



Provincial Tourism Indicators : 2017 Year-to-Date

AUGUST 2017

International Visitor Arrivals to BC

	Jan	Feb	Mar	Apr	May	Jun	YTD
International	278,296 9.2%	280,690 -1.5%	306,334 -2.0%	352,598 7.1%	507,234 4.8%	701,072 5.3%	2,426,224 4.1%
US Overnight	161,748 -0.2%	184,259 -4.2%	210,968 -3.2%	220,011 -2.7%	318,160 2.4%	450,122 4.8%	1,545,268 0.4%
US Total	283,856 0.1%	293,877 -6.3%	342,926 -1.6%	374,714 -0.5%	526,913 2.8%	715,082 5.4%	2,537,368 1.0%
Asia Pacific	83,212 33.4%	61,319 -3.8%	59,062 6.6%	80,543 22.1%	117,443 11.9%	161,857 5.3%	563,436 11.3%
Europe	20,109 1.3%	23,250 13.2%	23,817 -3.4%	33,801 31.8%	54,770 1.9%	67,873 6.9%	223,620 7.6%

Canadian Re-entries to BC

	Jan	Feb	Mar	Apr	May	Jun	YTD
US	292,216 3.9%	289,491 5.8%	383,545 0.4%	388,845 19.9%	392,440 -4.1%	346,018 10.2%	2,092,555 5.4%
Overseas	202,755 0.3%	173,880 11.1%	211,876 8.8%	181,341 4.1%	182,448 24.8%	158,774 40.1%	1,111,074 12.6%

Convention Centres

		Q1	Q2	YTD
Whistler Conference Centre	Event Participant Days	16,663	21,040	37,703
	Non-Resident Delegate Days	11,737	23,635	35,372
Victoria Conference Centre	Event Participant Days	27,568	49,807	77,375
	Non-Resident Delegate Days	9,704	36,097	45,801
Prince George Civic Centre	Event Participant Days	15,534	NA	15,534
	Non-Resident Delegate Days	2,940	NA	2,940
Vancouver Convention Centre	Event Participant Days	590,251	NA	590,251
	Non-Resident Delegate Days	70,275	NA	70,275

Restaurant Receipts

Jan	\$814M	6.7%
Feb	\$792M	2.6%
Mar	\$889M	7.2%
Apr	\$895M	5.4%
May	\$948M	7.9%
YTD	\$4,339M	6.0%

Tourism Indicators - Accommodation

Hotel Occupancy Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	YTD
Greater Vancouver	60.2%	71.1%	73.7%	78.2%	83.6%	89.7%	76.1%
	0.5	0.7	-1.1	-0.1	1.4	1.1	0.5
Downtown Vancouver	58.1%	68.9%	72.6%	78.2%	83.9%	91.0%	75.6%
	-2.1	-0.8	-3.8	-2.7	0.8	1.6	-1.0
Airport (Richmond)	68.6%	79.7%	77.4%	80.2%	85.3%	91.5%	80.4%
	2.7	3.5	3.0	3.6	0.7	0.6	2.3
Whistler Resort	87.4%	87.1%	86.0%	61.4%	51.5%	68.1%	73.4%
	5.1	2.8	-0.9	9.1	3.1	3.8	3.7
Langley/Surrey	48.2%	62.2%	66.3%	71.3%	77.8%	82.2%	68.1%
	3.8	3.0	-0.6	5.0	4.0	-0.1	2.5
Abbotsford/Chilliwack	46.0%	55.6%	60.9%	63.9%	67.0%	66.2%	60.0%
	5.9	6.6	2.4	3.3	7.1	6.1	5.2
Vancouver Island	48.0%	62.2%	67.0%	66.4%	71.4%	77.5%	64.1%
	7.6	6.5	1.7	-1.4	3.5	-2.1	1.5
Greater Victoria	49.5%	65.0%	69.4%	67.7%	74.7%	81.4%	66.2%
	8.6	8.1	2.2	-3.8	3.1	-1.4	1.3
Nanaimo	48.7%	64.0%	64.3%	71.4%	70.4%	73.5%	63.6%
	9.7	13.6	-2.4	-4.7	0.1	-9.1	-1.4
Campbell River	48.2%	59.8%	65.8%	70.6%	71.5%	84.7%	66.2%
	7.0	5.3	7.4	14.1	8.6	6.7	7.7
Parksville/Qualicum	41.8%	53.9%	59.9%	57.1%	58.3%	66.4%	56.2%
	3.9	-0.9	-3.5	-0.5	3.6	-4.5	-0.3
Kamloops	31.9%	34.4%	43.8%	60.9%	74.2%	74.3%	53.5%
	0.1	-0.3	-8.2	0.1	9.1	2.2	0.6
Kelowna	37.4%	47.1%	56.9%	62.4%	73.8%	77.5%	59.3%
	-1.0	-0.7	-0.4	-0.5	3.8	-1.4	0.3
Penticton	30.5%	35.1%	53.0%	53.4%	71.1%	73.7%	52.7%
	3.7	-5.1	4.4	1.2	8.0	3.1	2.5
Prince George	48.4%	57.7%	63.6%	71.4%	74.9%	70.3%	64.4%
	-4.0	2.6	4.1	1.1	7.7	-0.5	1.7

