



VANCOUVER ISLAND REGIONAL PROFILE

BUILDING TOURISM WITH INSIGHT

January 2010



This publication summarizes tourism indicators for the Vancouver Island (VI) tourism region and provides a general overview of the area. The most recent annual data as well as historical trend data are presented including visitor volume, accommodation and transportation indicators, and information about regional tourism products. Wherever possible, provincial data are provided to allow comparison between regional and provincial tourism performance.

Visitor Volume Indicators

REGIONAL CUSTOMS ENTRIES

- In 2008, international customs entries in the Vancouver Island tourism region exhibited a decrease of 2.0% compared to 2007, totalling 702,071, which accounted for 12.9% of provincial total international customs entries.
- Decreases in total international entries were experienced in the region over all quarters, apart from the third quarter of 2008. More than half (57.8%) of the international entries were recorded between July and September of 2008.
- Of the seven customs entry locations in the region (Bedwell Harbour, Campbell River, Courtenay, Nanaimo, Port Alberni, Sidney and Victoria), the majority of the entries were through Victoria (88.2%), while Sidney recorded the second highest proportion (7.7%). Victoria received 11.4% of the total provincial entries.
- From 2000 to 2008, international customs entries in the region demonstrated a relatively smooth growth path with an average annual growth rate of 2.1%.

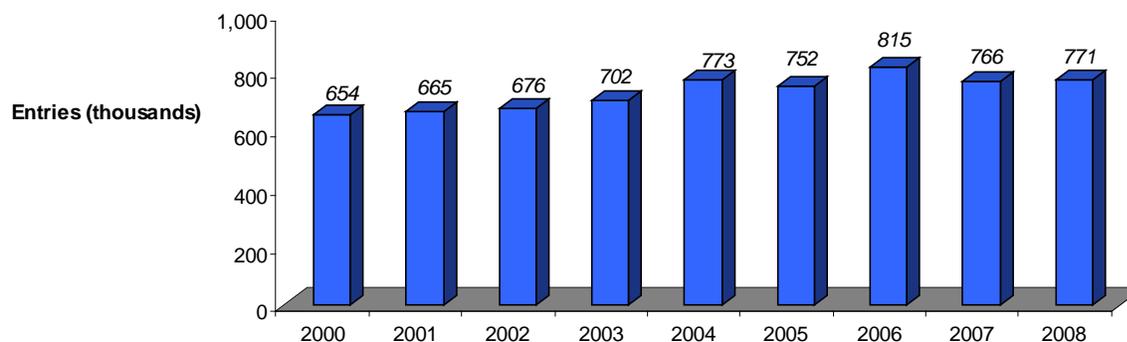
2008 Customs Entries for Vancouver Island and British Columbia

Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Vancouver Island U.S. Total	27,271	218,829	406,622	49,349	702,071
% change	-8.4%	-3.7%	2.4%	-21.4%	-2.0%
Vancouver Island Overseas Total	1,890	25,278	38,816	2,870	68,854
% change	3.6%	29.5%	60.4%	-21.3%	40.0%
Vancouver Island International Total	29,161	244,107	445,438	52,219	770,925
% change	-7.7%	-1.1%	5.8%	-21.4%	0.6%
Provincial International Overnight	703,890	1,242,581	1,831,748	679,305	4,457,524
Provincial % change*	-4.4%	-5.1%	-7.6%	-9.6%	-6.7%

Source: Statistics Canada

*All % change figures are for changes from same period of 2007.

Vancouver Island International Customs Entries 2000 - 2008



Source: Statistics Canada

VISITOR CENTRES

- A total of 354,704 parties visited the Visitor Centres (VCs) in the region in 2008, representing 22.6% of those visiting VCs province-wide.
- The number of visitor parties for the region peaked in the summer months of 2008, with over half (51.3%) of total parties visiting between July and September. Decreases were seen in each of the four quarters relative to the same period of 2007. This led to an overall annual decrease of 11.6%, which is significantly higher than the provincial decline of 5.8%.
- Visitor Centre use in the region has fluctuated from 2000 to 2008, with an average annual growth rate of -1.2%.
- Caution is advised when interpreting these figures as they represent not only changes in visitation to the region, but also changes in the hours of operation for the VCs within the region.

