



## Provincial Tourism Indicators : 2017 Year-to-Date

DECEMBER 2017

### International Visitor Arrivals to BC

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
International	278,563	281,332	307,362	352,598	507,234	701,072	883,177	807,527	599,145	332,569	5,050,579
	9.3%	-1.3%	-1.6%	7.1%	4.8%	5.3%	-0.2%	2.3%	4.6%	6.1%	3.2%
US Overnight	162,015	184,901	211,996	220,011	318,160	450,122	589,720	527,110	369,283	212,985	3,246,303
	0.0%	-3.9%	-2.7%	-2.7%	2.4%	4.8%	-0.1%	2.8%	6.0%	8.0%	1.8%
US Total	283,856	293,877	342,926	374,714	526,913	715,082	882,372	795,039	593,091	357,421	5,165,291
	0.1%	-6.3%	-1.6%	-0.5%	2.8%	5.4%	1.6%	3.7%	7.4%	7.4%	2.6%
Asia Pacific	83,212	61,319	59,062	80,543	117,443	161,857	172,308	164,483	142,712	83,193	1,126,132
	33.4%	-3.8%	6.6%	22.1%	11.9%	5.3%	-1.7%	2.0%	2.4%	4.9%	6.1%
Europe	20,109	23,250	23,817	33,801	54,770	67,873	92,932	93,147	72,542	27,825	510,066
	1.3%	13.2%	-3.4%	31.8%	1.9%	6.9%	-1.5%	-0.6%	3.7%	-0.4%	3.3%

### Canadian Re-entries to BC

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
US	292,216	289,491	383,545	388,845	392,440	346,018	468,430	554,580	401,585	350,482	3,867,632
	3.9%	5.8%	0.4%	19.9%	-4.1%	10.2%	2.4%	3.2%	-2.6%	5.0%	3.8%
Overseas	202,755	173,880	211,876	181,341	182,448	158,774	153,220	187,785	173,908	162,370	1,788,357
	0.3%	11.1%	8.8%	4.1%	24.8%	40.1%	30.2%	16.6%	22.1%	25.6%	16.3%

### Convention Centres

		Q1	Q2	Q3	YTD
Whistler Conference Centre	Event Participant Days	16,630	21,342	11,543	49,515
	Non-Resident Delegate Days	11,737	23,635	14,371	49,743
Victoria Conference Centre	Event Participant Days	27,568	49,807	25,790	103,165
	Non-Resident Delegate Days	9,704	36,097	15,636	61,437
Penticton Trade & Convention Centre	Event Participant Days	26,958	64,897	32,962	124,817
	Non-Resident Delegate Days	4,140	13,679	58,194	76,013
Prince George Civic Centre	Event Participant Days	15,534	15,534	48,288	79,356
	Non-Resident Delegate Days	2,940	2,940	0	5,880
Vancouver Convention Centre	Event Participant Days	587,894	424,490	693,898	1,706,282
	Non-Resident Delegate Days	70,214	129,727	73,704	273,645

### Restaurant Receipts

Jan	\$814M	6.7%
Feb	\$792M	2.6%
Mar	\$889M	7.2%
Apr	\$891M	4.9%
May	\$942M	7.3%
Jun	\$991M	9.2%
Jul	\$1,062M	7.1%
Aug	\$1,070M	8.5%
Sep	\$1,003M	10.2%
YTD	\$8,455M	7.2%



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# Tourism Indicators - Accommodation

