



## Provincial Tourism Indicators: 2018 Year-to-Date

June 2018

### International Visitor Arrivals to BC

	Jan	Feb	Mar	YTD
International	287,055	306,516	344,541	938,112
	3.0%	9.0%	12.1%	8.2%
US Overnight	173,973	202,344	238,353	614,670
	7.4%	9.4%	12.4%	10.0%
US Total	300,148	322,430	382,920	1,005,498
	5.7%	9.7%	11.7%	9.2%
Asia Pacific	81,554	70,316	66,848	218,718
	-2.0%	14.7%	13.2%	7.4%
Europe	19,786	23,674	26,158	69,618
	-1.6%	1.8%	9.8%	3.6%

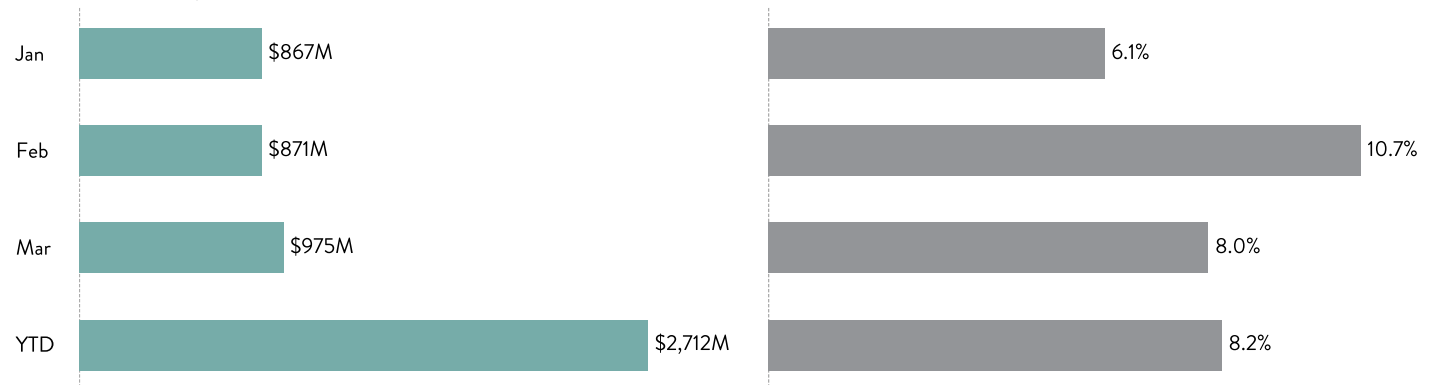
### Canadian Re-entries to BC

	Jan	Feb	Mar	YTD
US	322,299	313,998	418,249	1,054,546
	10.6%	8.7%	9.3%	9.5%
Overseas	227,862	198,226	235,175	661,263
	12.4%	14.0%	11.0%	12.4%

### Convention Centres

		Q1	YTD
	Event Participant Days	12,515	12,515
		-24.7%	-24.7%
Whistler			
Conference Centre	Non-Resident Delegate Days	11,995	11,995
		2.2%	2.2%
	Event Participant Days	44,574	44,574
		61.7%	61.7%
Victoria			
Conference Centre	Non-Resident Delegate Days	37,801	37,801
		289.5%	289.5%
	Event Participant Days	25,301	25,301
		-6.1%	-6.1%
Centre			
Penticton Trade & Convention	Non-Resident Delegate Days	8,239	8,239
		99.0%	99.0%
	Event Participant Days	19,618	19,618
		26.3%	26.3%
Prince George Civic Centre	Non-Resident Delegate Days	6,405	6,405
		117.9%	117.9%

