b>	<b>523,349</b>	<b>1,448,250</b>	<b>628,526</b>	<b>3,278,921</b>
Visitors	(21.1%)	(8.4%)	(15.1%)	(2.3%)	(8.7%)	7.7%	(11.2%)
<b>Food Services &amp; Drinking Places Receipts</b>	<b>\$1,781,740</b>	<b>\$627,499</b>	<b>\$662,571</b>				<b>\$3,071,810</b>
<i>supplied by Stats Canada (\$000s)</i>	(1.8%)	(1.0%)	(0.5%)				(1.4%)
<b>Visitor Centres BC Total**</b>	<b>186,072</b>	<b>84,630</b>	<b>144,965</b>	<b>210,976</b>	<b>440,571</b>	<b>304,455</b>	<b>931,098</b>
% change	5.4%	6.6%	3.9%	4.3%	4.6%	3.6%	4.4%

Please note: % change figures are for changes from same period last year; brackets indicate declines; the variance between current and previous year occupancy is reported as a point change.

All data subject to ongoing revisions from suppliers.

\* Includes [www.HelloBC.com](http://www.HelloBC.com), [www.britishcolumbia.travel](http://www.britishcolumbia.travel), [www.HelloBC.jp](http://www.HelloBC.jp), [www.HelloBC.co.kr](http://www.HelloBC.co.kr), [www.HelloBC.com.tw](http://www.HelloBC.com.tw), [www.HelloBC.com.cn](http://www.HelloBC.com.cn), [www.HelloBC.com.mx](http://www.HelloBC.com.mx)