## Hotel Occupancy Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Greater Vancouver	60.2%	71.1%	73.7%	78.2%	83.6%	89.7%	93.3%	93.3%	90.8%	81.3%	81.6%
	0.5	0.7	-1.1	-0.1	1.4	1.1	-0.6	2.1	-0.4	3.3	0.8
Downtown Vancouver	58.1%	68.9%	72.6%	78.2%	83.9%	91.0%	93.6%	93.8%	91.7%	80.6%	81.3%
	-2.1	-0.8	-3.8	-2.7	0.8	1.6	-0.8	2.4	-1.3	2.6	-0.3
Airport (Richmond)	68.6%	79.7%	77.4%	80.2%	85.3%	91.5%	94.3%	93.7%	91.8%	85.5%	84.7%
	2.7	3.5	3.0	3.6	0.7	0.6	-0.2	1.4	0.6	3.7	2.0
Whistler Resort	87.4%	87.1%	86.0%	61.4%	51.5%	68.1%	79.1%	79.3%	68.4%	36.1%	70.3%
	5.1	2.8	-0.9	9.1	3.1	3.8	-3.1	-0.9	4.7	-1.8	2.1
Langley/Surrey	48.2%	62.2%	66.3%	71.3%	77.8%	82.2%	90.8%	89.6%	84.1%	74.8%	74.9%
	3.8	3.0	-0.6	5.0	4.0	-0.1	-0.2	2.9	1.2	5.9	2.5
Abbotsford/Chilliwack	46.0%	55.6%	60.9%	63.9%	67.0%	66.2%	81.9%	84.3%	72.7%	67.1%	66.7%
	5.9	6.6	2.4	3.3	7.1	6.1	4.2	7.7	0.1	4.2	4.8
Vancouver Island	48.0%	62.2%	67.0%	66.4%	71.4%	77.5%	85.3%	89.9%	82.2%	67.0%	71.0%
	7.6	6.5	1.7	-1.4	3.5	-2.1	-0.3	3.3	0.9	3.1	1.6
Greater Victoria	49.5%	65.0%	69.4%	67.7%	74.7%	81.4%	85.2%	90.0%	85.1%	70.6%	72.9%
	8.6	8.1	2.2	-3.8	3.1	-1.4	-2.6	3.0	-1.1	2.4	1.1
Nanaimo	48.7%	64.0%	64.3%	71.4%	70.4%	73.5%	84.1%	92.8%	82.2%	66.5%	70.8%
	9.7	13.6	-2.4	-4.7	0.1	-9.1	-0.6	4.5	4.2	3.8	0.3
Campbell River	48.2%	59.8%	65.8%	70.6%	71.5%	84.7%	93.5%	97.6%	93.1%	76.0%	75.4%
	7.0	5.3	7.4	14.1	8.6	6.7	8.0	5.6	6.7	11.7	7.5
Parksville/Qualicum	41.8%	53.9%	59.9%	57.1%	58.3%	66.4%	87.2%	90.4%	70.7%	54.8%	64.2%
	3.9	-0.9	-3.5	-0.5	3.6	-4.5	1.2	2.7	2.6	6.6	1.2
Kamloops	31.9%	34.4%	43.8%	60.9%	74.2%	74.3%	89.4%	87.5%	81.1%	54.4%	63.5%
	0.1	-0.3	-8.2	0.1	9.1	2.2	9.5	6.4	7.1	5.4	3.4
Kelowna	37.4%	47.1%	56.9%	62.4%	73.8%	77.5%	82.6%	85.7%	82.2%	66.0%	67.3%
	-1.0	-0.7	-0.4	-0.5	3.8	-1.4	-7.2	-6.1	0.3	2.6	-0.9
Penticton	30.5%	35.1%	53.0%	53.4%	71.1%	73.7%	78.9%	85.0%	73.0%	45.2%	60.1%
	3.7	-5.1	4.4	1.2	8.0	3.1	-11.6	-1.3	0.3	-7.5	-0.5
Prince George	48.4%	57.7%	63.6%	71.4%	74.9%	70.3%	81.8%	84.9%	75.0%	67.0%	69.8%
	-4.0	2.6	4.1	1.1	7.7	-0.5	9.2	14.2	0.3	3.4	3.9