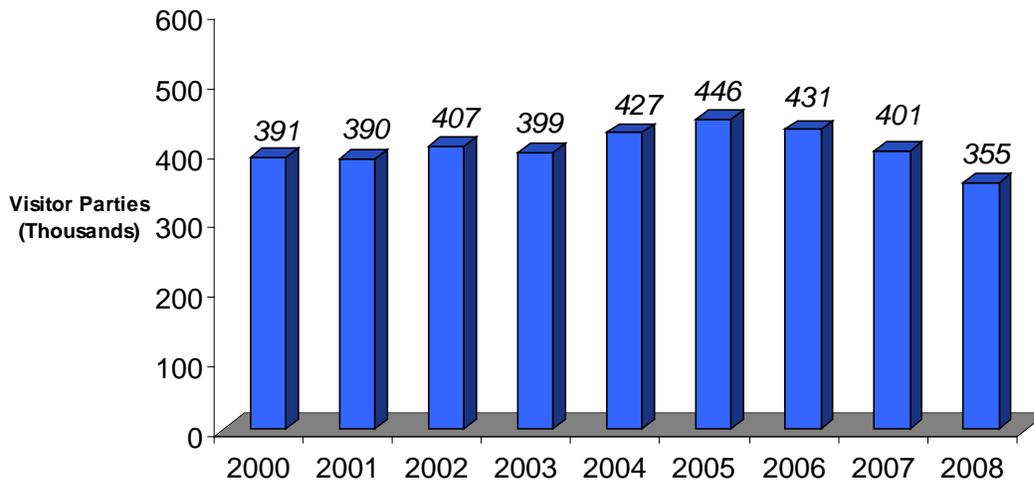
2008 Visitor Centre Visitor Parties Vancouver Island and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Vancouver Island	36,293	100,371	182,116	35,924	354,704
% change	(11.1%)	(13.0%)	(12.8%)	(0.5%)	(11.6%)
British Columbia Total	176,471	421,275	776,243	198,863	1,572,852
% change	(4.9%)	(6.6%)	(8.2%)	5.6%	(5.8%)

Source: Tourism British Columbia

*All % change figures are for changes from same period of 2007.

Vancouver Island Visitor Centre Use 2000 - 2008



Source: Tourism British Columbia

Accommodation Indicators

ACCOMMODATION TYPE AND CAPACITY

- Of the 2,309 fixed-roof accommodation properties listed in the *2009 British Columbia Approved Accommodation Guide*, 641 or 27.8% are located in the Vancouver Island tourism region.
- More properties classified as Inns and Bed & Breakfasts as well as Cottages are found in this region than in any other tourism region in the province. In total, these categories comprise 61.9% of all accommodation facilities in the region, but only 14.2% of the total regional accommodation capacity. The large proportion of small-scale facilities that populate Vancouver Island and the Gulf Islands contributes greatly to the accommodation profile of the region.
- Hotels and motels account for over three quarters (76.0%) of the total regional accommodation capacity.

Fixed-Roof Accommodation Facilities - Vancouver Island and British Columbia

	Vancouver Island	British Columbia	% of Provincial Total
Number of Facilities			
Inns and B&Bs	343	905	37.9%
Cabins	14	64	21.9%
Hotels	87	500	17.4%
Motels	87	525	16.6%
Resorts and Lodges	21	108	19.4%
Cottages	54	100	54.0%
Other*	35	107	32.7%
Total	641	2,309	27.8%
Number of Units			
Inns and B&Bs	1,459	3,700	39.4%
Cabins	146	435	33.6%
Hotels	7,277	51,091	14.2%
Motels	2,914	16,341	17.8%
Resorts and Lodges	943	4,091	23.1%
Cottages	451	698	64.6%
Other*	216	832	26.0%
Total	13,406	77,188	17.4%

Source: 2009 British Columbia Approved Accommodation Guide, Tourism British Columbia

*Includes hostels, houseboats, houses and guest suites.

ROOM REVENUE

- In 2008, total room revenue in the region decreased 4.1% compared to 2007, totalling over \$330 million. This accounted for 16.7% of total provincial room revenue in 2008.
- Room revenue in the region demonstrated continuous growth from 2000 to 2007, but declined in 2008. The average annual growth rate from 2000 to 2008 was 4.0%.

