

# Provincial Tourism Indicators

APRIL 2014

## International Visitor Arrivals to BC

	Jan	Feb	YTD
US Total	235,807	237,541	473,348
	7.0%	-1.0%	2.8%
US Overnight	132,392	146,615	279,007
	9.4%	1.6%	5.1%
International Overnight	215,047	219,516	434,563
	13.1%	0.0%	6.1%
Europe	17,609	18,094	35,703
	7.7%	-6.2%	0.2%
Asia/Pacific	58,090	48,826	106,916
	24.6%	-3.6%	9.9%

## Travel Parties to Visitor Centres by Region

	Jan	Feb	Mar	YTD
Vancouver, Coast & Mtns	21,658	19,892	23,946	65,496
	-25.7%	-28.9%	-26.8%	-27.1%
Vancouver Island	6,444	7,340	12,569	26,353
	-10.2%	-22.2%	-10.0%	-13.8%
Thompson Okanagan	8,970	8,318	11,735	29,023
	35.0%	4.3%	28.2%	22.1%
Kootenay Rockies	4,101	4,571	5,922	14,594
	5.1%	4.5%	10.6%	7.1%
Northern BC	1,797	1,817	2,110	5,724
	8.6%	1.8%	0.8%	3.5%
Cariboo Chilcotin Coast	969	825	1,308	3,102
	16.3%	4.2%	9.1%	9.8%
<b>BC Total</b>	<b>43,939</b>	<b>42,763</b>	<b>57,590</b>	<b>144,292</b>
	-11.0%	-18.3%	-10.7%	-13.2%

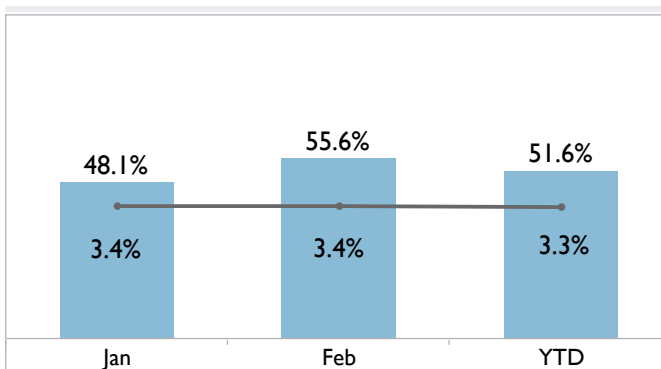
## Restaurant Receipts

Jan	\$663M	12.0%
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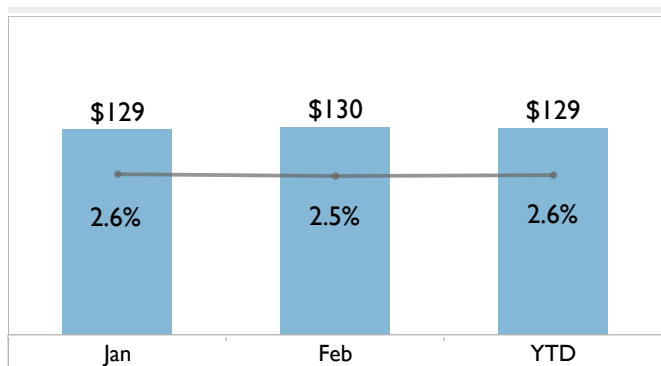
## Canadian Re-entries to BC

	Jan	Feb	YTD
US	328,579	319,208	647,787
	-2.8%	-5.8%	-4.3%
Overseas	171,955	139,432	311,387
	14.4%	14.8%	14.5%

## Provincial Hotel Occupancy Rate



## Provincial Average Daily Room Rate



## Convention Centres

The 2014 Convention Centre data is not yet available at the time of publishing.

## Tourism Indicators - Accommodation

### Hotel Occupancy Rate by Community

	Jan	Feb	YTD
Greater Vancouver	54.8%	61.8%	58.2%
	5.6%	61.8%	5.6%
Downtown Vancouver	53.9%	60.3%	56.9%
	3.1%	3.0%	3.0%
Airport (Richmond)	63.4%	68.7%	65.9%
	10.0%	9.2%	9.6%
Whistler Resort	73.2%	80.6%	76.7%
	1.6%	0.3%	1.0%
Abbotsford/Chilliwack	37.9%	44.6%	41.0%
	-4.9%	3.5%	-1.0%
Vancouver Island	37.7%	49.1%	43.1%
	1.6%	0.6%	1.1%
Greater Victoria	40.5%	53.5%	46.6%
	1.9%	2.0%	1.9%
Nanaimo	36.9%	45.2%	40.8%
	2.2%	-2.8%	-0.2%
Campbell River	41.3%	49.7%	45.2%
	-1.0%	1.0%	-0.1%
Parksville/Qualicum Beach	32.6%	42.3%	37.2%
	5.3%	0.1%	2.8%
Kamloops	34.8%	38.0%	36.3%
	-2.0%	-2.7%	-2.4%
Kelowna	31.7%	41.4%	36.3%
	0.9%	3.7%	2.2%
Penticton	25.3%	28.0%	26.5%
	1.7%	-1.3%	0.2%
Prince George	54.7%	60.3%	57.3%
	5.1%	2.0%	3.5%