### Restaurant Receipts



# Tourism Indicators - Accommodation

## Hotel Occupancy Rate by Community

	Jan	Feb	Mar	YTD
Greater Vancouver	63.1% 2.9	72.8% 1.7	77.4% 3.5	71.0% 2.7
Downtown Vancouver	62.6% 4.4	69.8% 0.6	77.2% 4.5	69.9% 3.3
Airport (Richmond)	68.7% 0.0	81.2% 1.9	79.1% 1.8	76.2% 1.2
Whistler Resort	85.5% -1.8	88.1% 1.0	88.1% 2.1	87.2% 0.4
Langley/Surrey	53.6% 4.9	67.3% 5.2	73.3% 6.5	64.7% 5.5
Abbotsford/Chilliwack	52.4% 6.5	55.5% -0.1	69.6% 8.7	59.2% 5.0
Vancouver Island	50.2% 5.1	61.7% 2.4	68.0% 3.6	59.9% 3.7
Greater Victoria	50.8% 5.6	64.5% 3.3	70.9% 5.3	62.0% 4.8
Nanaimo	48.2% 2.9	56.4% -1.1	63.7% -0.7	56.1% 0.4
Campbell River	60.3% 11.5	77.0% 14.5	80.3% 12.9	72.0% 12.7
Parksville/Qualicum	42.5% 1.2	52.4% -1.5	62.3% 2.4	52.4% 0.8
Kamloops	38.3% 6.4	39.6% 5.7	49.3% 5.6	42.5% 6.1
Kelowna	42.8% 5.3	50.7% 3.7	60.9% 3.8	51.7% 4.5
Penticton	35.8% 5.3	37.1% 1.9	52.6% -0.6	42.3% 2.5
Prince George	50.7% 2.3	53.8% -3.7	65.3% 1.7	56.5% 0.0

Grey = point change

## Average Daily Room Rate by Community

	Jan	Feb	Mar	YTD
Greater Vancouver	\$159 11.4%	\$159 7.3%	\$171 11.0%	\$163 9.9%
Downtown Vancouver	\$184 12.8%	\$184 8.4%	\$201 11.5%	\$190 10.9%
Airport (Richmond)	\$144 11.7%	\$146 9.0%	\$149 10.7%	\$146 10.4%
Whistler Resort	\$448 17.4%	\$460 15.6%	\$396 18.7%	\$434 17.1%
Langley/Surrey	\$112 6.7%	\$115 6.5%	\$121 6.2%	\$117 6.4%
Abbotsford/Chilliwack	\$100 -0.9%	\$99 0.6%	\$103 4.1%	\$101 1.5%
Vancouver Island	\$123 6.0%	\$125 6.8%	\$134 8.4%	\$128 7.2%
Greater Victoria	\$120 9.7%	\$126 7.2%	\$136 10.8%	\$128 9.3%
Nanaimo	\$119 4.3%	\$121 3.9%	\$124 1.5%	\$121 3.0%
Campbell River	\$98 1.5%	\$99 2.9%	\$103 4.7%	\$100 3.2%
Parksville/Qualicum	\$103 18.0%	\$111 10.8%	\$127 5.3%	\$116 10.4%
Kamloops	\$97 -0.1%	\$98 5.1%	\$103 3.1%	\$99 2.7%
Kelowna	\$116 6.5%	\$115 4.7%	\$118 2.7%	\$116 3.8%
Penticton	\$106 18.9%	\$102 10.6%	\$113 12.9%	\$108 13.7%
Prince George	\$123 2.5%	\$122 -0.1%	\$119 -1.5%	\$121 0.2%