Grey = point change

Average Daily Room Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	YTD
Greater Vancouver	\$144	\$149	\$155	\$163	\$196	\$220	\$174
	5.0%	4.8%	4.0%	-0.9%	10.9%	10.4%	6.2%
Downtown Vancouver	\$164	\$172	\$181	\$192	\$236	\$267	\$206
	3.8%	3.5%	3.6%	-3.1%	10.2%	9.8%	5.5%
Airport (Richmond)	\$129	\$134	\$134	\$137	\$159	\$173	\$146
	9.7%	9.3%	8.2%	5.8%	13.7%	9.7%	9.4%
Whistler Resort	\$381	\$401	\$333	\$247	\$201	\$211	\$308
	12.8%	14.2%	5.5%	16.8%	14.9%	6.2%	10.3%
Langley/Surrey	\$106	\$109	\$114	\$118	\$129	\$134	\$120
	5.8%	5.0%	6.1%	9.2%	12.2%	11.7%	8.7%
Abbotsford/Chilliwack	\$101	\$99	\$99	\$102	\$112	\$108	\$104
	4.6%	3.3%	2.7%	1.7%	7.3%	6.0%	4.4%
Vancouver Island	\$117	\$118	\$123	\$135	\$159	\$179	\$141
	1.6%	3.5%	1.0%	6.0%	7.4%	7.9%	4.9%
Greater Victoria	\$110	\$119	\$122	\$137	\$167	\$190	\$145
	4.9%	5.9%	1.6%	7.0%	9.8%	9.3%	6.8%
Nanaimo	\$114	\$116	\$122	\$122	\$130	\$132	\$124
	3.8%	3.5%	6.3%	4.2%	8.6%	2.6%	4.6%
Campbell River	\$98	\$97	\$98	\$107	\$110	\$121	\$106
	5.1%	5.8%	5.0%	8.0%	10.0%	8.6%	6.9%
Parksville/Qualicum	\$87	\$101	\$121	\$129	\$149	\$161	\$128
	-9.7%	4.8%	11.1%	5.7%	5.9%	7.5%	5.3%
Kamloops	\$97	\$93	\$100	\$105	\$116	\$116	\$107
	0.2%	-3.1%	-4.4%	2.1%	5.2%	3.7%	1.9%
Kelowna	\$109	\$110	\$117	\$125	\$150	\$163	\$133
	6.2%	5.2%	7.3%	6.6%	5.4%	7.9%	6.6%
Penticton	\$89	\$92	\$100	\$98	\$129	\$149	\$115
	1.1%	-6.9%	2.8%	3.6%	0.3%	3.8%	1.2%
Prince George	\$120	\$123	\$121	\$121	\$123	\$123	\$122
	-0.9%	1.9%	-1.4%	-1.0%	-0.1%	0.5%	-0.2%