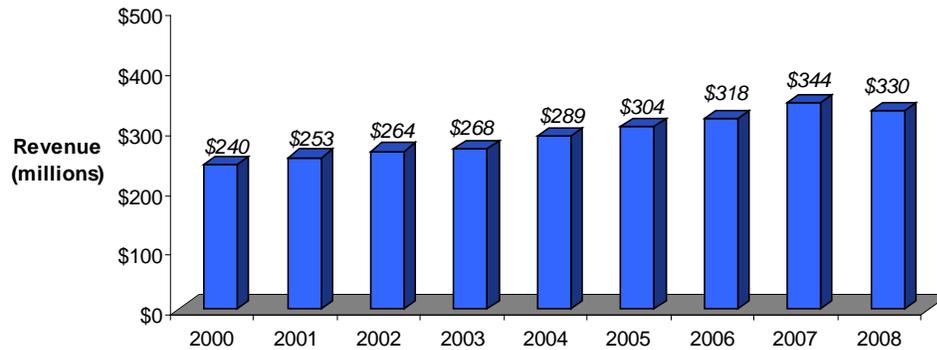
2008 Room Revenue - Vancouver Island and British Columbia (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Vancouver Island	50,594	89,571	137,632	52,385	330,181
% change*	0.2%	-2.7%	-6.3%	-4.7%	-4.1%
British Columbia Total	436,326	503,985	687,844	350,859	1,979,015
% change*	5.3%	3.2%	-1.6%	-4.1%	0.6%
% of BC Total	11.6%	17.8%	20.0%	14.9%	16.7%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

Vancouver Island Room Revenue 2000 – 2008



Source: BC STATS

- Only two of the six regional districts saw room revenue increases in 2008 compared to 2007, Mount Waddington regional district increased by 1.9% and Nanaimo by 1.1%.
- More than half (54.2%) of the region's room revenue was generated from the Capital Regional District (CRD). The City of Victoria generated over three quarters (79.8%) of the room revenue in CRD, which accounted for almost half (43.2%) of the room revenue for the entire tourism region.

2008 Vancouver Island Room Revenue by Regional District (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Capital Region	26,825	52,753	71,098	28,251	178,927
% change*	-2.8%	-2.8%	-10.4%	-4.2%	-6.2%
Cowichan Valley	1,716	2,523	3,855	1,557	9,650
% change*	3.8%	-2.6%	-2.2%	-9.5%	-2.6%
Nanaimo	7,792	11,542	19,801	8,746	47,881
% change*	5.1%	-1.6%	0.6%	2.5%	1.1%
Alberni-Clayoquot	6,416	11,568	23,175	7,235	48,394
% change*	3.6%	-3.0%	-1.7%	-7.4%	-2.2%
Comox-Strathcona	6,796	9,477	15,776	5,616	37,665
% change*	2.4%	-4.5%	-4.1%	-10.9%	-4.2%
Mount Waddington	1,050	1,709	3,926	980	7,665
% change*	9.2%	3.9%	3.6%	-12.6%	1.9%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

2008 Vancouver Island Room Revenue by Urban Centre** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008**
City of Victoria	21,713	43,210	55,521	22,277	142,720
% change*	-4.8%	-2.2%	-11.2%	-6.5%	-6.9%
Other Capital Region	3,208	6,526	11,406	3,962	25,101
% change*	0.1%	-7.6%	-8.0%	6.5%	-4.9%
Nanaimo	5,214	6,591	9,138	5,449	26,393
% change*	1.1%	-3.2%	2.7%	1.2%	0.5%
Port Alberni	822	1,174	2,027	957	4,981
% change*	-3.7%	-3.7%	-4.0%	11.0%	-1.3%
Courtenay	3,248	3,079	3,448	2,288	12,062
% change*	13.3%	-4.2%	-3.7%	-6.9%	-0.5%
Saanich Peninsula	1,905	3,017	4,172	2,012	11,105
% change*	18.7%	0.7%	-7.3%	3.7%	0.6%
Campbell River	1,908	3,563	5,930	1,780	13,182
% change*	-14.5%	-6.7%	-5.7%	-13.6%	-8.4%
Tofino	4,794	8,949	17,480	5,582	36,804
% change*	3.4%	-3.5%	-0.6%	-9.7%	-2.3%
Ucluelet	689	1,317	3,368	611	5,985
% change*	22.1%	2.5%	0.9%	-4.5%	2.7%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

** Only the urban centres with data available from BC STATS are shown.

HOTEL OCCUPANCY RATES

- In 2008, hotel occupancy rates in the Vancouver Island tourism region averaged 64.7%, which exhibited a 2.6 percentage point decrease compared to 2007. At the provincial level, hotel occupancy rates averaged at 65.7% in 2008, a 1.9 percentage point decrease over 2007.
- Hotel occupancy rates for the region decreased at all reporting centres in 2008. Nanaimo saw the greatest decrease in occupancy rates over 2007, with a 6.9 percentage point decrease.