\*\* Number of parties

**Tourism Indicators - Data Tables**  
**August 2009**

<b>ACCOMMODATION</b>	<b>1st Qrt</b>	<b>Apr '09</b>	<b>May '09</b>	<b>Jun '09</b>	<b>2nd Qrt</b>	<b>Jul '09</b>	<b>YTD 2009</b>
<b>ROOM REVENUE (\$000) - Not seasonally adjusted -- supplied by BC STATS</b>							
<b>VANCOUVER ISLAND</b>	<b>\$46,092</b>	<b>\$20,073</b>					<b>\$66,165</b>
% change	(9.1%)	(9.7%)					(9.3%)
<b>Victoria</b>	<b>\$20,923</b>	<b>\$9,406</b>					<b>\$30,329</b>
% change	(2.0%)	(11.7%)					(5.2%)
<b>Capital Regional District (CRD)*</b>	<b>\$3,807</b>	<b>\$1,736</b>					<b>\$5,544</b>
% change	(7.5%)	(13.7%)					(9.6%)
<b>Saanich Peninsula*</b>	<b>\$1,835</b>	<b>\$860</b>					<b>\$2,695</b>
% change	(12.2%)	(7.4%)					(10.7%)
<b>Nanaimo</b>	<b>\$3,684</b>	<b>\$1,301</b>					<b>\$4,984</b>
% change	(13.4%)	(16.3%)					(14.2%)
<b>Campbell River*</b>	<b>\$1,514</b>	<b>\$537</b>					<b>\$2,051</b>
% change	(20.6%)	(35.6%)					(25.2%)
<b>Courtenay*</b>	<b>\$2,851</b>	<b>\$1,007</b>					<b>\$3,858</b>
% change	(17.3%)	(5.0%)					(14.4%)
<b>Port Alberni</b>	<b>\$819</b>	<b>\$320</b>					<b>\$1,139</b>
% change	(0.3%)	10.5%					2.5%
<b>Tofino</b>	<b>\$4,101</b>	<b>\$2,007</b>					<b>\$6,108</b>
% change	(14.4%)	4.8%					(8.9%)
<b>Ucluelet</b>	<b>\$614</b>	<b>\$299</b>					<b>\$912</b>
% change	(10.9%)	8.5%					(5.4%)
<b>VANCOUVER, COAST &amp; MOUNTAINS</b>	<b>\$222,534</b>	<b>\$66,317</b>					<b>\$288,851</b>
% change	(15.0%)	(11.5%)					(14.2%)
<b>Downtown Vancouver*</b>	<b>\$76,778</b>	<b>\$29,952</b>					<b>\$106,729</b>
% change	(11.4%)	(16.1%)					(12.7%)
<b>Vancouver*</b>	<b>\$14,312</b>	<b>\$4,172</b>					<b>\$18,484</b>
% change	(11.3%)	(12.0%)					(11.4%)
<b>Greater Vancouver (GVRD)*</b>	<b>\$17,178</b>	<b>\$6,196</b>					<b>\$23,374</b>
% change	(8.6%)	(14.5%)					(10.2%)
<b>Whistler</b>	<b>\$71,019</b>	<b>\$12,329</b>					<b>\$83,348</b>
% change	(24.9%)	3.0%					(21.8%)
<b>Richmond</b>	<b>\$23,136</b>	<b>\$7,053</b>					<b>\$30,189</b>
% change	(4.4%)	(16.4%)					(7.5%)
<b>Abbotsford/Mission*</b>	<b>\$3,004</b>	<b>\$1,016</b>					<b>\$4,020</b>
% change	(11.2%)	(13.1%)					(11.7%)
<b>Hope</b>	<b>\$468</b>	<b>\$246</b>					<b>\$714</b>
% change	(16.7%)	12.2%					(8.6%)
<b>THOMPSON OKANAGAN</b>	<b>\$43,399</b>	<b>\$13,969</b>					<b>\$57,368</b>
% change	(14.0%)	(4.3%)					(11.9%)
<b>Kamloops</b>	<b>\$5,613</b>	<b>\$2,861</b>					<b>\$8,474</b>
% change	(11.9%)	(10.0%)					(11.3%)
<b>Kelowna</b>	<b>\$8,783</b>	<b>\$4,270</b>					<b>\$13,053</b>
% change	(9.5%)	(9.8%)					(9.6%)
<b>Vernon</b>	<b>\$2,640</b>	<b>\$1,106</b>					<b>\$3,746</b>
% change	(5.1%)	0.7%					(3.4%)
<b>Penticton</b>	<b>\$2,698</b>	<b>\$1,308</b>					<b>\$4,007</b>
% change	(10.4%)	(12.9%)					(11.2%)
<b>Osoyoos</b>	<b>\$681</b>	<b>\$483</b>					<b>\$1,164</b>
% change	(17.1%)	17.7%					(5.5%)
<b>Oliver/Okanagan Falls*</b>	<b>\$137</b>	<b>\$110</b>					<b>\$247</b>
% change	(30.0%)	(0.0%)					(19.3%)
<b>Valemont/Robson Valley*</b>	<b>\$1,115</b>	<b>\$372</b>					<b>\$1,487</b>
% change	(18.6%)	24.7%					(10.8%)
<b>CARIBOO CHILCOTIN COAST</b>	<b>\$3,466</b>	<b>\$1,421</b>					<b>\$4,887</b>
% change	(18.1%)	(1.9%)					(13.9%)
<b>Williams Lake</b>	<b>\$1,130</b>	<b>\$443</b>					<b>\$1,572</b>
% change	(3.6%)	0.3%					(2.5%)
<b>Quesnel</b>	<b>\$596</b>	<b>\$211</b>					<b>\$807</b>
% change	(22.8%)	(21.4%)					(22.4%)