Grey = point change

## Average Daily Room Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Greater Vancouver	\$144	\$149	\$155	\$163	\$196	\$220	\$243	\$245	\$220	\$177	\$195
	5.0%	4.8%	4.0%	-0.9%	10.9%	10.4%	11.7%	15.0%	11.8%	8.9%	10.1%
Downtown Vancouver	\$164	\$172	\$181	\$192	\$236	\$267	\$296	\$296	\$269	\$210	\$234
	3.8%	3.5%	3.6%	-3.1%	10.2%	9.8%	11.3%	13.6%	13.5%	8.7%	8.3%
Airport (Richmond)	\$129	\$134	\$134	\$137	\$159	\$173	\$189	\$191	\$175	\$147	\$159
	9.7%	9.3%	8.2%	5.8%	13.7%	9.7%	10.7%	14.6%	12.1%	8.5%	13.4%
Whistler Resort	\$381	\$401	\$333	\$247	\$201	\$211	\$252	\$246	\$212	\$174	\$279
	12.8%	14.2%	5.5%	16.8%	14.9%	6.2%	7.6%	7.9%	5.9%	-1.2%	12.6%
Langley/Surrey	\$106	\$109	\$114	\$118	\$129	\$134	\$151	\$154	\$132	\$121	\$129
	5.8%	5.0%	6.1%	9.2%	12.2%	11.7%	15.5%	18.2%	9.0%	12.1%	15.0%
Abbotsford/Chilliwack	\$101	\$99	\$99	\$102	\$112	\$108	\$124	\$131	\$111	\$107	\$111
	4.6%	3.3%	2.7%	1.7%	7.3%	6.0%	5.3%	10.7%	2.2%	4.5%	13.3%
Vancouver Island	\$117	\$118	\$123	\$135	\$159	\$179	\$204	\$207	\$184	\$143	\$162
	1.6%	3.5%	1.0%	6.0%	7.4%	7.9%	5.7%	6.8%	5.2%	7.0%	8.0%
Greater Victoria	\$110	\$119	\$122	\$137	\$167	\$190	\$214	\$219	\$196	\$146	\$168
	4.9%	5.9%	1.6%	7.0%	9.8%	9.3%	7.7%	9.9%	7.3%	9.5%	9.2%
Nanaimo	\$114	\$116	\$122	\$122	\$130	\$132	\$146	\$150	\$131	\$125	\$131
	3.8%	3.5%	6.3%	4.2%	8.6%	2.6%	4.2%	5.4%	1.1%	4.1%	5.3%
Campbell River	\$98	\$97	\$98	\$107	\$110	\$121	\$139	\$143	\$131	\$109	\$118
	5.1%	5.8%	5.0%	8.0%	10.0%	8.6%	16.1%	13.2%	11.3%	6.9%	21.0%
Parksville/Qualicum	\$87	\$101	\$121	\$129	\$149	\$161	\$224	\$223	\$155	\$133	\$158
	-9.7%	4.8%	11.1%	5.7%	5.9%	7.5%	8.4%	4.4%	2.6%	9.9%	7.9%
Kamloops	\$97	\$93	\$100	\$105	\$116	\$116	\$124	\$126	\$114	\$102	\$113
	0.2%	-3.1%	-4.4%	2.1%	5.2%	3.7%	2.8%	6.3%	3.1%	0.4%	8.9%
Kelowna	\$109	\$110	\$117	\$125	\$150	\$163	\$191	\$200	\$167	\$129	\$153
	6.2%	5.2%	7.3%	6.6%	5.4%	7.9%	1.0%	5.6%	6.3%	2.8%	2.8%
Penticton	\$89	\$92	\$100	\$98	\$129	\$149	\$197	\$206	\$148	\$113	\$144
	1.1%	-6.9%	2.8%	3.6%	0.3%	3.8%	6.5%	9.4%	4.5%	4.2%	2.9%
Prince George	\$120	\$123	\$121	\$121	\$123	\$123	\$118	\$123	\$123	\$123	\$122
	-0.9%	1.9%	-1.4%	-1.0%	-0.1%	0.5%	-2.5%	3.0%	-1.7%	0.1%	5.6%