2008 Hotel Occupancy Rates - Vancouver Island and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Vancouver Island	54.9%	70.3%	77.8%	55.7%	64.7%
point change*	-2.0	-2.0	-3.6	-2.7	-2.6
British Columbia Total	58.6%	70.0%	76.8%	57.5%	65.7%
point change*	-0.6	-0.7	-3.1	-3.3	-1.9
Campbell River	55.7%	64.3%	76.9%	52.4%	62.3%
point change*	-5.2	-1.7	1.5	-3.1	-2.1
Greater Victoria	56.4%	76.3%	80.2%	58.9%	68.0%
point change*	-3.5	-1.6	-3.9	-2.9	-3.0
Nanaimo	58.2%	62.3%	74.5%	54.0%	62.3%
point change*	-5.1	-10.4	-4.6	-7.4	-6.9
Parksville/Qualicum Beach	44.8%	46.9%	70.2%	42.4%	51.1%
point change*	3.2	-5.4	-6.8	-2.6	-2.9
Other Vancouver Island	52.3%	64.9%	74.5%	51.4%	60.8%
point change*	3.8	1.0	-2.3	-0.4	0.5

Source: Pannell Kerr Forster Consulting

*All point change figures are for changes from same period of 2007.

AVERAGE DAILY ROOM RATES

- In 2008, average daily room rates for the region demonstrated a 0.9% increase over 2007 to \$127.14, while provincial rates grew by 3.9% to \$134.69.
- Campbell River and Nanaimo experienced annual increases of average daily room rates (8.6% and 5.6% respectively), whilst Parksville/Qualicum Beach and Greater Victoria experienced decreases in average daily room rates (-6.9% and -0.4% respectively). Similar among all reporting locations, room rates peaked during the summer months (July to September).

2008 Average Daily Room Rates - Vancouver Island and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Vancouver Island	\$98.52	\$132.69	\$160.84	\$116.50	\$127.14
% change*	2.0%	2.4%	-0.4%	0.1%	0.9%
British Columbia Total	\$126.87	\$135.35	\$148.81	\$127.74	\$134.69
% change*	6.2%	6.1%	2.0%	1.9%	3.9%
Campbell River	\$83.36	\$94.98	\$110.32	\$91.42	\$95.02
% change*	11.8%	9.7%	8.5%	5.0%	8.6%
Greater Victoria	\$97.45	\$137.04	\$162.22	\$115.02	\$127.93
% change*	1.1%	1.3%	-2.5%	-0.6%	-0.4%
Nanaimo	\$93.74	\$101.67	\$115.84	\$99.44	\$102.67
% change*	7.8%	4.9%	5.3%	4.9%	5.6%
Parksville/Qualicum Beach	\$93.45	\$129.79	\$134.33	\$116.56	\$118.53
% change*	-0.4%	1.2%	-21.0%	-0.3%	-6.9%
Other Vancouver Island	\$114.02	\$144.35	\$197.40	\$143.21	\$149.75
% change*	-0.3%	2.4%	7.1%	1.1%	3.0%

Source: Pannell Kerr Forster Consulting

*All % change figures are for changes from same period of 2007.

Transportation Indicators

REGIONAL TRANSPORTATION STATISTICS

- Over 2 million passengers travelled through the four airports in the Vancouver Island tourism region in 2008, with just under three quarters (74.8%) of all regional passengers travelling through Victoria International Airport.
- Yearly increases over 2007 were experienced at Nanaimo and Victoria airport's (10.7% and 3.8% respectively), whilst passengers volumes declined at Campbell River and Comox Airport's (-2.1% and -2.0% respectively).
- Route 4, at the junction to Ucluelet/Tofino saw a decrease of 2.5% in vehicle volume over 2007.

