

## Overview

In 2010, overnight tourism in British Columbia generated 15.7 million person-visits\* and \$8.1 billion in related spending. The Cariboo Chilcotin Coast, one of six tourism regions in the province, represents 3% of provincial overnight visitation and 1% of related spending.

This profile provides a general overview of the region and summarizes the latest data available about overnight travellers visiting the Cariboo Chilcotin Coast.

## Top markets for Cariboo Chilcotin Coast

British Columbia residents make up the largest share of overnight visitation (76%) and spending (54%) in the Cariboo Chilcotin Coast region. Those familiar with the region will not be surprised that German travellers are included in the top markets for visitation and spending, one of two regions that have this market in their “top five” list.

Top five markets of origin (2010)		Share in Cariboo Chilcotin Coast	
		Visitation	Spending
1	British Columbia	76%	54%
2	Alberta	6%	19%
3	Washington	3%	5%
4	Germany	2%	5%
5	Alaska	2%	2%

## About this tourism region

British Columbia’s “Land Without Limits” covers 105,000 km<sup>2</sup> of the province, which includes the diverse landscape of three distinct worlds – deserts and sandstone canyons; evergreen timberlands, deciduous woodlands and forests; and ocean fjords, alpine mountains and glaciers. The population, the smallest resident population compared to other tourism regions, primarily live in the small cities and towns in the eastern area of the region, including Quesnel, Williams Lake and 100 Mile House.



The region	2011	% change (2006-11)	Age groups <sup>1</sup>	2011	% change (2006-11)
Population <sup>1</sup>	65,598	0.3%	0-19 years	23%	-8%
Population as % of BC	1%	+0.1 point change	20-44 years	27%	-8%
Avg annual earnings (2006) <sup>2</sup>	\$23,929	n/a	45-64 years	34%	6%
Unemployment rate <sup>3</sup>	8%	+2 point change	65+ years	16%	21%

Tourism industry	2012	% of BC
Businesses (2011) <sup>4</sup>	354	2%
Employment (2011) <sup>4</sup>	1,491	1%
Accommodation sector revenue (\$000s) <sup>4</sup>	\$53,310	2%
Room revenue (\$000s) <sup>4</sup>	n/a	n/a
Campsites		
Private/municipal <sup>5</sup>	1,964	8%
Provincial <sup>6</sup>	789	6%
National <sup>7</sup>	0	0%
Custom entries <sup>8</sup>	-	0%
Visitor centre parties <sup>9</sup>	39,906	3%

Transportation	2012	% change (2011-12)
Airport passengers <sup>10</sup>		
Quesnel (2011)	14,095	9%
Williams Lake (2011)	35,325	16%
BC Ferries passengers <sup>11</sup>		
Route 40	6,949	6%
Highway traffic volume (000s) <sup>12</sup>		
Route 20	51	-16%
Route 97	1,049	3%

Please see page 4 for data sources

\*A traveller may visit several locations on one trip to British Columbia; each stay represents a person-visit.

## Trip characteristics by origin

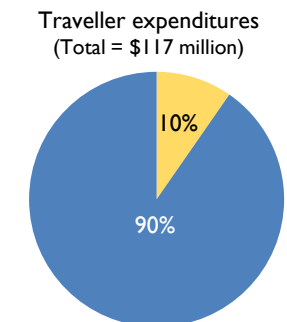
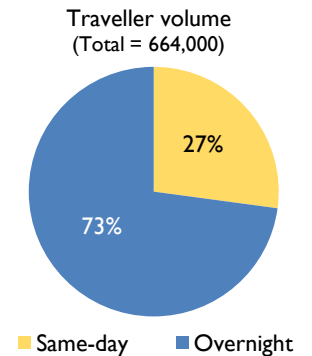
The Cariboo Chilcotin Coast received 484,000 overnight person-visits in 2010 and generated over \$105 million in related spending. Domestic overnight travellers accounted for 83% of visitation and 75% of related spending. International travellers accounted for 17% and 26%, respectively.

On average, domestic travel parties in the Cariboo Chilcotin Coast stayed 3.7 nights and spent \$77 per night during their trip. US travel parties stayed 3.2 nights and spent \$161 per night during their trip, and Other international travel parties stayed 5.5 nights and spent \$109 per night during their trip in the Cariboo Chilcotin Coast region.

## 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 27% of visitor volume and 10% of visitor expenditures in the Cariboo Chilcotin Coast region.



	Total			% change (2009-2010)			Share of total		
	Overnight visitors (000s)	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in the Cariboo Chilcotin Coast	484	\$105,301	1,835	15%	-1%	8%	100%	100%	100%
BC residents	370	\$57,185	1,241	24%	-2%	18%	76%	54%	68%
Other Canadian residents	34	\$21,604	252	-19%	-9%	-10%	7%	21%	14%
US residents	42	\$11,089	135	-6%	-17%	-9%	9%	11%	7%
Other international residents	38	\$15,422	208	1%	44%	-8%	8%	15%	11%
Leisure travellers in the Cariboo Chilcotin Coast	280	\$75,405	1,252	7%	-0.2%	14%	100%	100%	100%
BC residents	204	\$40,987	894	18%	1%	22%	73%	54%	71%
*Other Canadian residents	21	\$15,234	152	-25%	-17%	-21%	8%	20%	12%
*US residents	24	\$7,603	94	-20%	-20%	-10%	8%	10%	8%
Other international residents	32	\$11,581	112	3%	58%	52%	11%	15%	9%

\*Due to small unweighted sample size, please use extreme caution when interpreting.