Grey = percentage change

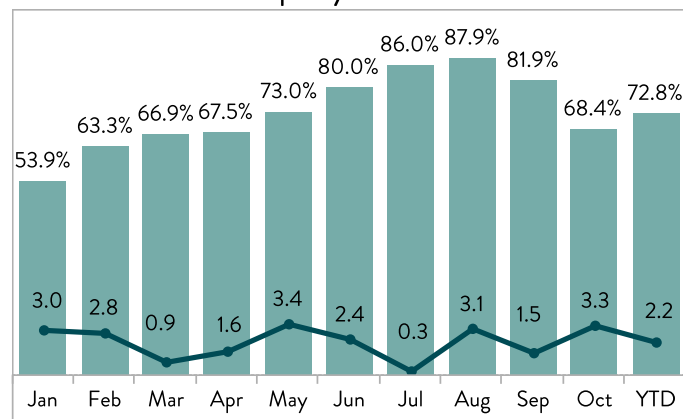
# Tourism Indicators - Accommodation

## Room Revenue Estimates (\$000)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Vancouver	\$24,147	\$41,453	\$52,329	\$57,583	\$76,745	\$75,783	\$112,225	\$113,104	\$95,378	\$68,179	\$716,927
	-34.2%	0.3%	1.5%	-3.8%	8.6%	-9.0%	12.5%	19.1%	12.1%	16.9%	5.2%
Whistler	\$23,613	\$43,305	\$40,689	\$18,715	\$9,231	\$11,358	\$25,365	\$25,363	\$17,095	\$7,718	\$222,451
	-36.5%	14.2%	6.8%	36.5%	-5.6%	-22.5%	1.4%	7.1%	13.7%	1.7%	-0.1%
Victoria	\$4,269	\$8,243	\$10,680	\$13,349	\$15,914	\$17,836	\$25,966	\$27,805	\$23,415	\$13,813	\$161,288
	-24.7%	3.3%	-5.2%	7.6%	-0.1%	-9.4%	0.9%	10.8%	4.2%	12.1%	1.7%
Tofino	\$1,253	\$2,274	\$3,293	\$3,422	\$4,499	\$5,362	\$8,698	\$8,990	\$6,937	\$3,751	\$48,480
	-24.8%	-8.2%	-12.3%	16.3%	5.7%	-6.2%	7.9%	8.4%	5.0%	4.1%	2.3%
Kamloops	\$1,423	\$2,085	\$3,240	\$4,557	\$6,383	\$6,053	\$8,761	\$8,496	\$6,922	\$4,035	\$51,955
	-36.7%	-10.6%	-21.4%	0.4%	12.3%	-3.6%	13.6%	12.4%	10.8%	6.8%	2.9%
Osoyoos	\$205	\$448	\$602	\$824	\$1,649	\$2,089	\$5,120	\$5,663	\$3,176	\$873	\$20,648
	-36.0%	7.7%	-7.9%	2.0%	10.1%	-17.4%	-1.5%	5.0%	-5.9%	-1.5%	-2.0%
Penticton	\$342	\$715	\$1,381	\$1,245	\$2,353	\$3,330	\$6,151	\$6,923	\$4,139	\$1,219	\$27,797
	-38.5%	-21.0%	-1.6%	1.2%	4.8%	-8.0%	-2.7%	12.1%	-1.2%	-14.9%	-1.0%
East Kootenay - Fernie	\$1,535	\$2,732	\$2,268	\$634	\$566	\$1,073	\$1,897	\$2,016	\$1,250	\$763	\$14,735
	-17.7%	10.1%	7.5%	36.2%	26.7%	22.7%	23.8%	29.7%	-10.2%	37.8%	11.0%
Revelstoke	\$3,156	\$4,286	\$3,762	\$1,296	\$1,579	\$1,848	\$4,563	\$4,652	\$3,083	\$1,848	\$30,074
	6.7%	9.2%	17.1%	29.8%	5.1%	-17.7%	14.5%	18.2%	17.2%	34.8%	12.4%
Prince George	\$2,167	\$2,555	\$3,324	\$3,652	\$3,772	\$3,375	\$4,470	\$4,792	\$4,077	\$3,657	\$35,841
	-7.0%	9.2%	14.4%	5.8%	4.2%	-9.1%	14.1%	28.0%	3.9%	10.8%	7.8%
BC Total	\$98,337	\$162,169	\$180,519	\$157,459	\$185,044	\$192,470	\$311,933	\$319,909	\$253,961	\$162,983	\$2,024,784
	-26.6%	6.0%	1.5%	3.6%	3.4%	-13.3%	5.6%	11.1%	7.3%	10.4%	2.0%

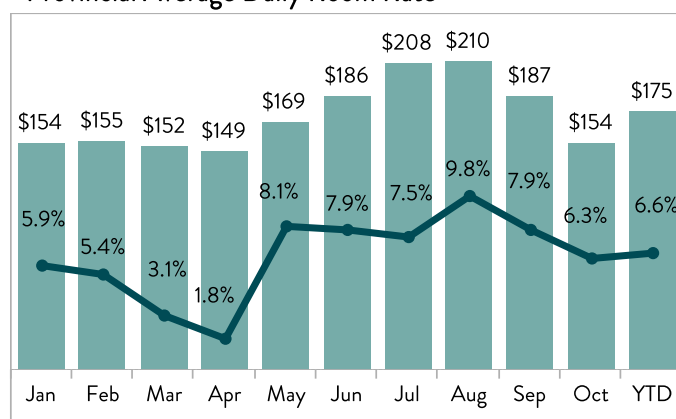
Please note that the communities listed above are only a selection of participating MRDT communities.  
In addition, BC Total is the summation of all participating MRDT communities.