2008 Vancouver Island Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Regional Airports					
Victoria	350,303	397,932	428,745	361,437	1,538,417
% change*	5.4%	4.7%	5.4%	-0.1%	3.8%
Comox	75,132	79,768	83,955	65,214	304,069
% change*	19.3%	5.7%	-12.4%	-14.0%	-2.0%
Campbell River	12,268	15,565	20,348	11,601	59,782
% change*	4.0%	3.0%	-4.2%	-10.4%	-2.1%
Nanaimo	35,126	42,012	47,756	29,867	154,761
% change*	34.8%	19.5%	10.8%	-15.7%	10.7%
Highway Volume					
Route 4, junction to Ucluelet/Tofino	3,737	6,033	9,693	3,935	23,398
% change*	4.4%	-2.7%	-5.3%	-1.4%	-2.5%

Source: Regional airport authorities, Ministry of Transportation & Highways
 *All % change figures are for changes from same period of 2007.

BC FERRIES

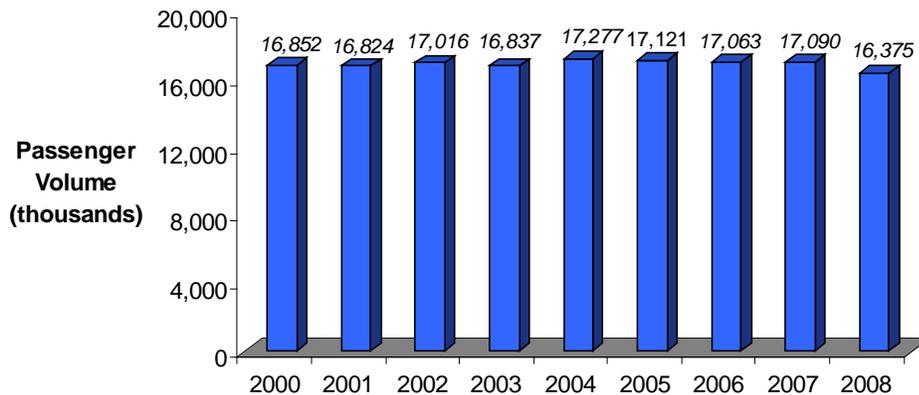
- In 2008, over 16 million passengers were transported on BC Ferries' Vancouver Island routes, a 4.2% decrease relative to 2007. Passenger volume decreases were seen on the main routes between Vancouver Island and the Mainland (down 3.7%), as well as the Northern routes (down 5.7%) and on the routes serving Gulf Islands and other areas of the region (down 5.0% compared to 2007).
- Passenger volume on the Vancouver Island routes remained fairly constant from 2000 to 2007, but declined in 2008. The average annual growth rate from 2000 to 2008 was -0.4%.

2008 Passenger Volume on BC Ferries' Vancouver Island Routes

Routes	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
All Vancouver Island	3,219,613	4,114,744	5,657,855	3,383,158	16,375,370
% change*	2.9%	-5.7%	-5.8%	-5.9%	-4.2%
Victoria, Vancouver, Nanaimo	2,050,268	2,768,114	3,785,881	2,208,678	10,812,941
% change* (Rts. 1, 2 & 30)	3.7%	-3.4%	-6.6%	-5.5%	-3.7%
Northern Island	61,555	80,584	103,499	58,662	304,300
% change* (Rts. 10, 25 & 40)	1.3%	-4.1%	-7.6%	-10.9%	-5.7%
Gulf Islands & Other	1,107,790	1,266,046	1,768,475	1,115,818	5,258,129
% change* (Rts. 4-6, 9, 12, 17, 19-24 & 31)	1.75%	-10.5%	-3.9%	-6.4%	-5.0%

Source: British Columbia Ferry Services Inc.
 *All % change figures are for changes from same period of 2007.

Passenger Volume on BC Ferries' Vancouver Island Routes 2000-2008



Source: British Columbia Ferry Services Inc.

Regional Tourism Products

OVERVIEW OF TOURISM PRODUCT OFFERING

- There are approximately 2,193 nature-based tourism businesses in the province, of which, more than a quarter (27.5%) operate in the Vancouver Island tourism region.
- The Vancouver Island region also offers a diverse range of other tourism products including those related to arts, culture and sports.

2002 Other Tourism Product Facilities – Vancouver Island and British Columbia

	Vancouver Island	British Columbia Total	% of British Columbia Total
Arts & Crafts	232	494	47.0%
Cultural Events	250	1,216	20.6%
Golfing	39	199	19.6%
Museum and Archives	28	118	23.7%
Sports	132	1,163	11.3%
Wineries	8	49	16.3%

Source: 2002 *British Columbia Product Guide*, Tourism British Columbia

Note: Some businesses chose not to be included in the *Product Guide*. As a result, the table above does not represent an exhaustive listing of all the tourism products in the region or the province.

