

OVERVIEW

In 2014, tourism in British Columbia generated 18.9** million overnight visits* and \$9.2** billion in related spending. Vancouver Island, one of six tourism regions in the province, represents 23% of provincial overnight visitation and 19% of related spending.

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

TOP MARKETS FOR VANCOUVER ISLAND

British Columbia residents make up the largest share of overnight visitation (62%) and spending (41%) in Vancouver Island. Although there are slightly more Washington visitors to Vancouver Island, Albertans spend more money while visiting Vancouver Island.

Top five markets of origin (2014)	Share in Vancouver Island	
	Visitation	Spending
1 British Columbia	62%	41%
2 Washington	7%	6%
3 Alberta	6%	11%
4 Australia	2%	4%
5 Ontario	2%	4%

ABOUT THIS TOURISM REGION

“Everyone needs a little Island time” on this 55,000 km² region of the province, which is characterized by snow-capped mountains and softly curving beaches. The population of the Vancouver Island region continues to grow and is characterized by an older demographic than the province as a whole, with 52% aged 45 years or older compared to the province average of 46%.



The region	2015	% change (2014-15)
Population ¹	766,718	1%
Population as % of BC	16%	+0.01 points
Unemployment rate ¹	6%	-0.4 points

Age groups ¹	2015	% change (2014-15)
0-19 years	18%	0%
20-44 years	30%	0%
45-64 years	30%	0%
65+ years	22%	1%

Tourism industry	2015	% of BC
Businesses ¹	3,045	16%
Employment ¹	20,600	16%
Room revenue (000s) ¹	305,736	16%
Campsites		
Private/municipal ²	6,348	23%
Provincial/National ²	2,080	18%
Customs entries ³	951,473	12%
Visitor centre parties ²	313,221	25%

¹A traveller may visit several locations on one trip to British Columbia
²Due 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.

Transportation	2016	% change (2015-16)
Airport passengers ⁴		
Campbell River	61,781	-3%
Comox	368,733	5%
Nanaimo	340,861	9%
Victoria	1,856,421	9%
BC Ferries passengers ⁵		
Route 1/2/30	11,135,082	4%
Cruise passengers ⁶		
Nanaimo	13,078	146%
Victoria	556,674	5%
Highway traffic volume ⁷		
Route 4	907,907	11%

TRIP CHARACTERISTICS BY ORIGIN

The Vancouver Island region received 4,430,000 overnight person-visits in 2014 and generated \$1.77 billion in related spending. Domestic overnight travellers accounted for 73% of visitation and 60% of related spending. International travellers accounted for 27% and 40%, respectively.

On average, BC travellers in the Vancouver Island region stayed 2.7 nights and spent \$95 per night during their trip. Other Canadian travellers stayed 6.9 nights and spent \$108 per night. US travellers stayed 3.0 nights and spent \$157 per night during their trip, and Other international travellers stayed 6.1 nights and spent \$124 per night during their trip in the Vancouver Island region.

	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 Vancouver Island*	4,430	\$1,767,065	15,828	8%	6%	13%	100%	100%	100%
BC residents	2,749	\$715,244	7,493	11%	11%	14%	62%	40%	47%
Other Canadian residents	469	\$347,006	3,219	-8%	-11%	2%	11%	20%	20%
US residents**	725	\$339,344	2,166	1%	-8%	0%	16%	19%	14%
Other international residents**	487	\$365,470	2,951	27%	38%	36%	11%	21%	19%

	Average spending per visitor	Average nights	Average spending per visitor per night
All Travellers in Vancouver Island	\$399	3.6	\$112
BC residents	\$260	2.7	\$95
Other Canadian residents	\$739	6.9	\$108
US residents	\$468	3.0	\$157
Other international residents**	\$750	6.1	\$124

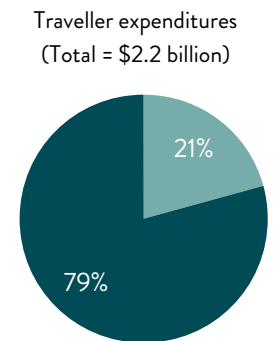
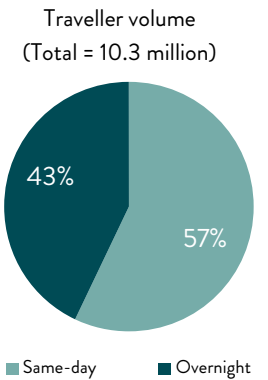
*Travellers main purpose of the trip to Vancouver Island is classified as Leisure (51%), Visiting Friends and Relatives (38%), Business (5%), and Other (6%).

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

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 57% of visitor volume and 21% of visitor expenditures in the Vancouver Island region.



ACCOMMODATION

Travellers from British Columbia and other Canadian provinces spent approximately half of their nights in the Vancouver Island region with friends and family. International travellers were more likely to spend nights in hotels and other fixed roof accommodation than domestic visitors. US travellers were most likely to stay in hotels.

Primary accommodation	BC residents	Other Canadians	US residents	Other international**
Friends and family	47%	60%	23%	36%
Hotel	18%	17%	47%	35%
Motel	1%	2%	4%	3%
Other commercial fixed roof***	11%	13%	20%	20%
Camping / RV parks	11%	7%	2%	6%

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

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

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

SEASONALITY

Most people travelled in the Vancouver Island region during the peak summer months (July to September). Over one-quarter of other Canadians, US and other international travellers visited during the spring months from April to June. British Columbia residents were more likely to travel to the region during the winter months than other markets of origin.

Season of travel	BC residents	Other Canadians	US residents	Other international*
January to March	17%	12%	7%	8%
April to June	22%	31%	29%	31%
July to September	38%	43%	51%	50%
October to December	24%	14%	13%	11%

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

TRIP ACTIVITIES

Overnight travellers who spent one or more nights in the Vancouver Island region 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 and museums/art galleries, also ranked as top trip activities among international visitors and domestic out of province visitors.

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

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

**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.

Notes on data for travellers to Vancouver Island

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 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 Island.

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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