

# Provincial Tourism Indicators

May 2013

## International Visitor Arrivals to BC

	Jan	Feb	Mar	YTD
U.S.A. Total	220,353	239,942	272,773	733,068
	1.0%	-3.8%	-0.1%	-1.0%
U.S.A. Overnight	121,005	144,364	164,348	429,717
	5.3%	3.2%	3.9%	4.0%
Asia/Pacific	46,625	50,671	49,129	146,425
	-10.5%	23.2%	6.0%	4.9%
Europe	16,354	19,282	22,230	57,866
	-13.0%	-9.5%	-7.1%	-9.6%
International Overnight	190,081	219,407	243,568	653,056
	-1.0%	5.7%	3.4%	2.8%

## Travel Parties to Visitor Centres by Region

	Jan	Feb	Mar	Apr	YTD
Vancouver, Coast & Mount..	29,143	27,967	32,725	31,146	120,981
	-2.5%	-13.1%	-1.3%	-5.4%	-5.6%
Vancouver Island	7,178	9,436	13,973	15,423	46,010
	-0.1%	-11.7%	-6.8%	-5.2%	-6.4%
Thompson Okanagan	6,645	7,975	9,154	10,336	34,110
	-2.9%	-3.9%	-14.4%	-18.4%	-11.4%
Kootenay Rockies	3,902	4,376	5,354	5,827	19,459
	-13.6%	-17.1%	-7.6%	-2.3%	-9.7%
Northern BC	1,655	1,784	2,094	2,794	8,327
	-7.9%	-13.0%	-7.9%	15.0%	-2.6%
Cariboo Chilcotin Coast	833	792	1,199	1,648	4,472
	28.7%	3.5%	4.8%	23.6%	15.0%
BC Total	49,356	52,330	64,499	67,174	233,359
	-3.0%	-11.7%	-5.2%	-6.1%	-6.6%

## Food Services & Drinking Places Receipts

Jan	\$603M	2.4%
Feb	\$598M	1.0%
YTD	\$1,200M	1.7%

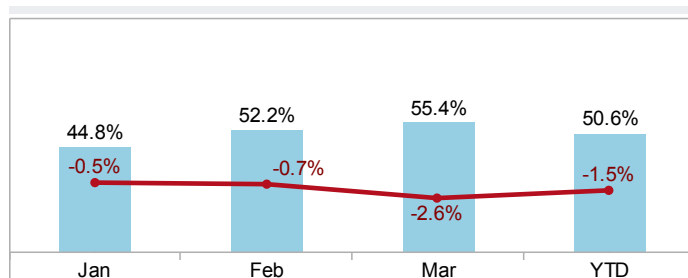
0M 500M 1000M 1500M Restaurant Receipts

0% 1% 2% 3% Percent Change

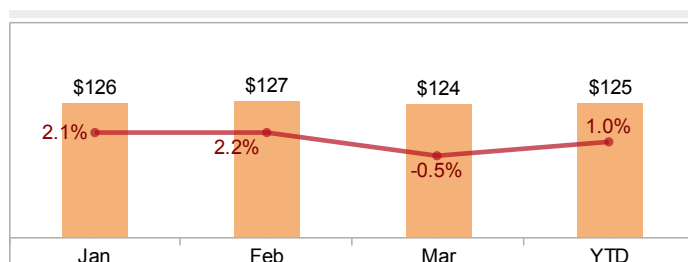
## Canadian Re-entries to BC

Returning ..	Jan	Feb	Mar	YTD
US	338,217	339,009	475,645	1,152,871
	18.0%	21.4%	17.4%	18.7%
Overseas	150,334	121,504	145,391	417,229
	-1.6%	-1.3%	-3.6%	-2.3%

## Provincial Hotel Occupancy Rate



## Provincial Average Daily Room Rate



## Convention Centres

The 2013 Convention Centre data were not yet available at the time of publishing.