Number of Commercial Nature-Based Tourism Businesses – Vancouver Island and British Columbia

	Vancouver Island	British Columbia Total	% of British Columbia Total
Lodge-Based			
Destination Lodges	27	95	28.4%
Guest Ranches	0	71	0.0%
Guide Outfitters	17	236	7.2%
Freshwater (FW) - Based			
FW Fishing Lodges	9	145	6.2%
FW Fishing (No Lodge)	13	116	11.2%
River Rafting	1	79	1.3%
FW Kayaking/Canoeing	1	40	2.5%
Marine/Saltwater (SW) - Based			
SW Fishing Lodges	86	132	65.2%
SW Fishing (No Lodge)	46	71	64.8%
SW (Ocean) Kayaking	74	137	54.0%
Boat Charters (most SW)	155	298	52.0%
Scuba Diving	27	54	50.0%
Marine Wildlife Viewing	37	41	90.2%
Sail Cruising	39	85	45.9%
Pocket Cruising	2	10	20.0%
Land - Based			
Land-Based Summer*	65	407	16.0%
Mountain Biking	4	44	9.1%
Land-Based Winter**	0	100	0.0%
Heli-Skiing	0	32	0.0%
Total	603	2,193	27.5%

Source: *Characteristics of the Commercial Nature-Based Tourism Industry in British Columbia*, Tourism British Columbia

*Include cycling tours (other than Mountain Biking), ATV experiences, bird-watching, nature-based cultural tourism, education, hang-gliding/para-sailing, hiking/backpacking, horseback riding, llama trekking, rock-climbing, day sailing and wildlife or nature observation including photography.

**Include backcountry ski touring, cross country skiing, winter education, snowmobiling and cat skiing/snowboarding.

CONFERENCE DELEGATE DAYS

- Information on the Victoria Conference Centre for 2008 indicates a total of 162,942 participants attending events (a decrease of 32.4% over 2007) and 97,882 non-resident delegates attending events taking place in the centre (a decrease of 25.0% over 2007).
- The volume is highest in the first and fourth quarters for total event participant days and highest in the second and fourth quarters for non-residents delegate days.
- It should be noted that these figures are dependent upon both the size and frequency of conference bookings in the region, and significant seasonal fluctuations are common.

2008 Victoria Conference Centre Delegate Days

Victoria Conference Centre	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Total Event Participant Days*	52,535	35,180	18,392	56,835	162,942
% Change***	-18.5%	-29.0%	-39.3%	-41.4%	-32.4%
Non Resident Delegate Days**	14,225	26,886	15,636	41,135	97,882
% Change***	-2.5%	-44.7%	-42.0%	2.2%	-25.0%

Source: Conventions BC

Total Event Participant Days consists of all participants attending events taking place in a centre.

** Non-Resident Delegate Days consists of 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).

***All % change figures are for changes from same period in 2007.

CRUISE

- Passenger volume among cruise ships using Victoria's Ogden Point facilities exhibited an increase of 15.2% over 2007.
- Cruise passengers going through Victoria's Ogden Point constituted 28.7% of total cruise ship passengers arriving in British Columbia in 2008.
- The number of ships docking at Victoria's Ogden Point facilities increased from 45 in 2000 to 201 in 2008, exhibiting an average annual growth rate of 20.6%.
- Passenger volume among cruise ships using Nanaimo's Port facilities exhibited a significant decline of 43.7% over 2007.
- Campbell River welcomed its first cruise ship call in 2007. In 2008, Campbell River welcomed approximately 2,000 passengers on five ship calls.

2008 Vancouver Island Cruise Ship Passengers

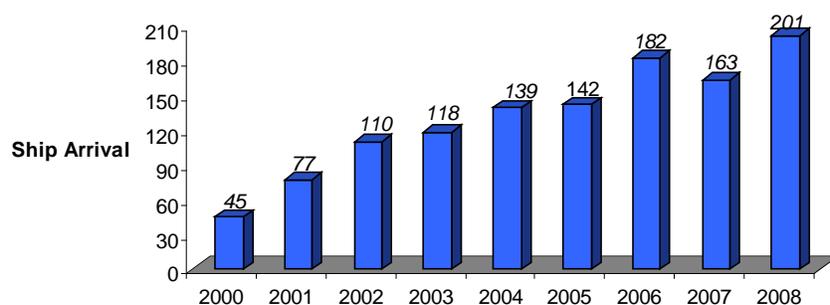
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Victoria	0	153,027	228,468	11,485	392,980
% change*	no change	19.0%	16.5%	-30.0%	15.2%
Nanaimo	0	2,193	8,692	6,250	17,135
% change*	no change	-48.2%	5.5%	-65.2%	-43.7%
Campbell River**	0	0	1,904	48	1,952
% change*	no change	no change	n/a	n/a	n/a

