

MAR 2025

## REGION OVERVIEW

In 2022, travellers in the Cariboo Chilcotin Coast tourism region were hosted by 235 tourism businesses and 2,300 tourism employees.<sup>1</sup> Collectively, the tourism industry generated \$264 million in gross spending in the region, accounting for approximately 1.5% of BC's total overnight spending.<sup>2 3</sup>

<sup>1</sup>BC Stats

<sup>2</sup>Destination BC Estimates, 2022—Gross Spending less Consumer Taxes

<sup>3</sup>Destination BC



Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation), and səliwətaʔ (Tseil-Waututh Nation) on whose shared territories we operate our main office.

We further recognize with gratitude that we carry out our work on the lands of First Nations throughout the province. We honour our ongoing relationships with Indigenous Peoples and First Nation communities around BC, and we commit to continuing to work together.

GREAT BEAR RAINFOREST

## ABOUT THIS TOURISM REGION

The Cariboo Chilcotin Coast (CCC) tourism region has about 1.3% of the population of BC, or over 74,000 residents.<sup>4</sup> Starting at the lakes and canyons in the heart of BC in the Cariboo, CCC moves west through the Chilcotin plateau and meets the Great Bear Rainforest along the coast. Urban centres include Williams Lake, Quesnel, 100 Mile House, Lillooet, and Bella Coola.

### Regional Population 2024<sup>5</sup>



74,000

Population as % of BC 1.3%

Tourism Industry Snapshot	2023
Businesses (2022) <sup>6</sup>	235
% of Total Provincial Tourism Businesses <sup>7</sup>	1.4
Indigenous Businesses Listed with ITBC (2024) <sup>8</sup>	65
HelloBC Listings with Accessibility Features <sup>9</sup>	16%
Employment (2022) <sup>10</sup>	2,300
Regional GDP (2022) <sup>11</sup>	\$127 million
Regional Tourism Revenue (2022) <sup>12</sup>	\$264 million
Room revenue (000s) <sup>13</sup>	\$44,200
Visitor Centre parties <sup>14</sup>	26,600

<sup>4</sup>BC Stats, Development Region and Municipal Population Estimates 2024, adjusted for tourism region boundaries

<sup>5</sup>BC Stats, Development Region and Municipal Population Estimates 2024, adjusted for tourism region boundaries

<sup>6</sup>BC Stats / Pacific Analytics

<sup>7</sup>BC Stats / Pacific Analytics (2023 Provincial Tourism-Related Businesses: 16,839)

<sup>8</sup>Indigenous Tourism BC Stakeholders

<sup>9</sup>Destination BC, as a percentage of total HelloBC listings by region. Actual number of HelloBC listings with accessibility features: 34 (September 2024)

<sup>10</sup>BC Stats / Pacific Analytics. Please note this does not include Hospitality employment.

<sup>11</sup>BC Stats / Pacific Analytics

<sup>12</sup>BC Stats. Please note that regional revenues do not sum up to provincial revenue due to \$0.8 billion in provincial tourism revenue that is not allocated to a region.

<sup>13</sup>Calculated from Municipal and Regional District Tax (MRDT). Only those communities subject to the MRDT are included. Annual totals should be interpreted with caution since data for a community may not be available for all months within the year. Only those communities subject to the MRDT are included.

<sup>14</sup>Destination BC



Government investment in the tourism sector in BC was \$1.2 billion in 2022, and private investment was \$1.7 billion. As an indicator of recent tourism investment in BC, Destination BC compiles a list of destination development projects that have been provided funding each year, based on announcement date; the CCC tourism region was estimated to receive over \$23,706,800 in funding for 23 projects in 2022 and \$12,368,800 in funding for 26 projects in 2023. This includes multi-year funding projects into the future.<sup>15</sup>

Destination Development Projects

	2022	2023
Number of Projects	23	26
Total Investment	\$23,706,800	\$12,368,800

The CCC region’s most popular airport is Williams Lake (YWL), which welcomed over 24,500 passengers in 2024. BC Ferries offers several routes through the coastal fjords, such as Route 28 departing from Bella Coola.