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<b>ACCOMMODATION</b>	<b>1st Qrt</b>	<b>Apr '09</b>	<b>May '09</b>	<b>Jun '09</b>	<b>2nd Qrt</b>	<b>Jul '09</b>	<b>YTD 2009</b>
<b>ROOM REVENUE (\$000) - Not seasonally adjusted -- supplied by BC STATS</b>							
<b>KOOTENAY ROCKIES</b>	<b>\$32,491</b>	<b>\$6,441</b>					<b>\$38,932</b>
% change	(10.1%)	(6.8%)					(9.6%)
<b>Cranbrook</b>	<b>\$1,814</b>	<b>\$676</b>					<b>\$2,489</b>
% change	(5.0%)	(14.0%)					(7.6%)
<b>Revelstoke</b>	<b>\$5,537</b>	<b>\$929</b>					<b>\$6,466</b>
% change	10.7%	(0.0%)					5.4%
<b>Fernie*</b>	<b>\$5,678</b>	<b>\$709</b>					<b>\$6,386</b>
% change	(21.5%)	35.9%					(17.6%)
<b>Golden</b>	<b>\$3,194</b>	<b>\$570</b>					<b>\$3,764</b>
% change	(25.9%)	(4.7%)					(23.3%)
<b>Kimberley</b>	<b>\$1,907</b>	<b>\$133</b>					<b>\$2,040</b>
% change	(6.4%)	(28.5%)					(8.2%)
<b>Columbia Valley*</b>	<b>\$4,926</b>	<b>\$1,249</b>					<b>\$6,175</b>
% change	(18.8%)	27.3%					(12.4%)
<b>Nelson</b>	<b>\$1,349</b>	<b>\$426</b>					<b>\$1,775</b>
% change	(9.2%)	(33.1%)					(16.4%)
<b>NORTHERN BC</b>	<b>\$30,829</b>	<b>\$8,238</b>					<b>\$39,067</b>
% change	(3.4%)	(25.7%)					(9.2%)
<b>Prince George</b>	<b>\$5,605</b>	<b>\$2,083</b>					<b>\$7,688</b>
% change	(12.9%)	(30.3%)					(18.4%)
<b>Prince Rupert</b>	<b>\$1,486</b>	<b>\$467</b>					<b>\$1,952</b>
% change	(3.4%)	(1.1%)					(2.9%)
<b>Smithers</b>	<b>\$816</b>	<b>\$378</b>					<b>\$1,194</b>
% change	(17.5%)	(21.8%)					(18.9%)
<b>Fort St. John</b>	<b>\$5,198</b>	<b>\$1,118</b>					<b>\$6,315</b>
% change	(10.1%)	(28.0%)					(13.9%)
<b>Dawson Creek</b>	<b>\$4,188</b>	<b>\$707</b>					<b>\$4,895</b>
% change	9.0%	(26.2%)					2.0%
<b>HOTEL OCCUPANCY RATE -- supplied by PKF Consulting Inc.</b>							
<b>Greater Vancouver</b>	<b>58.2%</b>	<b>61.2%</b>	<b>68.9%</b>	<b>70.2%</b>	<b>66.8%</b>		<b>62.6%</b>
point change	(6.0)	(10.7)	(11.7)	(14.1)	(12.1)		(9.0)
<b>Greater Victoria</b>	<b>56.5%</b>	<b>67.7%</b>	<b>70.5%</b>	<b>72.6%</b>	<b>70.3%</b>		<b>63.4%</b>
point change	0.1	(4.1)	(5.7)	(8.2)	(6.1)		(2.9)
<b>Whistler Resort</b>	<b>72.3%</b>	<b>60.4%</b>	<b>39.8%</b>	<b>54.4%</b>	<b>51.5%</b>		<b>61.8%</b>