Source: Greater Victoria Harbour Authority, Nanaimo Port Authority, Discovery Harbour Authority (Campbell River Port)

* All % change figures reflect change since 2007

**No data available for 2007

Greater Victoria Cruise Ship Arrivals 2000 – 2008



Source: Greater Victoria Harbour Authority

FISHING

- The Vancouver Island tourism region provides exciting opportunities for both saltwater and freshwater fishing activities.
- Results from *the 2005 Survey of Recreational Fishing in Canada* showed that the vast majority (85.1%) of those participating in recreational fishing in the Vancouver Island tourism region were from British Columbia. On average, anglers spent 14.3 days fishing in the region.
- Among the regional anglers who were non-BC residents, the survey results indicated that 78.0% of this group made a single trip to BC in 2005 while 22% made multiple trips. On average, they spent a total of 22 days in the province.

2005 Recreational Anglers – Vancouver Island and British Columbia

	% of Vancouver Island Anglers	% of British Columbia Anglers	% of BC Total 2005
Origin of Angler			
British Columbia	85.1%	79.2%	11.3%
Other Canadian	3.6%	10.1%	3.7%
United States and Other International	11.3%	10.7%	11.2%
Number of Trips Made to British Columbia in 2005*			
1 trip	78.0%	71.9%	8.7%
2-5 trips	21.4%	22.9%	7.5%
6-10 trips	0.0%	3.1%	0.0%
11 or more trips	0.6%	2.1%	2.3%

Source: *2005 Survey of Recreational Fishing in Canada*, Fisheries and Oceans Canada

*Only data for non-BC residents are presented.

2005 Average Days Fished and Spent in British Columbia

	Vancouver Island Anglers	All British Columbia Anglers
Fished in British Columbia	14.3	13.1
Spent in British Columbia*	22.0	12.0

Source: 2005 Survey of Recreational Fishing in Canada, Fisheries and Oceans Canada

*Only data for persons not residing in BC are presented.

SKIING AND SNOWBOARDING

- The premiere ski destination in the Vancouver Island tourism region is Mount Washington, 25 km west of the Comox Valley and 50 km south of Campbell River. Mount Washington Alpine Resort features 1,600 acres in alpine runs for skiers and snowboarders and 55 km of cross-country ski trails. In 2007 Mount Washington significantly increased their night skiing to now include a long intermediate level run and a terrain park. The resort has expanded its off-season facilities to incorporate various summer activities, including mountain biking, hiking, and chair lift rides to scenic vantage points.

2008 Vancouver Island Ski Facilities

Ski Hill	Total Runs	% of Province (1,806 runs)
All Vancouver Island Mountains	78	4.3%
Mt. Cain Ski Resort	18	1.0%
Mt. Washington Resort	60	3.3%

Source: Tourism Vancouver Island

PARKS AND CAMPING

- Camping and wilderness areas offered in Provincial Parks are an important component of the provincial tourism product. The BC Provincial Park network consists of 972 provincial parks, protected areas, recreation areas, or ecological reserves, covering 14.26% of the total provincial land base (13.05 million hectares). This network includes 333 vehicle accessible campgrounds offering a variety of facilities, including 12,969 campsites (vehicle accessible), 136 boat launch areas, 24,301 day-use parking spots, 487 day-use areas (vehicle accessible), 250 parks with facilities for visitors with disabilities, and 3,000 kilometres of hiking trails. In 2006, there were 19,022,000 recorded visits to BC Provincial Parks. (Recorded visits are those recorded through campground registrations, trail and traffic counters, and visual counts).
- In total, 15.0% of the provincial campsites are located in the Vancouver Island tourism region.
- There are two national parks in the Vancouver Island tourism region. Firstly, the Pacific Rim National Park Reserve, located on the west coast of Vancouver Island. It is split into three distinct units; Long Beach, the Broken Group Islands, and the West Coast Trail - a 75 km hiking trail that attracts over 5,000 hikers each year. Secondly, the Gulf Island National Park Reserve, one of Canada's newest national parks established in 2003. It resembles a patchwork quilt of protected lands scattered over 15 larger islands, and many smaller islets and reefs.
- Nearly one-quarter (24.1%) of the private/municipal campsites are located in the Vancouver Island tourism region.