### Average Daily Room Rate by Community

	Jan	Feb	YTD
Greater Vancouver	\$122	\$124	\$123
	1.8%	3.0%	2.4%
Downtown Vancouver	\$135	\$137	\$136
	1.5%	2.2%	1.9%
Airport (Richmond)	\$110	\$113	\$112
	2.9%	3.8%	3.3%
Whistler Resort	\$274	\$273	\$274
	6.7%	4.7%	5.7%
Abbotsford/Chilliwack	\$89	\$91	\$90
	-1.7%	2.2%	0.2%
Vancouver Island	\$96	\$103	\$100
	0.2%	1.3%	0.8%
Greater Victoria	\$95	\$101	\$98
	0.6%	1.6%	1.1%
Nanaimo	\$103	\$106	\$105
	3.4%	1.6%	2.3%
Campbell River	\$90	\$90	\$90
	1.0%	1.5%	1.3%
Parksville/Qualicum Beach	\$85	\$90	\$88
	1.8%	-1.0%	-0.2%
Kamloops	\$94	\$92	\$93
	1.0%	-3.1%	-1.1%
Kelowna	\$97	\$104	\$100
	0.9%	3.9%	2.6%
Penticton	\$80	\$85	\$82
	1.3%	-4.8%	-2.4%
Prince George	\$114	\$117	\$116
	6.5%	5.1%	5.7%

## Tourism Indicators - Transportation

### Air Capacity to YVR by Origin (forecast)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
Domestic	504,762	453,797	497,733	485,228	565,828	571,643	610,045	612,741	562,804	4,864,581
	8.1%	9.9%	8.8%	8.5%	3.9%	4.3%	1.6%	3.0%	4.7%	5.5%
US	228,627	207,873	234,270	220,354	236,009	267,494	286,916	275,894	234,612	2,192,049
	5.8%	6.8%	7.8%	5.9%	8.7%	10.3%	8.6%	4.8%	7.5%	7.4%
Europe	32,018	29,350	37,570	47,690	64,000	76,717	89,778	89,384	76,290	542,797
	1.0%	2.2%	18.0%	15.8%	10.1%	0.4%	1.9%	0.3%	2.7%	4.5%
Asia Pacific	150,505	123,543	136,748	138,283	148,611	147,997	165,024	164,800	149,075	1,324,586
	10.3%	2.3%	2.9%	9.2%	10.8%	4.9%	2.2%	0.8%	2.7%	5.0%
Mexico	27,310	24,908	28,221	22,234	11,202	7,858	7,344	7,960	6,314	143,351
	27.2%	31.5%	29.3%	21.9%	21.0%	16.7%	11.1%	15.6%	-10.1%	22.5%
<b>Total</b>	<b>943,222</b>	<b>839,471</b>	<b>934,542</b>	<b>913,789</b>	<b>1,025,650</b>	<b>1,071,709</b>	<b>1,159,107</b>	<b>1,150,779</b>	<b>1,029,095</b>	<b>9,067,364</b>
	8.1%	8.2%	8.5%	8.6%	6.5%	5.6%	3.4%	3.0%	4.8%	6.1%