<sup>15</sup>Destination BC. Note: these figures are underestimated as this list is not complete or exhaustive; there are likely additional projects.



BARKERVILLE



Transportation  
Passengers 2024



WILLIAMS LAKE<sup>16</sup> 2023  
24,500



FERRY<sup>17</sup>  
6,600  
(Route 28 departing Bella Coola)



HIGHWAY TRAFFIC  
VOLUMES  
5,650  
ROUTE 97<sup>18</sup> 2023



HIGHWAY DAILY  
TRAFFIC VOLUMES  
600  
HIGHWAY 20<sup>19</sup> 2023

BELLA COOLA

## Employment



2.3K

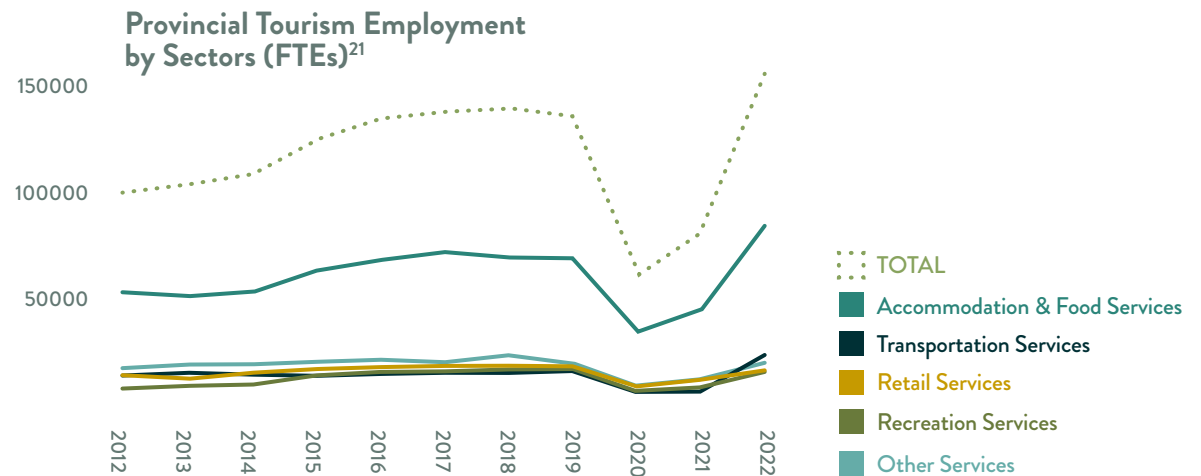
people were employed in tourism-  
related businesses in the CCC region  
in 2022 representing 1.5% of BC's  
total tourism employment.



\$55.5M

The CCC tourism  
industry paid in wages  
and salaries.<sup>22</sup>

The following chart illustrates the evolution of tourism employment in BC from 2012 to 2022, broken down into five key sectors. Over this period, the tourism industry demonstrated overall growth despite a significant downturn in 2020 due to the global pandemic. Accommodation and food services consistently remained the largest employer in the tourism sector, showing remarkable recovery and growth from 33,600 FTEs in 2020 to 83,100 FTEs in 2022, surpassing pre-pandemic levels and highlighting the sector's resilience and importance to the provincial economy.



<sup>16</sup>Individual Airports

<sup>17</sup>BC Stats

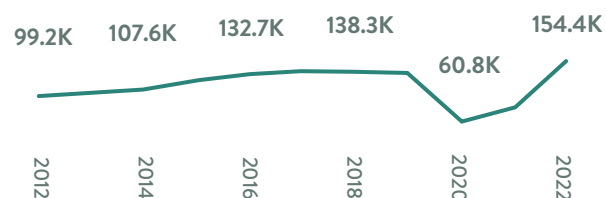
<sup>18</sup>Ministry of Transportation and Infrastructure, 2023 Summer Average Daily Traffic, Site: Cotton River Bridge—41-012NS, Cariboo

<sup>19</sup>Ministry of Transportation and Infrastructure, 2023 Summer Average Daily Traffic, Site: Alexis Creek—29-019EW, Chilcotin—Bella Coola

<sup>20</sup>BC Stats

<sup>21</sup>BC Stats. Note: numbers may not add up to the stated total as numbers have been rounded.