## 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 3.6%	504,863 -0.1%	580,589 4.0%	548,482 2.9%	625,594 3.6%	665,042 7.0%	718,138 8.7%	725,907 8.6%	651,725 5.4%	622,604 5.9%	559,222 11.0%	606,386 13.8%	7,362,223 6.3%
US	279,862 4.8%	260,586 2.5%	309,066 9.9%	288,492 9.9%	314,397 13.6%	339,403 12.8%	369,418 12.2%	361,372 9.9%	307,829 5.6%	298,138 6.2%	288,048 14.4%	315,273 11.2%	3,731,884 9.5%
Asia /Pacific	214,561 25.7%	178,761 16.3%	196,441 22.9%	193,263 23.0%	201,058 23.1%	223,034 18.5%	249,132 17.7%	252,147 21.0%	235,325 20.1%	232,585 22.1%	207,693 25.5%	240,451 34.3%	2,624,451 22.4%
Europe	44,358 -1.1%	40,181 -5.3%	49,157 -0.4%	51,314 5.1%	86,522 4.9%	106,590 3.4%	116,761 -1.3%	117,847 0.0%	105,990 1.5%	71,616 -2.2%	43,013 -5.5%	44,666 -3.9%	878,015 0.1%
Mexico	46,027 26.7%	40,756 25.6%	44,730 30.2%	42,353 42.0%	24,979 51.8%	19,144 41.0%	21,177 50.6%	19,600 40.5%	19,775 51.0%	24,964 48.0%	50,204 96.8%	59,496 119.1%	413,205 51.0%
<b>Total</b>	<b>1,138,479 8.1%</b>	<b>1,025,147 3.7%</b>	<b>1,179,983 9.0%</b>	<b>1,123,904 9.0%</b>	<b>1,252,550 9.6%</b>	<b>1,353,213 10.3%</b>	<b>1,474,626 10.6%</b>	<b>1,476,873 10.4%</b>	<b>1,320,644 7.9%</b>	<b>1,249,907 8.8%</b>	<b>1,148,180 15.7%</b>	<b>1,266,272 18.4%</b>	<b>15,009,778 10.1%</b>

Non-stop / One direction

\*forecasted

## Passenger Volume to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Domestic	842,572 7.0%	805,671 1.2%	924,085 3.5%	913,856 10.3%	980,047 5.3%	1,027,813 4.3%	1,154,635 5.5%	1,232,929 7.6%	1,022,283 3.0%	989,378 6.0%	9,893,269 5.4%
US	436,098 7.4%	421,295 2.4%	503,509 8.7%	468,391 13.9%	500,574 12.0%	545,684 11.8%	618,684 9.8%	617,452 9.5%	493,944 7.6%	453,073 10.5%	5,058,704 9.4%
Asia/Pacific	346,198 22.4%	276,150 10.8%	310,159 16.3%	296,373 18.2%	313,352 19.3%	346,154 11.8%	395,854 9.1%	417,662 12.6%	359,346 14.5%	342,490 16.6%	3,403,738 14.9%
Europe	72,722 -5.9%	65,428 -7.9%	87,181 -2.5%	94,517 4.8%	157,514 1.6%	196,449 4.8%	224,517 2.6%	225,867 -0.2%	199,683 5.2%	127,093 8.0%	1,450,971 2.0%
Misc.	93,457 27.1%	79,936 19.8%	87,334 25.9%	80,157 27.2%	44,908 30.9%	32,940 19.4%	39,287 29.0%	37,491 19.6%	33,839 53.3%	40,958 36.3%	570,307 27.2%
<b>Total</b>	<b>1,791,047 10.1%</b>	<b>1,648,480 3.4%</b>	<b>1,912,268 7.4%</b>	<b>1,853,294 12.7%</b>	<b>1,996,395 9.1%</b>	<b>2,149,040 7.6%</b>	<b>2,432,977 7.1%</b>	<b>2,531,401 8.3%</b>	<b>2,109,095 6.6%</b>	<b>1,952,992 9.4%</b>	<b>20,376,989 8.1%</b>