point change	(7.8)	2.4	(7.6)	(1.5)	(2.2)		(5.1)
<b>Nanaimo</b>	<b>48.2%</b>	<b>53.5%</b>	<b>58.2%</b>	<b>63.0%</b>	<b>58.2%</b>		<b>53.0%</b>
point change	(10.6)	(8.2)	(1.3)	(2.7)	(4.1)		(7.4)
<b>Kamloops</b>	<b>38.4%</b>	<b>58.3%</b>	<b>60.7%</b>	<b>66.4%</b>	<b>61.8%</b>		<b>50.0%</b>
point change	(3.1)	0.4	(8.3)	(5.4)	(4.4)		(3.8)
<b>Kelowna</b>	<b>42.1%</b>	<b>58.0%</b>	<b>64.5%</b>	<b>67.5%</b>	<b>63.3%</b>		<b>52.5%</b>
point change	(4.8)	(6.6)	(9.9)	(11.8)	(9.4)		(7.2)
<b>Penticton</b>	<b>29.6%</b>	<b>45.0%</b>	<b>51.1%</b>	<b>59.3%</b>	<b>51.8%</b>		<b>40.6%</b>
point change	(6.7)	(5.3)	(8.4)	(6.4)	(6.7)		(7.0)
<b>Prince George</b>	<b>52.1%</b>	<b>57.5%</b>	<b>57.5%</b>	<b>63.3%</b>	<b>59.4%</b>		<b>55.8%</b>
point change	(8.6)	(20.9)	(14.0)	(11.2)	(15.4)		(12.0)
<b>AVERAGE DAILY ROOM RATE -- supplied by PKF Consulting Inc.</b>							
<b>Greater Vancouver</b>	<b>\$121.53</b>	<b>\$123.74</b>	<b>\$141.67</b>	<b>\$144.45</b>	<b>\$136.62</b>		<b>\$129.72</b>
% change	(1.5%)	(3.7%)	(6.3%)	(10.4%)	(7.1%)		(5.2%)
<b>Greater Victoria</b>	<b>\$98.28</b>	<b>\$106.57</b>	<b>\$130.81</b>	<b>\$139.73</b>	<b>\$125.70</b>		<b>\$113.84</b>
% change	0.3%	(5.9%)	(7.6%)	(10.6%)	(8.3%)		(5.9%)
<b>Whistler Resort</b>	<b>\$258.79</b>	<b>\$181.75</b>	<b>\$136.16</b>	<b>\$154.38</b>	<b>\$157.43</b>		<b>\$217.56</b>
% change	(11.7%)	5.9%	(2.5%)	(8.2%)	(1.5%)		(9.3%)
<b>Nanaimo</b>	<b>\$98.07</b>	<b>\$103.28</b>	<b>\$108.57</b>	<b>\$113.56</b>	<b>\$108.47</b>		<b>\$103.97</b>
% change	4.8%	8.7%	6.9%	4.6%	6.6%		6.0%
<b>Kamloops</b>	<b>\$93.24</b>	<b>\$97.30</b>	<b>\$103.40</b>	<b>\$104.55</b>	<b>\$101.75</b>		<b>\$98.57</b>
% change	8.3%	3.5%	2.4%	1.1%	2.3%		4.3%
<b>Kelowna</b>	<b>\$96.04</b>	<b>\$106.28</b>	<b>\$127.25</b>	<b>\$140.24</b>	<b>\$124.59</b>		<b>\$113.32</b>
% change	4.8%	0.5%	(1.3%)	(3.0%)	(1.5%)		(0.1%)
<b>Penticton</b>	<b>\$87.34</b>	<b>\$95.94</b>	<b>\$115.15</b>	<b>\$129.92</b>	<b>\$113.67</b>		<b>\$104.71</b>
% change	1.6%	2.1%	(1.6%)	(1.2%)	(0.4%)		0.1%
<b>Prince George</b>	<b>\$105.88</b>	<b>\$105.47</b>	<b>\$108.28</b>	<b>\$108.23</b>	<b>\$107.33</b>		<b>\$106.68</b>
% change	6.8%	2.9%	1.5%	(0.3%)	1.4%		3.7%