Grey = percentage change

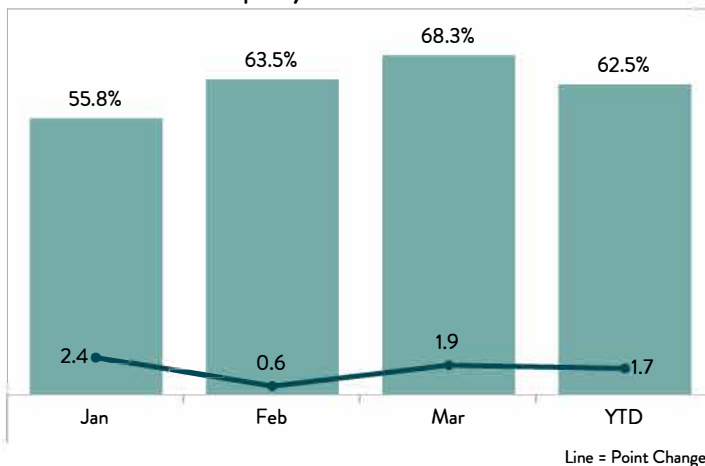
# Tourism Indicators - Accommodation

## Room Revenue Estimates (\$000)

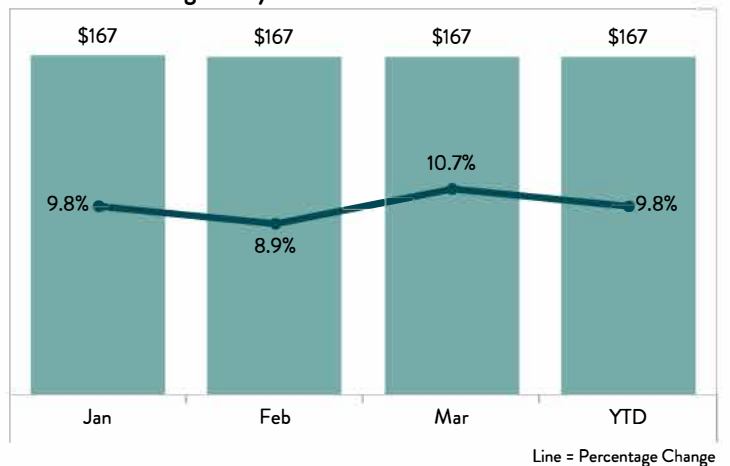
	Jan	Feb	Mar	YTD
Vancouver	\$45,204 87.0%	\$45,842 10.5%	\$61,305 17.1%	\$152,351 29.1%
Whistler	\$52,644 122.9%	\$49,588 14.5%	\$48,964 20.3%	\$151,196 40.5%
Victoria	\$7,056 65.3%	\$8,797 6.7%	\$12,136 13.6%	\$27,989 20.7%
Tofino	\$1,455 16.1%	\$2,274 0.0%	\$3,386 2.8%	\$7,115 4.3%
Kamloops	\$2,602 82.9%	\$2,483 19.1%	\$3,752 15.8%	\$8,836 30.9%
Osoyoos	\$298 45.6%	\$314 -29.9%	\$638 6.0%	\$1,250 -0.4%
Penticton	\$923 169.9%	\$924 29.2%	\$1,679 21.6%	\$3,526 44.6%
East Kootenay	\$2,456 60.0%	\$2,898 6.1%	\$2,510 10.7%	\$7,863 20.3%
Revelstoke - Fernie	\$3,976 26.0%	\$5,195 21.2%	\$4,062 8.0%	\$13,233 18.1%
Prince George	\$2,689 24.1%	\$2,525 -1.2%	\$3,431 3.2%	\$8,645 7.4%