Grey = percentage change

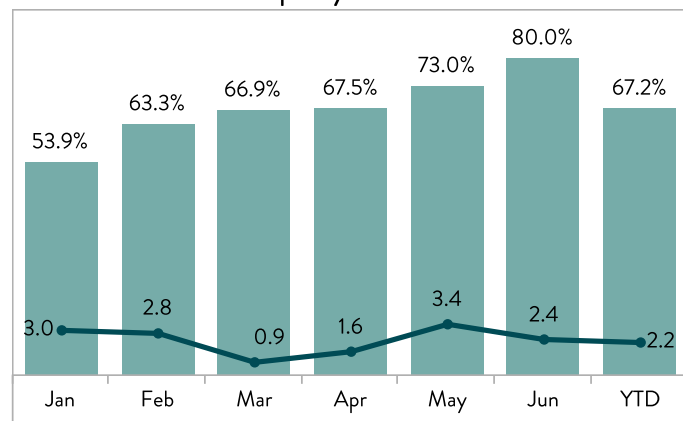
Tourism Indicators - Accommodation

Room Revenue Estimates (\$000)

	Jan	Feb	Mar	Apr	May	Jun	YTD
Vancouver	\$24,147	\$41,453	\$52,329	\$57,192	\$76,606	\$75,774	\$327,501
	-34.2%	0.3%	1.5%	-4.4%	8.4%	-9.0%	-4.6%
Whistler	\$23,613	\$43,305	\$40,689	\$18,716	\$9,049	\$11,354	\$146,726
	-36.5%	14.2%	6.8%	36.5%	-7.5%	-22.6%	-3.0%
Victoria	\$4,238	\$8,214	\$10,640	\$12,372	\$14,608	\$17,404	\$67,475
	-25.2%	3.0%	-5.5%	-0.3%	-8.3%	-11.6%	-7.5%
Tofino	\$1,253	\$2,274	\$3,293	\$3,422	\$4,294	\$5,357	\$19,894
	-24.8%	-8.2%	-12.3%	16.3%	0.9%	-6.3%	-4.4%
Kamloops	\$1,423	\$2,085	\$3,240	\$4,557	\$5,798	\$5,976	\$23,079
	-36.7%	-10.6%	-21.4%	0.4%	2.0%	-4.8%	-8.4%
Osoyoos	\$205	\$448	\$602	\$824	\$1,649	\$2,012	\$5,739
	-36.0%	7.7%	-7.9%	2.0%	10.1%	-20.4%	-7.8%
Penticton	\$342	\$715	\$1,376	\$1,242	\$2,287	\$3,081	\$9,043
	-38.5%	-21.0%	-2.0%	1.0%	1.8%	-14.9%	-9.2%
East Kootenay - Fernie	\$1,531	\$2,731	\$2,268	\$634	\$566	\$1,052	\$8,783
	-18.0%	10.0%	7.5%	36.2%	26.7%	20.3%	6.5%
Revelstoke	\$3,156	\$4,286	\$3,762	\$1,296	\$1,579	\$1,760	\$15,839
	6.7%	9.2%	17.1%	29.8%	5.1%	-21.7%	6.7%
Prince George	\$2,167	\$2,555	\$3,324	\$3,652	\$3,772	\$3,266	\$18,736
	-7.0%	9.2%	14.4%	5.8%	4.2%	-12.1%	2.0%
BC Total	\$98,290	\$162,152	\$180,433	\$156,047	\$182,212	\$189,568	\$968,702
	-26.6%	6.0%	1.4%	2.6%	1.8%	-14.6%	-4.8%

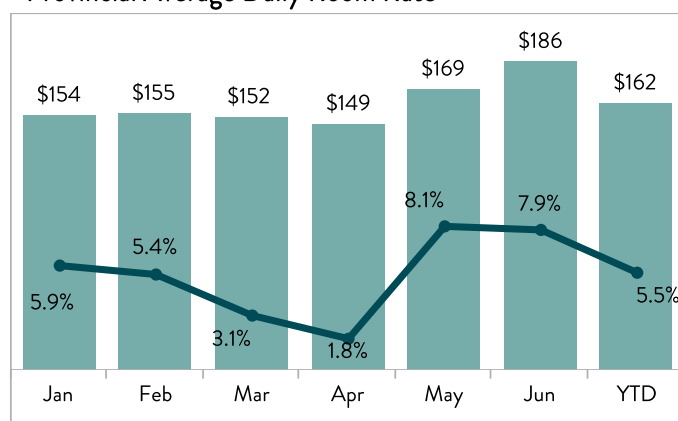
Please note that the communities listed above are only a selection of participating MRDT communities.
In addition, BC Total is the summation of all participating MRDT communities.