# Travellers in the Cariboo Chilcotin Coast

## Accommodation

Over one-third of all traveller nights in the Cariboo Chilcotin Coast were spent in the residences of friends and family for all markets of origin. Approximately one-quarter of accommodation nights by non-British Columbia residents to the Cariboo Chilcotin Coast were spent camping or in RV parks.

\*Accommodation while in the region

Primary accommodation	BC residents	**Other Canadians	US residents	Other international
Friends and family	33%	35%	35%	45%
Hotel	4%	7%	5%	13%
Motel	3%	n/a	10%	10%
Other commercial fixed roof	5%	n/a	17%	3%
Camping/RV parks	15%	23%	26%	25%

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

\*\*Due to small unweighted sample size, please use extreme caution when interpreting.

## Seasonality

Most people travelled in the Cariboo Chilcotin Coast during the peak summer months, particularly Other Canadians, US residents, and Other international travellers. More British Columbians travelled from October to December compared to other markets of origin, particularly in the month of December.

Visitors to the Cariboo Chilcotin Coast by quarter

Season of travel	BC residents	*Other Canadians	US residents	Other international
January to March	6%	16%	5%	3%
April to June	28%	n/a	24%	29%
July to September	45%	82%	59%	59%
October to December	21%	2%	12%	9%

\*Due to small unweighted sample size, please use extreme caution when interpreting.

## Trip activities

Overnight travellers who spent one or more nights in the Cariboo Chilcotin Coast took part in a number of outdoor activities during their trip, including boating, wildlife viewing, visiting national/provincial parks, fishing, and camping. Some cultural activities, including visiting historic sites and museums/art galleries, also ranked as top trip activities among non-British Columbia residents.

\*Top activities on the trip

	BC residents	**Other Canadians	***US residents	***Other international
1	Boating/canoeing/kayaking	Wildlife viewing or bird watching	National, provincial or nature park	National, provincial or nature park
2	Fishing	National, provincial or nature park	Historic site	Historic site
3	Wildlife viewing or bird watching	Beach	Camping	Museum or art gallery
4	Hiking or backpacking	Museum or art gallery	Museum or art gallery	Zoo or aquarium
5	Camping	Camping	Fishing	Camping

\*Please note that the activities listed could have taken place anywhere on the trip, not just in the Cariboo Chilcotin Coast.

\*\*Due to small unweighted sample size, please use extreme caution when interpreting.

\*\*\*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.

## Data sources for travellers in the Cariboo Chilcotin Coast

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada in partnership with the Canadian Tourism Commission and some provinces, including British Columbia.

The ITS and TSRC provides 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.

The data are based on the 2010 results for those who travelled in Canada and spent at least one night in the Cariboo Chilcotin Coast. For more information, please visit [www.statcan.gc.ca](http://www.statcan.gc.ca).

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

## Regional comparisons

Travel characteristics by region	*Overnight visitors (000s)	Total		% change (2009-2010)			Regional share of total		
		*Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	15,729	\$8,070,235	74,216	6%	3%	3%			
Cariboo Chilcotin Coast	484	\$105,301	1,835	15%	-1%	8%	3%	1%	3%
Kootenay Rockies	1,581	\$521,582	5,679	-1%	-1%	-2%	9%	7%	8%
Northern BC	919	\$383,027	3,575	5%	-4%	-9%	5%	5%	5%
Thompson Okanagan	3,309	\$1,098,024	11,932	2%	-6%	-4%	19%	14%	17%
Vancouver, Coast & Mountains	7,182	\$4,086,981	34,703	11%	10%	9%	42%	54%	48%
Vancouver Island	3,736	\$1,435,306	14,577	4%	-0.1%	5%	22%	19%	20%
Leisure travellers in BC	8,286	\$4,565,658	36,009	4%	2%	3%			
Cariboo Chilcotin Coast	280	\$75,405	1,252	7%	-0.2%	14%	3%	2%	4%
Kootenay Rockies	1,072	\$401,642	3,826	-4%	-0.2%	-2%	12%	9%	11%
Northern BC	442	\$204,415	1,839	12%	-4%	-2%	5%	5%	5%
Thompson Okanagan	1,799	\$727,122	6,545	3%	-3%	-1%	19%	17%	19%
Vancouver, Coast & Mountains	3,669	\$2,066,686	13,787	9%	10%	8%	40%	47%	40%
Vancouver Island	1,975	\$876,645	7,462	0.1%	-2%	3%	21%	20%	21%

\*Please note the visitation of all regions will not equal the provincial total as travellers can visit multiple regions on one trip and the spending of all regions will not equal the provincial total as the "unspecified" region is not included in the table.

### Sources

1. 2011 Census, Statistics Canada
2. 2006 Census, Statistics Canada
3. BC Stats
4. Tourism Statistics, BC Stats
5. Destination BC
6. BC Parks
7. Parks Canada
8. Statistics Canada
9. Destination BC
10. Individual airports
11. BC Ferries
12. BC Ministry of Transportation

Data tables are based on Statistics Canada microdata which contain anonymised data collected in the Travel Survey of Residents of Canada (pooled) and/or the International Travel Survey 2009/2010. All computations on these microdata were prepared by Research Resolutions & Consulting Ltd. on behalf of Destination BC and the responsibility for the use and interpretation of these data is entirely that of the author(s).

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