*All data subject to ongoing revisions from suppliers. \* Urban Centre not defined by single municipal boundaries*

**Tourism Indicators - Data Tables**  
**August 2009**

<b>TRANSPORTATION: LAND</b>	<b>1st Qrt</b>	<b>Apr '09</b>	<b>May '09</b>	<b>Jun '09</b>	<b>2nd Qrt</b>	<b>Jul '09</b>	<b>YTD 2009</b>
<b>HIGHWAY TRAFFIC VOLUME -- Monthly Average Daily Traffic -- supplied by BC's Ministry of Transportation</b>							
<b>Alberta/BC Border Routes</b>							
Route 16, E of Tete Jaune Cache	4,912	2,271	2,609	3,245	8,125		13,037
% change	(8.4%)	7.0%	(7.3%)	(6.4%)	(3.3%)		(5.3%)
Route 1, E of Route 95, Golden	9,245	4,505	5,292	6,096	15,893		25,138
% change	(8.0%)	18.6%	7.8%	(0.4%)	7.2%		1.1%
Route 3, W of BC/AB Border, Crowsnest Pass	9,307	3,453	3,897	4,220	11,570		20,877
% change	(9.2%)	8.7%	(1.1%)	(0.8%)	1.8%		(3.5%)
<b>Other BC Routes</b>							
Route 5, N of Hope, Coquihalla	19,971	9,693	n/a	12,812	22,505		42,476
% change	8.1%	18.9%	n/a	13.6%	n/a		12.1%
Route 1, N of China Bar Tunnel	5,732	2,478	3,034	3,243	8,755		14,487
% change	n/a	n/a	(9.6%)	(8.6%)	n/a		n/a
Route 4, junction to Ucluelet/Tofino	3,523	1,662	2,070	2,609	6,341		9,864
% change	(5.7%)	10.0%	2.6%	4.2%	5.1%		1.0%
Route 97, N of Maguerite Ferry Crossing Road	5,774	2,692	3,076	3,377	9,145		14,919
% change	(10.2%)	3.2%	(0.3%)	(1.7%)	0.1%		(4.1%)
<b>TRANSPORTATION: AIR</b>							
<b>AIR CAPACITY** -- supplied by Inter VISTAS Consulting Inc.</b>							
Total BC	2,449,282	839,133	889,101	940,984	2,669,218	1,030,000	6,148,500
% change	(9.0%)	(5.9%)	(7.7%)	(8.7%)	(7.5%)	(7.8%)	(8.1%)
In-Bound to YVR	2,044,239	696,025	732,931	787,078	2,216,034	855,600	5,115,873
% change	(11.8%)	(8.6%)	(11.1%)	(12.0%)	(10.7%)	(11.6%)	(11.3%)
Canada	910,871	306,182	368,557	379,333	1,054,072	414,400	2,379,343
% change	(6.6%)	(6.1%)	0.8%	(4.0%)	(3.0%)	(2.6%)	(4.4%)
U.S. & Latin America	734,560	246,783	214,502	230,597	691,882	249,000	1,675,442
% change	(12.6%)	(8.3%)	(17.8%)	(18.2%)	(14.8%)	(20.5%)	(14.8%)
Overseas	398,808	144,560	153,598	181,096	479,254	197,300	1,075,362
% change	(19.9%)	(13.2%)	(22.5%)	(16.6%)	(17.6%)	(13.6%)	(17.8%)
<b>REGIONAL AIRPORTS -- Passenger Volume</b>							
Victoria	346,700	128,613	132,134	127,112	387,859	138,051	872,610
% change	(1.0%)	0.1%	(3.4%)	(4.1%)	(2.5%)	(1.9%)	(1.8%)
Kamloops	71,270	18,917	18,533	20,052	57,502	20,772	149,544
% change	0.5%	11.1%	11.5%	21.8%	14.7%	33.1%	9.5%
Kelowna	350,395	105,754	107,433	108,343	321,530	118,917	790,842
% change	(8.6%)	0.2%	(2.9%)	1.3%	(0.5%)	2.0%	(3.9%)
Penticton	18,017	5,486	5,789	6,225	17,500	6,641	42,158
% change	(22.3%)	(21.3%)	(24.8%)	(18.6%)	(21.6%)	(18.4%)	(21.4%)
Castlegar	13,343	6,236	6,827	7,512	20,575	8,601	42,519
% change	(23.1%)	(16.6%)	(19.8%)	(10.7%)	(15.7%)	(5.0%)	(16.3%)
Smithers	14,015	4,573	4,648	5,019	14,240		28,255
% change	(20.4%)	(21.9%)	(18.8%)	(16.9%)	(19.2%)		(19.8%)
Comox	61,000	21,762	23,503	25,044	70,309	30,887	162,196
% Change	(18.8%)	(15.6%)	(15.0%)	(4.9%)	(11.9%)	6.8%	(11.8%)
Campbell River	9,364	3,362	4,150	4,879	12,391	5,468	27,223
% Change	(23.7%)	(20.0%)	(25.0%)	(16.3%)	(20.4%)	(19.5%)	(21.4%)
Prince George	96,126	30,977	31,702	30,999	93,678	28,075	217,879
% change	(14.2%)	(15.1%)	(18.6%)	(10.7%)	(15.0%)	(12.4%)	(14.3%)
Fort St John	27,091	10,126	9,821	9,566	29,513	9,054	65,658
% change	(12.7%)	(4.8%)	(9.0%)	(6.3%)	(6.7%)	(1.9%)	(8.7%)
Nanaimo	27,397	12,564	13,420	14,397	40,381	15,895	83,673
% change	(22.0%)	(2.8%)	(6.3%)	(2.4%)	(3.9%)	(5.1%)	(10.9%)
Abbotsford	110,777	39,345	40,272	37,761	117,378		228,155
% change	(9.2%)	2.2%	(6.9%)	(12.9%)	(6.2%)		(7.7%)

Please note: All % change figures are for changes from same period last year; brackets indicate declines.