## Provincial Tourism Employment by Year (FTEs)



The hospitality workforce in BC—including those working in tourism—demonstrates significant diversity, with 40% of workers identifying as visible minorities and 31% as immigrants, both higher than provincial population averages of 35% and 31% respectively. The sector employs workers across accommodation, food & beverage, recreation & entertainment, and transportation services, with food & beverage being the largest employer. While Indigenous representation in the workforce matches the provincial average at 5%, the sector shows particularly strong multicultural employment in accommodation and food & beverage services, demonstrating tourism's role in providing significant employment opportunities for diverse communities.<sup>22</sup>

## Top Regional Markets

Most travellers to CCC in 2023 were from BC, with residents contributing 80% of the total nights spent in the region followed by 10% for Alberta. The top international market is Germany at 2%.<sup>23</sup>

### Visitor Nights\* — Canada



BC

80%



Alberta

10%



Ontario

2%

### Visitor Nights\* — US<sup>24</sup>



Washington

<1%



Missouri

<1%



California

<1%

### Visitor Nights\* — International



Germany

2%



UK

1%



Australia

1%

\* As a % share of nights spent by all visitors in the region.

<sup>22</sup>go2HR

<sup>23</sup>EnviroNics Analytics Data Tabulation (2022 to 2023), Destination BC

<sup>24</sup>EnviroNics Analytics Data Tabulation (2022 to 2023), Destination BC

# How do Residents View Tourism?

CCC residents value tourism’s impact on their communities, with 82% saying they value the contribution visitors make to their local economy. Residents also overwhelmingly take pride in making visitors feel welcome (80%) and agree that tourism supports local businesses in their community (90%).<sup>25</sup>

## Resident Perceptions of Tourism 2024

90%

Tourism supports local businesses in their community.  
VS. BC RESIDENTS 80%

83%

Tourism brings people from diverse backgrounds / cultures.  
VS. BC RESIDENTS 83%

82%

Residents that value the contribution visitors make to their local economy.  
VS. BC RESIDENTS 80%

80%

Residents that take pride in making visitors feel welcome.  
VS. BC RESIDENTS 74%

79%

Residents that agree the positive impacts of tourism in their community outweigh the negative impacts.  
VS. BC RESIDENTS 74%

74%

Residents that agree tourism contributes positively to the quality of life of their community.  
VS. BC RESIDENTS 71%

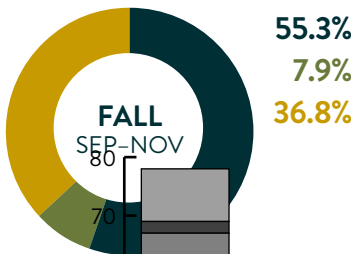
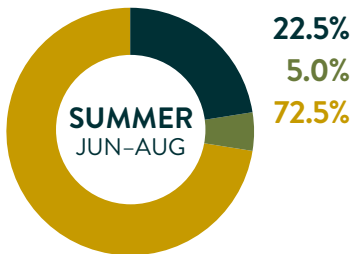
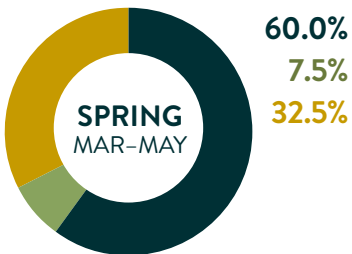
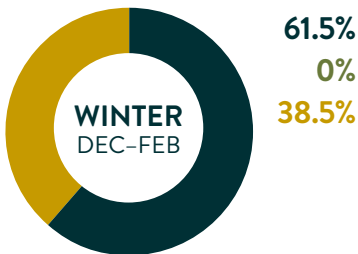
67%

Residents that agree their community is a desirable place to visit.  
VS. BC RESIDENTS 78%

“

Do you think your community has too few, too many, or the right amount of tourism throughout the year?