# Tourism Indicators - Accommodation

## Hotel Occupancy Rate by Community

	Jan	Feb	Mar	YTD
Greater Vancouver	49.4%	56.3%	58.0%	54.4%
	-0.7%	-0.8%	-6.5%	-2.8%
Downtown Vancouver	50.7%	57.4%	57.8%	55.2%
	-1.5%	-4.1%	-12.4%	-6.1%
Airport (Richmond)	53.4%	59.5%	59.2%	57.3%
	-0.5%	0.9%	-3.2%	-1.0%
Whistler Resort	71.4%	78.4%	79.8%	76.5%
	-1.7%	1.3%	7.5%	2.4%
Vancouver Island	36.2%	48.7%	55.3%	46.3%
	-1.2%	-0.6%	0.2%	-0.8%
Greater Victoria	37.7%	50.9%	58.7%	48.8%
	-2.5%	-2.0%	1.5%	-1.1%
Nanaimo	35.9%	47.5%	59.9%	47.4%
	-3.4%	-0.1%	4.6%	0.0%
Campbell River	42.3%	48.7%	48.7%	46.5%
	4.7%	0.7%	-6.1%	0.0%
Parksville/Qualicum Beach	27.3%	42.0%	47.4%	38.8%
	-2.8%	-0.4%	-3.3%	-2.2%
Kamloops	35.7%	39.8%	52.2%	42.5%
	-3.2%	-5.1%	-3.7%	-4.4%
Kelowna	30.1%	37.5%	44.6%	37.2%
	0.6%	0.1%	3.3%	1.2%
Penticton	23.3%	28.6%	44.9%	31.9%
	4.1%	3.9%	5.3%	4.2%
Prince George	47.8%	56.7%	62.5%	55.7%
	4.1%	4.6%	2.0%	3.7%

## Average Daily Room Rate by Community

	Jan	Feb	Mar	YTD
Greater Vancouver	\$120	\$121	\$120	\$120
	1.6%	0.0%	-4.7%	-1.5%
Downtown Vancouver	\$133	\$134	\$133	\$133
	2.8%	0.8%	-6.8%	-1.9%
Airport (Richmond)	\$107	\$108	\$108	\$108
	-0.4%	0.9%	0.8%	0.5%
Whistler Resort	\$258	\$259	\$229	\$248
	5.3%	5.7%	2.1%	4.2%
Vancouver Island	\$95	\$102	\$107	\$102
	2.6%	4.7%	4.6%	4.1%
Greater Victoria	\$93	\$99	\$105	\$100
	2.2%	3.6%	7.8%	5.0%
Nanaimo	\$100	\$105	\$104	\$103
	0.0%	2.9%	-0.9%	0.8%
Campbell River	\$89	\$88	\$92	\$90
	3.9%	0.3%	2.5%	2.1%
Parksville/Qualicum Beach	\$84	\$91	\$100	\$93
	-2.4%	0.7%	-3.5%	-1.9%
Kamloops	\$94	\$95	\$100	\$97
	4.1%	3.6%	4.1%	3.8%
Kelowna	\$96	\$101	\$105	\$101
	-0.8%	2.5%	2.0%	1.0%
Penticton	\$77	\$89	\$89	\$86
	4.2%	8.4%	6.0%	6.6%
Prince George	\$105	\$109	\$110	\$108
	1.0%	2.1%	3.1%	2.2%