All data subject to ongoing revisions from suppliers.

\*\*Data from June 2009 forward should be considered an estimate only.

**Tourism Indicators - Data Tables  
August 2009**

<b>TRANSPORTATION: WATER</b>	<b>1st Qrt</b>	<b>Apr '09</b>	<b>May '09</b>	<b>Jun '09</b>	<b>2nd Qrt</b>	<b>Jul '09</b>	<b>YTD 2009</b>
<b>BC FERRIES -- Passenger Volume</b>							
<b>Victoria, Vancouver, Nanaimo</b>	<b>1,901,485</b>	<b>808,264</b>	<b>948,809</b>	<b>987,085</b>	<b>2,744,158</b>	<b>1,350,241</b>	<b>5,995,884</b>
% change (Rts. 1, 2 & 30)	(7.3%)	8.0%	(3.6%)	(4.7%)	(0.9%)	(0.0%)	(2.8%)
<b>Port Hardy, Prince Rupert</b>	<b>4,716</b>	<b>1,755</b>	<b>2,956</b>	<b>6,662</b>	<b>11,373</b>	<b>10,894</b>	<b>26,983</b>
% change (Rts. 10 & 40)	(8.7%)	18.7%	(19.3%)	(12.3%)	(10.7%)	(7.6%)	(9.1%)
<b>PRODUCT</b>							
<b>CRUISE -- Revenue Passengers -- supplied by Cruise BC</b>							
<b>Cruise (revenue passengers - Vancouver)</b>	<b>0</b>	<b>3,303</b>	<b>173,971</b>	<b>176,977</b>	<b>354,251</b>	<b>179,800</b>	<b>534,051</b>
% change	no change	(83.1%)	21.5%	1.8%	5.2%	5.1%	5.2%
<b>Cruise (revenue passengers - Victoria)</b>	<b>0</b>	<b>2,373</b>	<b>77,861</b>	<b>96,914</b>	<b>177,148</b>	<b>95,762</b>	<b>272,910</b>
% change	no change	(80.3%)	2.4%	49.1%	15.8%	30.6%	20.6%
<b>Cruise (revenue passengers - Nanaimo)</b>	<b>0</b>	<b>63</b>	<b>55</b>	<b>154</b>	<b>272</b>	<b>0</b>	<b>272</b>
% change	no change	(44.2%)	(97.4%)	n/a	n/a	n/a	(87.9%)
<b>Cruise (revenue passengers - Campbell River)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>162</b>	<b>162</b>
% change	no change	no change	no change	no change	no change	(73.4%)	n/a
<b>Cruise (revenue passengers - Prince Rupert)</b>	<b>0</b>	<b>0</b>	<b>11,637</b>	<b>11,061</b>	<b>22,698</b>	<b>13,518</b>	<b>36,216</b>
% change	no change	no change	(43.6%)	(48.8%)	(46.3%)	(50.0%)	(47.7%)
<b>FISHING LODGES -- Room Revenue</b>							
<b>Total BC Fishing Lodges (room revenue)</b>	<b>\$974,714</b>	<b>\$394,001</b>					<b>\$1,368,715</b>
% change (Source - BC STATS)	(13.6%)	(44.0%)					(25.3%)
<b>ATTRACTIONS -- Paid Attendance</b>							
<b>GVRD Attractions (VCM)</b>	<b>717,053</b>	<b>192,370</b>	<b>258,095</b>	<b>298,325</b>	<b>748,790</b>		<b>1,465,843</b>
% change	1.3%	20.0%	5.1%	1.3%	6.9%		4.1%
<b>VISITOR CENTRES -- No. of parties</b>							
<b>Vancouver Island</b>	<b>33,489</b>	<b>19,125</b>	<b>31,760</b>	<b>45,710</b>	<b>96,595</b>	<b>68,114</b>	<b>198,198</b>