Enplaned and Deplaned

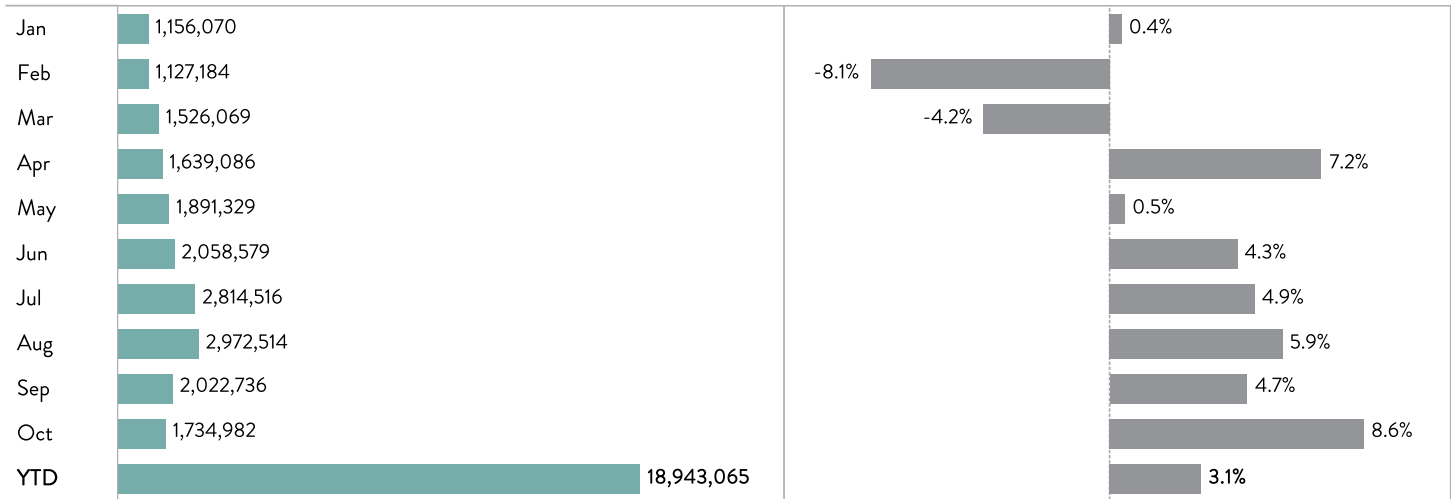
## Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Abbotsford	45,689 26.3%	39,227 9.5%	49,604 19.1%	47,983 28.9%	58,864 45.8%	64,558 63.9%	75,037 53.8%	78,377 40.6%	59,022 18.4%	NA NA	518,361 NA
Victoria	135,051 9.7%	128,716 2.4%	158,065 4.9%	158,897 12.9%	163,479 3.8%	169,063 4.4%	179,800 2.7%	201,008 5.4%	167,757 0.5%	166,709 -0.3%	1,628,545 4.4%
Nanaimo	25,303 4.4%	23,769 -5.4%	28,836 4.4%	29,237 14.7%	29,746 7.4%	30,033 3.2%	35,009 5.3%	37,659 4.8%	29,678 3.2%	29,787 6.8%	299,057 4.9%
Campbell River	4,664 14.0%	4,336 3.9%	5,424 19.1%	5,076 15.3%	5,624 9.0%	6,279 133.5%	7,452 7.2%	8,298 3.3%	6,673 2.1%	5,822 4.6%	59,648 14.3%
Comox	25,136 2.3%	23,219 -5.0%	26,896 -9.4%	27,020 -2.1%	30,442 -1.8%	33,021 0.1%	39,848 -0.3%	43,072 1.7%	32,021 2.8%	30,284 5.1%	310,959 -0.5%
Castlegar	3,936 149.0%	2,996 -6.7%	3,883 -27.5%	5,783 -7.8%	7,750 -4.9%	8,112 0.0%	9,537 -0.4%	10,381 -1.5%	7,787 -7.8%	7,766 45.2%	67,931 2.0%
Kelowna	163,319 9.2%	161,626 12.2%	173,504 14.2%	146,331 22.2%	143,061 12.9%	143,008 5.9%	163,751 9.0%	179,153 12.2%	148,289 3.6%	150,947 2.2%	1,572,989 10.2%
Kamloops	29,966 -4.3%	27,751 -10.7%	29,379 -1.5%	26,006 6.4%	24,157 3.7%	23,992 -0.9%	23,056 -8.7%	20,921 -23.6%	26,778 9.7%	25,547 -3.5%	257,553 -3.8%
Prince George	36,954 -0.7%	38,235 1.2%	42,721 5.4%	40,847 9.0%	41,116 6.8%	38,377 0.7%	42,058 17.9%	45,994 21.3%	40,591 7.2%	43,864 8.6%	410,757 7.7%
Smithers	5,430 8.3%	5,327 0.0%	6,281 1.7%	5,439 3.1%	5,741 -0.9%	5,468 -8.1%	9,387 44.2%	7,215 -2.8%	7,056 -0.9%	6,905 0.6%	64,249 4.5%
Fort St. John	19,374 4.3%	18,971 -0.4%	22,620 7.2%	21,088 9.5%	20,961 5.5%	21,998 3.7%	21,642 13.8%	22,128 5.4%	20,172 -0.8%	21,750 4.8%	210,704 5.2%