# Tourism Indicators - Transportation

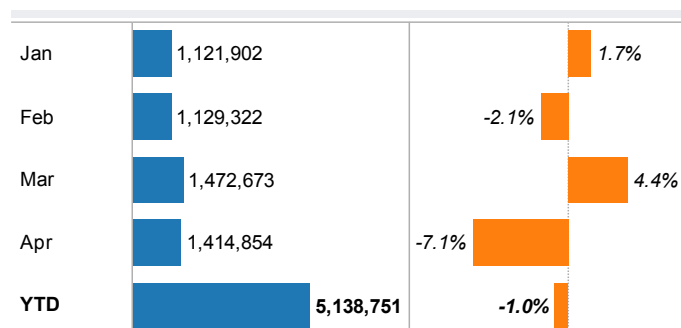
## Passenger Volume to YVR by Origin

	Jan	Feb	Mar	Apr	YTD
Domestic	689,115	663,988	735,805	724,943	2,813,851
	0.3%	-1.1%	2.1%	1.1%	0.6%
Transborder	332,640	319,457	365,477	328,943	1,346,517
	0.1%	-2.9%	-5.3%	-6.8%	-3.8%
Asia Pacific	212,609	183,237	206,978	192,332	795,156
	-4.8%	4.0%	2.2%	1.1%	0.3%
Europe	58,317	51,565	63,892	73,192	246,966
	-4.0%	-7.0%	-5.4%	-3.3%	-4.8%
Misc. International	56,520	52,010	57,517	45,176	211,223
	-15.2%	-15.5%	-12.9%	-9.0%	-13.4%
Total	1,349,201	1,270,257	1,429,669	1,364,586	5,413,713
	-1.6%	-1.8%	-0.9%	-1.5%	-1.4%

## Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	YTD
Abbotsford	34,524	33,923	39,911	38,828	147,186
	-6.8%	-7.7%	-2.1%	-3.6%	-4.9%
Victoria	111,371	108,851	126,818	123,197	470,237
	-0.1%	-0.4%	2.6%	0.9%	0.8%
Comox	21,714	21,341	24,217	25,298	92,570
	-14.3%	-6.7%	-7.6%	-3.1%	-7.9%
Nanaimo	12,943	12,974	14,177	14,661	54,755
	3.0%	4.2%	3.7%	-0.3%	2.6%
Campbell River	3,576	3,777	4,070	4,145	15,568
	-2.5%	-6.9%	2.0%	1.5%	-1.5%
Kelowna	126,225	125,439	131,540	109,973	493,177
	0.1%	0.0%	0.1%	0.4%	0.1%
Kamloops	25,951	24,670	25,750	22,676	99,047
	4.9%	0.6%	2.9%	11.0%	4.6%
Penticton	5,833	6,046	6,282	6,428	24,589
	-4.2%	6.4%	-0.9%	2.8%	0.9%
Castlegar	2,837	3,840	4,498	5,681	16,856
	-20.9%	3.1%	-3.2%	7.9%	-2.1%
Prince George	33,082	34,524	37,877	37,292	142,775
	-1.1%	-1.0%	0.6%	4.0%	0.7%
Smithers	5,354	5,502	6,282	6,123	23,261
	13.3%	7.7%	11.9%	18.5%	12.8%

## BC Ferries Passenger Volume - Total



## BC Ferries Passenger Volume - Regional Routes

	Jan	Feb	Mar	Apr	YTD
Victoria, Vancouver, Nanaimo	527,357	550,602	759,326	713,185	2,550,470
	1.4%	0.1%	6.3%	-9.1%	-0.7%
Port Hardy, Prince Rupert	1,446	1,582	2,332	1,655	7,015
	37.1%	-7.3%	-1.1%	18.0%	7.6%

## Cruise Revenue Passengers

The 2013 cruise season had not begun at the time of publishing.

## Highway Traffic Volume

The 2013 quarter 1 highway traffic volume data were not yet available at the time of publishing.

## DATA NOTES

### Provincial Tourism Indicators



#### This Publication

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 but all data are 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 to as 'custom entries', the data report 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 report 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 report the total volume of visitor parties to visitor centres in all

six tourism regions of British Columbia each month; the update is available monthly.



#### Hotel, Convention & Food

##### *Provincial Occupancy Rate\**

Published by PKF Consulting Inc., the data report 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.

##### *Provincial Average Daily Room Rate\**

Published by PKF Consulting Inc., the data report 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.

##### *Food Services & Drinking Places Receipts*

Provided by Statistics Canada, the data report 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 report 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

### *Hotel Occupancy Rate by Community\**

Published by PKF Consulting Inc., the data report occupancy rates for selected communities; 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.

### *Average Daily Room Rate by Community\**

Published by PKF Consulting Inc., the data report 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

### *Passenger Volume to YVR by Different Origin*

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

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## *Cruise Revenue Passengers*

Provided by Cruise BC, the data report 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.

## *BC Ferries Passenger Volume*

Provided by BC Ferries, the data report 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 is reported on a calendar year.

## *Highway Traffic Volume*

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