% change	(7.7%)	2.3%	(0.3%)	(8.3%)	(3.8%)	(0.0%)	(3.2%)
<b>Vancouver, Coast &amp; Mountains</b>	<b>105,407</b>	<b>41,663</b>	<b>61,540</b>	<b>71,840</b>	<b>175,043</b>	<b>87,632</b>	<b>368,082</b>
% change	16.0%	10.6%	18.0%	15.8%	15.3%	7.3%	13.5%
<b>Thompson Okanagan</b>	<b>26,868</b>	<b>14,170</b>	<b>26,750</b>	<b>43,681</b>	<b>84,601</b>	<b>66,377</b>	<b>177,846</b>
% change	(5.1%)	11.7%	(6.6%)	0.9%	(0.0%)	(1.9%)	(1.5%)
<b>Cariboo Chilcotin Coast</b>	<b>2,619</b>	<b>1,426</b>	<b>3,102</b>	<b>6,334</b>	<b>10,862</b>	<b>10,117</b>	<b>23,598</b>
% change	(19.9%)	(18.8%)	(19.5%)	1.4%	(8.4%)	1.1%	(6.1%)
<b>Kootenay Rockies</b>	<b>12,260</b>	<b>5,678</b>	<b>11,404</b>	<b>19,772</b>	<b>36,854</b>	<b>39,313</b>	<b>88,427</b>
% change	(1.9%)	4.7%	1.7%	11.8%	7.4%	8.7%	6.6%
<b>Northern BC</b>	<b>5,429</b>	<b>2,568</b>	<b>10,409</b>	<b>23,639</b>	<b>36,616</b>	<b>32,902</b>	<b>74,947</b>
% change	2.9%	(18.7%)	(12.3%)	1.8%	(4.3%)	8.8%	1.6%
<b>CONVENTION CENTRES</b>							
	<b>4th Qrt</b>	<b>YTD 2008</b>	<b>1st Qrt</b>	<b>2nd Qrt</b>	<b>3rd Qrt</b>	<b>4th Qrt</b>	<b>YTD 2009</b>
<b>TOTAL EVENT PARTICIPANT DAYS</b>							
<b>Victoria Conference Centre</b>	<b>56,835</b>	<b>162,942</b>	<b>26,993</b>	<b>46,247</b>			<b>73,240</b>
<b>Whistler Conference Centre</b>	<b>4,325</b>	<b>43,086</b>	<b>16,711</b>	<b>10,255</b>			<b>26,966</b>
<b>Vancouver Convention &amp; Exhibition Centre</b>	<b>76,100</b>	<b>650,700</b>	<b>309,830</b>	<b>148,647</b>			<b>458,477</b>
<b>Penticton Trade &amp; Convention Centre</b>	<b>27,767</b>	<b>113,128</b>	<b>21,781</b>	<b>53,283</b>			<b>75,064</b>
<b>Prince George Civic Centre</b>	<b>48,704</b>	<b>149,766</b>	<b>40,466</b>	<b>24,101</b>			<b>64,567</b>
<b>NON-RESIDENT DELEGATE DAYS**</b>							
<b>Victoria Conference Centre</b>	<b>41,135</b>	<b>97,882</b>	<b>9,474</b>	<b>38,474</b>			<b>47,948</b>
<b>Whistler Conference Centre</b>	<b>3,420</b>	<b>28,928</b>	<b>8,898</b>	<b>27,108</b>			<b>36,006</b>
<b>Vancouver Convention &amp; Exhibition Centre</b>	<b>21,411</b>	<b>221,471</b>	<b>194,581</b>	<b>51,448</b>			<b>246,029</b>
<b>Penticton Trade &amp; Convention Centre</b>	<b>2,271</b>	<b>39,512</b>	<b>2,129</b>	<b>14,726</b>			<b>16,855</b>
<b>Prince George Civic Centre</b>	<b>2,560</b>	<b>16,135</b>	<b>3,440</b>	<b>4,512</b>			<b>7,952</b>

\*\*All non-local delegates days attending Non -Resident Conventions (all events with one or more non-local delegate in attendance and two or more)