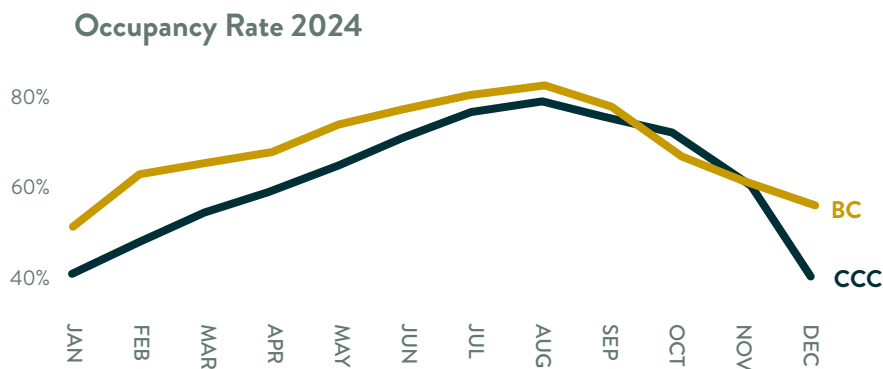
TOO FEW   TOO MANY   JUST RIGHT



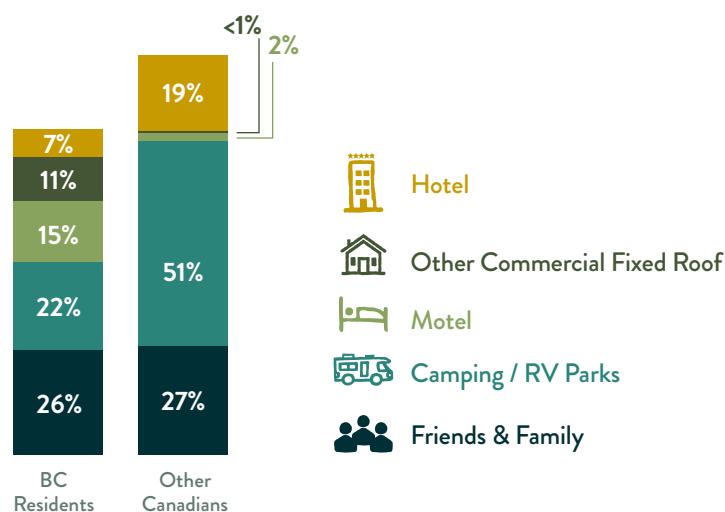
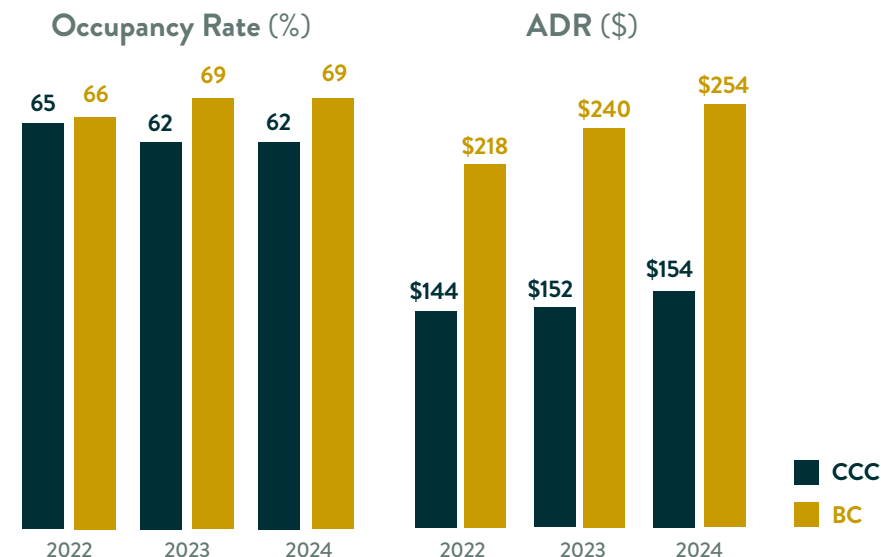
<sup>25</sup>Destination BC