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



## Provincial Average Daily Room Rate



# Tourism Indicators - Transportation

## Air Capacity to YVR by Origin

	Jan	Feb	Mar	Apr	May*	Jun*	Jul*	Aug*	Sep*	Oct*	Nov*	Dec*	Total
Domestic	615,189	547,689	632,988	594,257	681,489	714,694	782,726	783,710	711,523	690,415	593,445	615,257	7,963,382
	11.1%	8.5%	9.0%	8.3%	8.9%	7.5%	9.0%	8.0%	9.2%	10.9%	6.1%	1.5%	8.2%
US / Pacific	307,184	277,236	322,195	301,712	301,373	354,722	374,373	369,306	322,152	308,601	300,982	324,128	3,863,964
	9.8%	6.4%	4.2%	4.6%	-4.1%	4.5%	1.3%	2.2%	4.7%	3.5%	4.5%	2.8%	3.5%
Asia	229,525	197,175	219,700	217,324	220,087	240,728	256,491	252,668	242,715	241,705	215,518	235,327	2,768,963
	7.0%	10.3%	11.8%	12.4%	9.5%	7.9%	3.0%	0.2%	3.1%	3.9%	3.8%	-2.1%	5.5%
Europe	43,088	39,632	48,713	54,786	98,428	122,374	132,701	132,773	119,507	82,302	44,341	44,778	963,423
	-2.9%	-1.4%	-0.9%	6.8%	13.8%	14.8%	13.7%	12.7%	12.8%	14.9%	3.1%	0.3%	9.7%
Mexico	63,023	58,252	65,510	54,413	33,609	29,737	32,659	31,942	31,331	34,018	50,272	58,796	543,562
	36.9%	42.9%	46.5%	28.5%	34.5%	55.3%	54.2%	63.0%	58.4%	36.3%	0.1%	-1.2%	31.5%
<b>Total</b>	<b>1,258,009</b>	<b>1,119,984</b>	<b>1,289,106</b>	<b>1,222,492</b>	<b>1,334,986</b>	<b>1,462,255</b>	<b>1,578,950</b>	<b>1,570,399</b>	<b>1,427,228</b>	<b>1,357,041</b>	<b>1,204,558</b>	<b>1,278,286</b>	<b>16,103,294</b>
	10.5%	9.3%	9.2%	8.8%	6.6%	8.1%	7.1%	6.3%	8.1%	8.6%	4.9%	0.9%	7.3%

Non-stop / One direction  
\*forecasted

## Passenger Volume to YVR by Origin

	Jan	Feb	Mar	YTD
Domestic	901,164	862,556	987,586	2,751,306
	7.0%	7.1%	6.9%	7.0%
US	483,991	467,743	533,801	1,485,535
	11.0%	11.0%	6.0%	9.2%
Asia/Pacific	367,115	327,474	364,150	1,058,739
	6.0%	18.6%	17.4%	13.5%
Europe	75,613	68,409	88,646	232,668
	4.0%	4.6%	1.7%	3.3%
Misc.	109,907	103,992	115,571	329,470
	17.6%	30.1%	32.3%	26.4%
<b>Total</b>	<b>1,937,790</b>	<b>1,830,174</b>	<b>2,089,754</b>	<b>5,857,718</b>
	8.2%	11.0%	9.3%	9.5%