Provincial Hotel Occupancy Rate



Line = Point Change

Provincial Average Daily Room Rate



Line = Percentage Change

Tourism Indicators - Transportation

Air Capacity to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul*	Aug*	Sep*	Oct*	Nov*	Dec*	Total
Domestic	553,671	504,863	580,589	548,482	625,594	665,042	718,138	725,907	655,465	628,990	571,958	590,409	7,369,108
	3.6%	-0.1%	4.0%	2.9%	3.6%	7.0%	8.7%	8.6%	6.0%	7.0%	13.5%	10.8%	6.4%
US	279,862	260,586	309,066	288,492	314,397	339,403	369,418	361,372	307,829	298,138	288,048	315,273	3,731,884
	4.8%	2.5%	9.9%	9.9%	13.6%	12.8%	12.2%	9.9%	5.6%	6.2%	14.4%	11.2%	9.5%
Asia /Pacific	214,561	178,761	196,441	193,263	201,058	223,034	249,132	252,147	235,325	232,585	207,693	240,451	2,624,451
	25.7%	16.3%	22.9%	23.0%	23.1%	18.5%	17.7%	21.0%	20.1%	22.1%	25.5%	34.3%	22.4%
Europe	44,358	40,181	49,157	51,314	86,522	106,590	116,761	117,847	106,360	71,616	42,617	44,666	877,989
	-1.1%	-5.3%	-0.4%	5.1%	4.9%	3.4%	-1.3%	0.0%	1.8%	-2.2%	-6.4%	-3.9%	0.1%
Mexico	46,027	40,756	44,730	42,353	24,979	19,144	21,177	19,600	19,775	22,864	39,566	46,477	387,448
	26.7%	25.6%	30.2%	42.0%	51.8%	41.0%	50.6%	40.5%	51.0%	35.5%	55.1%	71.1%	41.6%
Total	1,138,479	1,025,147	1,179,983	1,123,904	1,252,550	1,353,213	1,474,626	1,476,873	1,324,754	1,254,193	1,149,882	1,237,276	14,990,880
	8.1%	3.7%	9.0%	9.0%	9.6%	10.3%	10.6%	10.4%	8.3%	9.1%	15.9%	15.7%	10.0%

Non-stop / One direction

*forecasted

Passenger Volume to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	YTD
Domestic	842,572	805,671	924,085	913,856	980,047	1,027,813	5,494,044
	7.0%	1.2%	3.5%	10.3%	5.3%	4.3%	5.2%
US	436,098	421,295	503,509	468,391	500,574	545,684	2,875,551
	7.4%	2.4%	8.7%	13.9%	12.0%	11.8%	9.5%
Asia/Pacific	346,198	276,150	310,159	296,373	313,352	346,154	1,888,386
	22.4%	10.8%	16.3%	18.2%	19.3%	11.8%	16.5%
Europe	72,722	65,428	87,181	94,517	157,514	196,449	673,811
	-5.9%	-7.9%	-2.5%	4.8%	1.6%	4.8%	0.5%
Misc.	93,457	79,936	87,334	80,157	44,908	32,940	418,732
	27.1%	19.8%	25.9%	27.2%	30.9%	19.4%	25.2%
Total	1,791,047	1,648,480	1,912,268	1,853,294	1,996,395	2,149,040	11,350,524
	10.1%	3.4%	7.4%	12.7%	9.1%	7.6%	8.4%