# Accommodation

Occupancy for the CCC region peaks in August at 79%, compared to 82% for BC. December is the lowest month at 40%, compared to 56% for BC.<sup>26</sup>



CCC's occupancy rate decreased from 65% in 2022 to 62% in 2023 and maintained that level into 2024. Average Daily Rate (ADR) grew from \$144 in 2022 to \$154 in 2024.<sup>27</sup>



In the CCC region, camping / RV parks are the most popular accommodation choice among other Canadians, with 51% opting for this option compared to 22% of BC residents. While both groups show a similar preference for staying with friends and family, hotels are more commonly chosen by other Canadians (19%) than by BC residents (7%), while BC residents choose motels (15%) more than other Canadians (2%).<sup>28</sup>

<sup>26</sup>CoStar Data Tabulation (2022–2024), Destination BC

<sup>27</sup>CoStar Data Tabulation (2022–2024), Destination BC

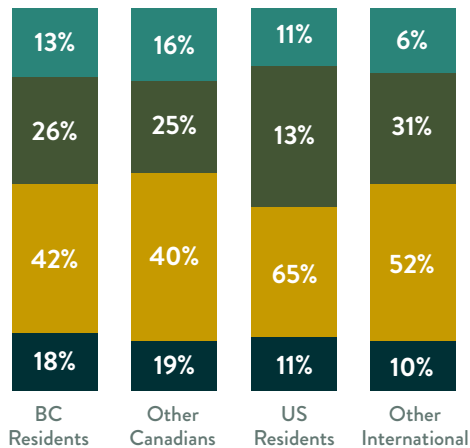
<sup>28</sup>Statistics Canada—National Travel Survey 2022

# Seasonality

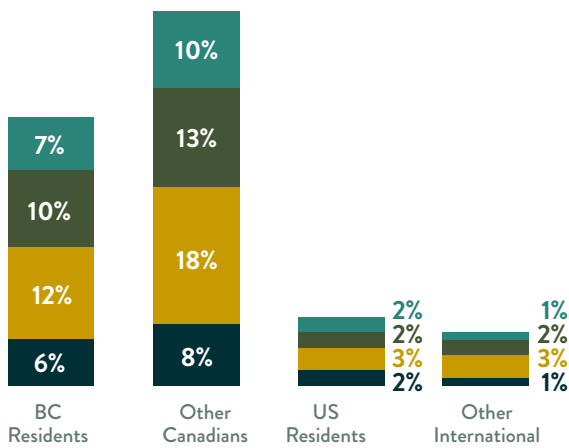
Tourism in the CCC region is most popular between July to September. 31% of other international travellers visit between April and June, compared to 13% of US residents. While BC residents (18%) and other Canadians (19%) are known to visit in the fall, only 11% of US residents and 10% of other international travellers do so.<sup>29</sup>

Tourism activity peaks in BC during the summer months of July to September with 36% of total visitor nights (18% from other Canadians, 12% from BC residents, 3% each from US and other international travellers), while maintaining consistent visitor nights from domestic markets throughout other seasons.<sup>30</sup>

Season of Travel 2023



Provincial Seasonality 2023



## Trip Characteristics by Origin

Travellers in CCC stay an average of 2.9 nights per trip. The average trip length varies by origin, from 2.2 nights for US residents to 4.1 nights for other international travellers.<sup>31</sup>

Total Average Trip Length

2.9 Nights



BC's Total Average Trip Length is 3.6 Nights

Average Nights per Trip

	CCC	Provincial Average
BC Residents	2.7	2.9
Other Canadians	3.5	4.0
US Residents	2.2	3.7
Other International	4.1	11.6