### Passenger Volume to YVR by Origin

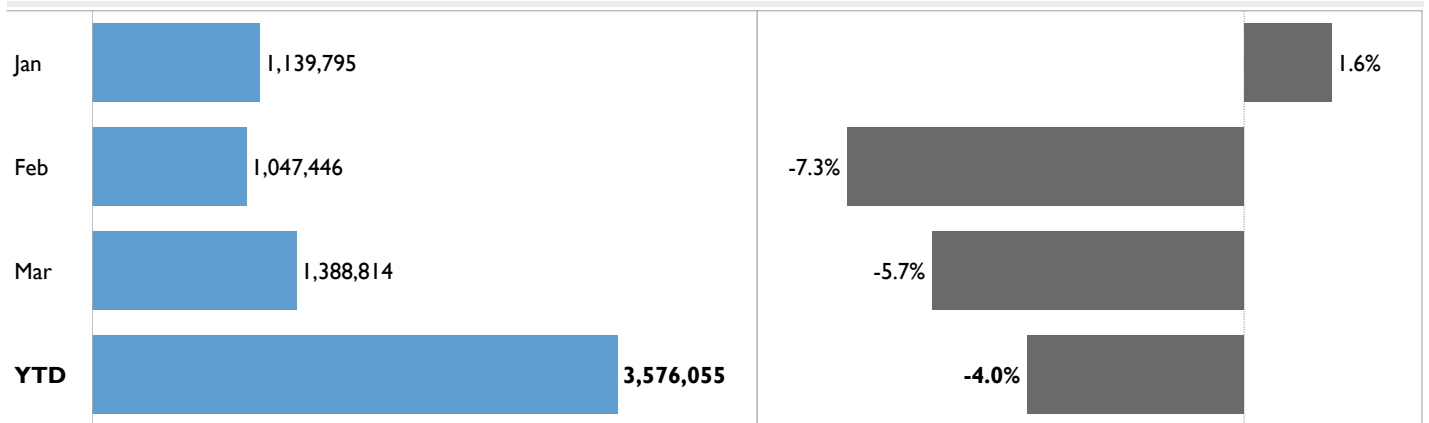
	Jan	Feb	Mar	YTD
Domestic	743,737	703,898	779,334	2,226,969
	7.9%	6.0%	5.9%	6.6%
Transborder	353,646	342,630	394,128	1,090,404
	6.3%	7.3%	7.8%	7.2%
Asia Pacific	251,176	200,096	222,435	673,707
	18.1%	9.2%	7.5%	11.8%
Europe	60,698	54,810	72,034	187,542
	4.1%	6.3%	12.7%	7.9%
Misc. International	59,907	54,060	60,541	174,508
	6.0%	3.9%	5.3%	5.1%
<b>Total</b>	<b>1,469,164</b>	<b>1,355,494</b>	<b>1,528,472</b>	<b>4,353,130</b>
	8.9%	6.7%	6.9%	7.5%

### Passenger Volume to Regional Airports

	Jan	Feb	Mar	YTD
Abbotsford	34,694	34,090	38,364	107,148
	0.5%	0.5%	-3.9%	-1.1%
Campbell River	3,986	3,831	4,661	12,478
	11.5%	1.4%	14.5%	9.2%
Comox	18,811	20,353	23,804	62,968
	-13.4%	-4.6%	-1.7%	-6.4%
Nanaimo	17,507	17,256	19,913	54,676
	35.3%	33.0%	40.5%	36.4%
Victoria	117,112	114,696	136,896	368,704
	5.2%	5.4%	7.9%	6.2%
Castlegar	3,330	4,614	5,082	13,026
	17.4%	20.2%	13.0%	16.6%
Kamloops	29,034	28,534	29,579	87,147
	11.9%	15.7%	14.9%	14.1%
Kelowna	135,422	136,094	141,392	412,908
	7.3%	8.5%	7.5%	7.8%
Prince George	35,727	35,426	39,042	110,195
	8.0%	2.6%	3.1%	4.5%
Smithers	5,578	5,869	6,567	18,014
	4.2%	6.7%	4.5%	5.1%

# Tourism Indicators - Transportation

## BC Ferries Passenger Volume - Total



## BC Ferries Passenger Volume - Regional Routes

	Jan	Feb	Mar	YTD
Victoria, Vancouver, Nanaimo	553,742	525,159	721,791	1,800,692
	5.0%	-4.6%	-4.9%	-2.0%
Port Hardy, Prince Rupert	1,550	1,623	1,843	5,016
	7.2%	2.6%	-21.0%	-6.4%

## Highway Traffic Volume

	Jan	Feb	Mar	YTD
Route 1, N of China Bar Tunnel	N/A	77,616	75,113	152,729
	N/A	37.77%	-4.38%	13.22%
Route 3, W of BC/AB Border, Crowsnest Pass	105,524	106,904	117,118	329,546
	-42.48%	-3.46%	-5.15%	-21.10%
Route 4, Jctn to Ucluelet/Tofino	32,023	32,060	44,361	108,444
	10.96%	20.91%	-1.31%	8.09%
Route 5, N of Hope, Coquihalla	N/A	N/A	N/A	N/A
	N/A	N/A	N/A	N/A
Route 16, E of Tete Jaune Cache	54,684	N/A	N/A	54,684
	2.62%	N/A	N/A	2.62%
Route 97, N of Maguerite Ferry Crossing Rd	56,761	55,104	75,392	187,257
	1.33%	-5.07%	-5.37%	-3.34%

## Cruise Revenue Passengers

The 2014 cruise season had not begun at the time of publishing.