Enplaned and Deplaned

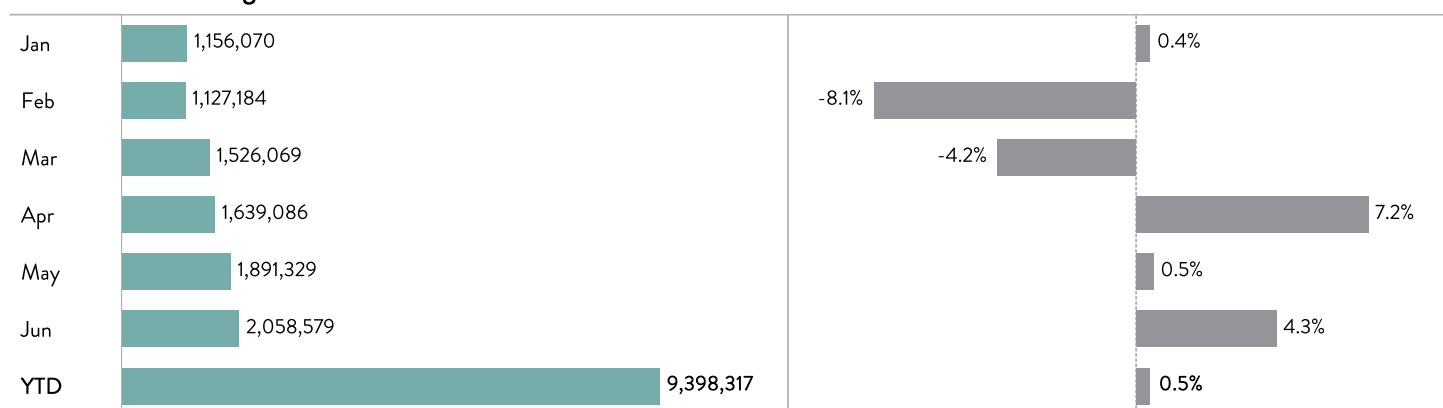
Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	May	Jun	YTD
Abbotsford	45,689	39,227	49,604	47,983	58,864	NA	241,367
	26.3%	9.5%	19.1%	28.9%	45.8%	NA	NA
Victoria	135,051	128,716	158,065	158,897	163,479	169,063	913,271
	9.7%	2.4%	4.9%	12.9%	3.8%	4.4%	6.2%
Nanaimo	25,303	23,769	28,836	29,237	29,746	30,033	166,924
	4.4%	-5.4%	4.4%	14.7%	7.4%	3.2%	4.8%
Campbell River	4,664	4,336	5,424	5,076	5,624	6,279	31,403
	14.0%	3.9%	19.1%	15.3%	9.0%	133.5%	25.2%
Comox	25,136	23,219	26,896	27,020	30,442	33,021	165,734
	2.3%	-5.0%	-9.4%	-2.1%	-1.8%	0.1%	-2.7%
Castlegar	3,936	2,996	3,883	5,783	7,750	8,112	32,460
	149.0%	-6.7%	-27.5%	-7.8%	-4.9%	0.0%	-0.7%
Kelowna	163,319	161,626	173,504	146,331	143,061	143,008	930,849
	9.2%	12.2%	14.2%	22.2%	12.9%	5.9%	12.5%
Kamloops	29,966	27,751	29,379	26,006	24,157	23,992	161,251
	-4.3%	-10.7%	-1.5%	6.4%	3.7%	-0.9%	-1.8%
Prince George	36,954	38,235	42,721	40,847	41,116	38,377	238,250
	-0.7%	1.2%	5.4%	9.0%	6.8%	0.7%	3.8%
Smithers	5,430	5,327	6,281	5,439	5,741	5,468	33,686
	8.3%	0.0%	1.7%	3.1%	-0.9%	-8.1%	0.4%
Fort St. John	19,374	18,971	22,620	21,088	20,961	21,998	125,012
	4.3%	-0.4%	7.2%	9.5%	5.5%	3.7%	5.0%

Enplaned and Deplaned

Tourism Indicators - Transportation

BC Ferries Passenger Volume



BC Ferries Passenger Volume - Regional Routes

	Jan	Feb	Mar	Apr	May	Jun	YTD
Victoria, Nanaimo, Vancouver	546,727	563,317	787,421	850,820	973,621	1,087,834	4,809,740
	-0.7%	-7.5%	-6.2%	10.5%	-0.7%	4.3%	0.4%
Port Hardy, Prince Rupert	1,166	1,503	2,138	1,998	2,038	5,385	14,228
	-29.1%	-4.0%	30.8%	-5.7%	21.9%	8.4%	4.6%