<sup>29</sup>Environics Analytics Data Tabulation (2022 to 2023), Destination BC  
<sup>30</sup>Environics Analytics Data Tabulation (2022 to 2023), Destination BC  
<sup>31</sup>Environics Analytics Data Tabulation (2022 to 2023), Destination BC








# Top Trip Activities

The most popular activities for travellers in CCC include visiting friends or family, sightseeing, and camping. For BC residents, canoeing or kayaking is also a popular activity, while other Canadians dine out and go hiking or backpacking.<sup>32</sup>

## BC Residents

	Visiting friends or family
	Sightseeing
	Camping
	Other activity
	Canoeing or Kayaking

## Other Canadians

	Visiting friends or family
	Sightseeing
	Dine out / go to restaurant, bar, or club
	Camping
	Hiking or backpacking

# Spending

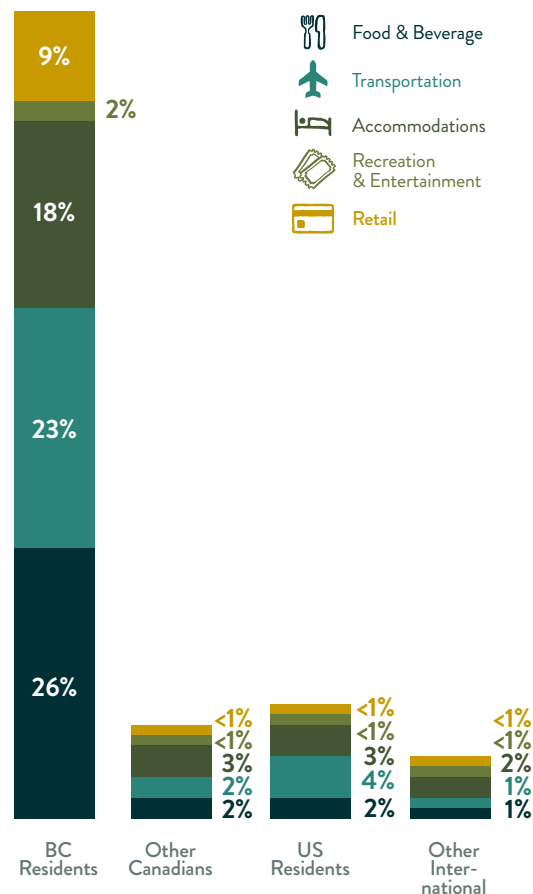
Spending in the CCC region varies across categories and traveller origins. Food and beverage accounts for the largest share of tourism spending at 31%, followed closely by transportation at 30%. Accommodation represents 26% of expenditures, while retail and recreation & entertainment contribute 10% and 2% respectively.

## Spending by Category 2024<sup>33</sup>

	Food & Beverage	31%
	Transportation	30%
	Accommodation	26%
	Retail	10%
	Recreation & Entertainment	2%

When looking at tourism spending by market, BC residents are the primary contributors in the CCC region. They lead in food and beverage spending at 26%, transportation at 23%, and accommodation at 18%. Recreation and entertainment spending is relatively low across all traveller groups, with BC residents contributing the most at 2%.

## Spending by Market 2024<sup>34</sup>



<sup>32</sup>Statistics Canada—National Travel Survey 2022

<sup>33</sup>Destination Canada—2024 Canadian Tourism Data Collective, Lodging Aligned Spend Reporting (LASR)

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# Regional Comparisons

Travel Characteristics by Region <sup>35*</sup>	% Change 23 vs 22	Regional Share of Total (2023)
	NIGHTS	NIGHTS
All travellers in BC	2%	—
Cariboo Chilcotin Coast	-5%	2%
Kootenay Rockies	-3%	10%
Northern BC	7%	9%
Thompson Okanagan	-10%	19%
Vancouver, Coast & Mountains	8%	42%
Vancouver Island	<1%	18%

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

<sup>35</sup>Enviroics Analytics Data Tabulation (2022 to 2023), Destination BC



BRIDGE LAKE

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