Enplaned and Deplaned

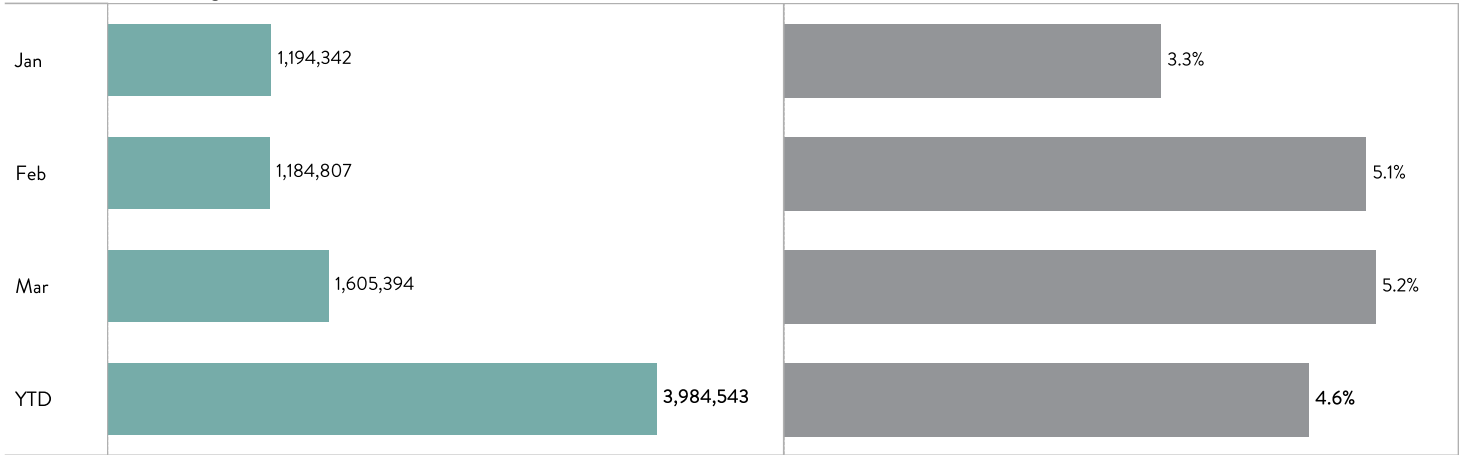
## Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	YTD
Abbotsford	22,482	43,790	51,875	54,575	172,722
	-50.8%	11.6%	4.6%	13.7%	-5.4%
Victoria	141,797	21,671	164,751	165,858	494,077
	5.0%	-83.2%	4.2%	4.4%	-14.9%
Nanaimo	18,989	NA	85,859	NA	NA
	-25.0%	NA	197.7%	NA	NA
Campbell River	3,840	3,895	4,388	4,323	16,446
	-17.7%	-10.2%	-19.1%	-14.8%	-15.7%
Comox	27,469	26,420	31,178	32,752	117,819
	9.3%	13.8%	15.9%	21.2%	15.2%
Kelowna	176,389	173,940	185,796	156,816	692,941
	8.0%	7.6%	7.1%	7.2%	7.5%
Kamloops	32,963	29,510	30,449	25,660	118,582
	10.0%	6.3%	3.6%	-1.3%	4.8%
Prince George	40,925	40,535	44,588	43,518	169,566
	10.7%	6.0%	4.4%	6.5%	6.8%
Smithers	5,257	4,886	5,464	5,679	21,286
	-3.2%	-8.3%	-13.0%	4.4%	-5.3%
Fort St. John	19,442	18,989	22,482	21,671	82,584
	0.4%	0.1%	-0.6%	2.8%	0.6%

Enplaned and Deplaned

# Tourism Indicators - Transportation

## BC Ferries Passenger Volume



## BC Ferries Passenger Volume - Regional Routes

	Jan	Feb	Mar	YTD
Victoria, Nanaimo, Vancouver	566,679	583,223	822,567	1,972,469
	3.6%	3.5%	4.5%	4.0%
Port Hardy, Prince Rupert	1,212	1,494	2,120	4,826
	3.9%	-0.6%	-0.8%	0.4%

## Cruise Passenger Volume

	Jan	Feb	Mar	Apr	May	YTD
Vancouver	0	0	0	0	28,818	28,818
				NA	-79.7%	NA
Victoria	0	0	0	3,776	89,033	92,809
				-68.0%	4.9%	-4.0%
Nanaimo	0	0	0	2,640	3,601	6,241
				NA	-51.8%	NA

## Highway Traffic Volume

	Jan	Feb	Mar	YTD
Rte 1, N of China Bar Tunnel	55,769	55,440	77,252	188,461
	8.4%	31.9%	18.9%	19.0%
Rte 3, W of BC/AB Border, Crowsnest Pass	112,344	105,112	121,613	339,069
	6.7%	6.1%	1.4%	4.5%
Rte 4, Jctn to Ucluelet/Tofino	40,982	45,276	59,365	145,623
	9.9%	6.3%	3.6%	6.1%
Rte 5, N of Hope, Coquihalla	NA	181,692	265,205	446,897
	NA	-7.0%	-4.6%	NA
Rte 16, E of Tete Jaune Cache	50,840	47,432	64,914	163,186
	-0.7%	-2.0%	2.0%	0.0%
Rte 97, N of Maguerite Ferry Crossing Rd	58,776	51,352	79,267	189,395
	1.9%	-9.3%	-1.3%	-2.7%

# 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

Email: [TourismResearch@DestinationBC.ca](mailto:TourismResearch@DestinationBC.ca)

Website: [www.destinationbc.ca/Research.aspx](http://www.destinationbc.ca/Research.aspx)

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