Enplaned and Deplaned

# Tourism Indicators - Transportation

## BC Ferries Passenger Volume



## BC Ferries Passenger Volume - Regional Routes

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Victoria, Nanaimo, Vancouver	546,727	563,317	787,421	850,820	973,621	1,087,834	1,545,568	1,624,203	1,072,604	915,047	9,967,162
	-0.7%	-7.5%	-6.2%	10.5%	-0.7%	4.3%	4.3%	5.9%	4.0%	8.8%	3.0%
Port Hardy, Prince Rupert	1,166	1,503	2,138	1,998	2,038	5,385	9,498	9,882	6,023	1,865	41,496
	-29.1%	-4.0%	30.8%	-5.7%	21.9%	8.4%	10.3%	3.5%	15.9%	-4.5%	6.6%

## Cruise Passenger Volume

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	YTD
Vancouver	0	0	0	28,818	142,256	150,061	179,923	159,914	148,079	28,445	837,496
				21.6%	-17.8%	3.6%	5.0%	4.5%	8.5%	17.2%	1.3%
Victoria	0	0	0	11,809	84,878	135,255	130,634	123,770	107,937	5,251	599,534
				78.2%	9.5%	13.7%	-0.9%	5.1%	9.2%	3.9%	7.7%
Nanaimo	0	0	0	0	7,465	289	142	0	0	2,540	10,436
					37.1%	NA	NA	NA	NA	-2.3%	NA
Prince Rupert	0	0	0	0	2,433	1,076	5,154	3,592	1,698	2,489	16,442
					-10.8%	24.5%	183.0%	163.2%	430.6%	NA	NA

## Highway Traffic Volume

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
Rte 1, N of China Bar Tunnel	51,429	42,028	64,976	80,610	NA	NA	NA	NA	98,160	337,203
	-7.2%	-30.4%	-21.1%	4.8%	NA	NA	-	NA	-8.5%	NA
Rte 3, W of BC/AB Border, Crowsnest Pass	105,276	99,092	119,970	126,060	148,986	163,680	222,239	243,164	152,160	1,380,627
	0.5%	-13.9%	-8.1%	7.2%	2.7%	5.1%	4.8%	10.8%	-1.6%	1.9%
Rte 4, Jctn to Ucluelet/Tofino	37,293	42,588	57,319	63,570	85,653	98,160	131,843	143,995	107,790	768,211
	-4.4%	-12.0%	-7.1%	0.3%	0.1%	2.1%	4.0%	3.3%	8.0%	1.1%
Rte 5, N of Hope, Coquihalla	200,632	195,328	278,039	340,500	388,957	429,630	608,468	650,969	453,870	3,546,393
	-1.7%	-14.6%	-14.4%	1.3%	-8.0%	-0.6%	3.2%	NA	NA	39.8%
Rte 16, E of Tete Jaune Cache	51,181	48,384	63,612	79,290	97,681	121,800	163,370	176,917	119,910	922,145
	0.5%	-7.9%	-14.8%	5.5%	-2.9%	1.1%	14.8%	22.7%	21.7%	7.3%
Rte 97, N of Maguerite Ferry Crossing Rd	57,660	56,644	80,290	97,290	104,253	108,600	63,674	121,396	113,190	802,997
	-2.2%	-11.9%	-7.6%	6.6%	-1.9%	3.4%	-51.6%	-10.7%	2.0%	-9.9%



# 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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