## This Publication

The Tourism Indicators publication comprises key statistics covering major aspects of the tourism industry including visitation, accommodation and transportation etc. The publication is updated monthly but all data are subject to ongoing revisions from suppliers.

Please note percent changes listed in this publication are for changes from the same period last year.



## Provincial Indicators

### International Visitor Arrivals to BC

Provided by Statistics Canada, also referred as 'custom entries', the data report the volume of non-Canadian residents entering Canada through a designated land, sea or air border by province of entry and country of origin; the update is available monthly with a two-month lag. These figures do not account for all visitors to British Columbia since domestic visitors are excluded as well as international visitors who cross Canada Customs outside British Columbia yet still travel to British Columbia. Likewise, customs entries include visitors who cross Canada Customs in British Columbia, but who continue on to other provinces.

### Canadian Re-entries to BC

Provided by Statistics Canada, the data report the volume of Canadian residents returning from the United States and other countries to Canada through a designated land, sea or air border by province of entry; the update is available monthly with a two-month lag.

### Travel Parties to Visitor Centres by Region

Provided by Destination British Columbia, the data report the total volume of visitor parties to visitor centres in all six tourism regions of British Columbia each month; the update is available monthly.



## Hotel, Convention & Food

### Provincial Occupancy Rate\*

Published by PKF Consulting Inc., the data report the monthly provincial occupancy rate; the update is available monthly with a two-month lag. Hotel occupancy rate is the percentage of hotel rooms occupied during a specific time period, omitting rooms not available due to renovations or otherwise unavailable.

### Provincial Average Daily Room Rate\*

Published by PKF Consulting Inc., the data report the monthly provincial average daily room rate; the update is available monthly with a two-month lag. Average daily room rate (ADR) is a statistical unit used to measure a hotel's pricing scale; the figure is derived by dividing actual total revenue for the period represented by the total number of occupied room nights.

### Restaurant Receipts

Provided by Statistics Canada, the data report the total dollars spent on food services and drinking places in BC each month; the update is available monthly with a two-month lag.

### Convention Centres

Provided by individual convention centres in BC, the data report on totals for Total Event Participant Days and Non-Resident Delegate Days; the update is available quarterly based on a calendar year (e.g. Q1 means January to March). Non-Resident Delegate Days includes all non-local delegates days attending Non-Resident Conventions (all events with one or more non-local delegates in attendance and two or more show days). The Vancouver Convention Centre Non-Resident Delegate Days do not include delegates from BC.



## Accommodation Indicators

### Hotel Occupancy Rate by Community\*

Published by PKF Consulting Inc., the data report occupancy rates for selected communities; the update is available monthly with a two-month lag. Hotel occupancy rate is the percentage of hotel rooms occupied during a specific time period, omitting rooms not available due to renovations or otherwise unavailable.

### Average Daily Room Rate by Community\*

Published by PKF Consulting Inc., the data report the average daily room rates for selected communities; the update is available monthly with a two-month lag. Average daily room rate (ADR) is a statistical unit used to measure a hotel's pricing scale; the figure is derived by dividing actual total revenue for the period represented by the total number of occupied room nights.



## Transportation Indicators

### Air Capacity to YVR by Different Origin

Provided by Vancouver International Airport, the data report total non-stop air capacity to YVR each month by region of origin. Monthly data and percent changes are forecasted annually and are updated bi-annually in May and November.

### Passenger Volume to YVR by Different Origin

Provided by the Vancouver International Airport, the data report the total enplaned and deplaned passengers at YVR each month by country/region of origin; the update is available monthly.

### Passenger Volume to Regional Airports

Provided by individual airports, the data report the total enplaned and deplaned passengers each month; the update is available monthly.

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### Cruise Revenue Passengers

Provided by Cruise BC, the data report the total volume of revenue passengers to BC each month; the update is available monthly during cruise ship season (April-October). Cruise revenue passengers include paying passengers embarking or disembarking from a single port.

### BC Ferries Passenger Volume

Provided by BC Ferries, the data report the total passenger volume on all routes each month; the update is available monthly. Please note that year-to-date (YTD) totals on the BC Ferries website will be different from those reported in the Tourism Indicators, as BC Ferries reports passenger volume on a fiscal year and the Tourism Indicators is reported on a calendar year.

### Highway Traffic Volume

Provided by the British Columbia Ministry of Transportation, the data report traffic volumes on selected routes within the province each month; the update is available quarterly based on a calendar year (e.g. Q1 means January to March). Highway traffic volume is a basic element of traffic data and is the aggregation of traffic-count data from one or more counters that describes the volume of traffic that has passed a known point or cross section of the roadway during a defined time.

#### For more information

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