Cruise Passenger Volume

	Jan	Feb	Mar	Apr	May	Jun	Jul	YTD
Vancouver	0	0	0	28,818	142,256	150,061	179,995	501,130
				21.6%	-17.8%	3.6%	5.0%	-2.3%
Victoria	0	0	0	11,809	84,878	135,255	130,634	362,576
				78.2%	9.5%	13.7%	-0.9%	8.2%
Nanaimo	0	0	0	0	7,465	289	142	7,896
					37.1%	NA	NA	NA
Prince Rupert	0	0	0	0	2,433	1,076	5,154	8,663
					-10.8%	24.5%	183.0%	60.1%

Highway Traffic Volume

	Jan	Feb	Mar	Apr	May	Jun	YTD
Route 1, N of China Bar Tunnel	51,429	42,028	64,976	80,610	NA	NA	239,043
	-7.2%	-30.4%	-21.1%	4.8%	NA	NA	NA
Route 3, W of BC/AB Border, Crowsnest Pass	105,276	99,092	119,970	126,060	148,986	163,680	763,064
	0.5%	-13.9%	-8.1%	7.2%	2.7%	5.1%	-0.7%
Route 4, Jctn to Ucluelet/Tofino	37,293	42,588	57,319	63,570	85,653	98,160	384,583
	-4.4%	-12.0%	-7.1%	0.3%	0.1%	2.1%	-2.4%
Route 5, N of Hope, Coquihalla	200,632	195,328	278,039	340,500	388,957	429,630	1,833,086
	-1.7%	-14.6%	-14.4%	1.3%	-8.0%	-0.6%	-5.9%
Route 16, E of Tete Jaune Cache	51,181	48,384	63,612	79,290	97,681	121,800	461,948
	0.5%	-7.9%	-14.8%	5.5%	-2.9%	1.1%	-2.6%
Route 97, N of Maguerite Ferry Crossing Rd	57,660	56,644	80,290	97,290	104,253	108,600	504,737
	-2.2%	-11.9%	-7.6%	6.6%	-1.9%	3.4%	-1.5%

Data Notes

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

Food & Convention

Restaurant Receipts

Provided by Statistics Canada, the data reports 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 reports 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

Room Revenue Estimates

Provided by BC Stats, the data reports provincial and by community room revenue based on the municipal and regional district tax (MRDT) of participating communities and accommodation sector revenue data. Data is presented by \$000; the update is available monthly with a two-month lag.

Provincial Occupancy Rate

Published by CBRE Hotels in *Trends in the Hotel Industry National Market Report*, the data reports 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. Year-over-year point change (rather than percent change) is calculated.

Provincial Average Daily Room Rate

Published by CBRE Hotels in *Trends in the Hotel Industry National Market Report*, the data reports 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.

Hotel Occupancy Rate by Community

Published by CBRE Hotels in *Trends in the Hotel Industry National Market Report*, the data reports occupancy rates for selected communities; the update is available monthly with a two-month lag.

Data Notes

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. Year-over-year point change (rather than percent change) is calculated.

Average Daily Room Rate by Community

Published by CBRE Hotels in *Trends in the Hotel Industry National Market Report*, the data reports 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 reports total non-stop air capacity in one direction to YVR each month by region of origin. Monthly data are forecasted annually and are updated bi-annually. Notification of forecasted data will be noted on table.

Passenger Volume to YVR by Different Origin

Provided by the Vancouver International Airport, the data reports 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 reports the total enplaned and deplaned passengers each month; the update is available monthly.

BC Ferries Passenger Volume

Provided by BC Ferries, the data reports 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 reports passenger volume on a calendar year.

Cruise Passenger Volume

Provided by Cruise BC, the data reports 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.

Highway Traffic Volume

Provided by the British Columbia Ministry of Transportation, the data reports 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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