Park and Camping Facilities – Vancouver Island and British Columbia

	Vancouver Island	British Columbia	
Provincial Parks*			% of Provincial Total
Front Country Camping	28	166	16.9%
Back Country Camping	17	68	25.0%
Group Camping	13	39	33.3%
Youth Group Camping	14	39	35.9%
Marine Camping	7	37	18.9%
Total Camp Sites**	1,940	12,969	15.0%
National Parks			% of National Total
Number of Parks	2	7	28.6%
Front Country Camping	3	14	21.4%
Back Country Camping	9	27	33.3%
Group Camping	2	3	66.7%
Youth Group Camping	1	1	100.0%
Marine Camping	11	11	100.0%
Cabins/Huts	0	8	0.0%
Back Country Campsites	52	206	25.2%
Total Camp Sites	322	1,268	25.4%
Private/Municipal Parks***			% of Private/Municipal Total
Number of Parks	76	365	20.8%
Total Camp Sites	5,405	22,409	24.1%

Source: BC Parks; Parks Canada and 2009 *British Columbia Approved Accommodation Guide*, Tourism British Columbia

*2007 data: Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in provincial parks.

**2008 data: Total does not include various walk-in and wilderness sites for which no information is available.

***Only includes facilities listed in the 2009 *British Columbia Approved Accommodation Guide*, Tourism British Columbia.

Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in Private/Municipal Parks.

Regional Geographic and Demographic Information

GEOGRAPHY AND CLIMATE

- The Vancouver Island tourism region, covering an area of 54,747 km², is primarily composed of its large namesake island, which measures 450 kilometres in length and 100 kilometres wide. The Gulf Islands and remote areas of mid-coastal British Columbia constitute the remainder of this region, characterized by miles of pristine coastline, temperate climate, and fertile agricultural valleys.
- The corresponding table presents the climate information of the major cities in this region.

Climate of Major Cities on Vancouver Island

City	Average Yearly Temperature (°C)	Average Yearly Snowfall (cm)	Average Yearly Rainfall (mm)	Average Yearly Sunshine (hr)
Campbell River	8.6	109	1,344.1	122
Comox	9.7	74	1,100.3	161
Port Alberni	9.5	114.1	1,797.9	133
Nanaimo	9.8	80.9	1,077.9	159
Victoria	9.7	43.8	841.4	174

Source: Environment Canada (based on data during 1971-2000)

DEMOGRAPHY

- The population in the Vancouver Island region exhibited significant growth (up 6.1%) in 2006 since the previous census in 2001, totalling 704,634. This constituted 17.1% of the total population in British Columbia. Victoria is home to approximately half of the regional population, with the populations of Nanaimo, Campbell River, and Courtenay making up a further 18.5%.
- In general, the age structure of the population indicated that this region was slightly older than the overall provincial population.
- The average annual earnings of the residents in this region was \$23,783, which was lower than the provincial average of \$25,722.

2006 Census Information – Vancouver Island and British Columbia

	Vancouver Island	British Columbia	% of Provincial Total
Land Area (km ²)	54,747	924,815	5.9%
Total Private Dwellings	330,036	1,788,474	18.5%
Population			
Population (2006)	704,634	4,113,487	17.1%
% Change (since 2001)	6.1%	5.3%	n/a
Age			
0-19	21.4%	23.2%	15.8%
20-44	29.7%	33.8%	15.1%
45-64	30.9%	28.4%	18.6%
65-84	15.5%	12.7%	20.9%
85+	2.5%	1.8%	23.6%
Average Annual Earnings			
All persons with reported income	\$23,783	\$25,722	Diff btwn regional & provincial earnings -\$1,939
Only persons reporting full-time/full year	\$41,300	\$42,230	-\$930

	Vancouver Island	British Columbia	% of Provincial Total
Labour Force*			Diff btwn regional & provincial rates
Labour Force Participation rate	62.6%	65.6%	-3.0
Employment rate	59.0%	61.6%	-2.6
Unemployment rate	5.8%	6.0%	-0.2

Source: 2006 Census, Statistics Canada

*Participation rates are calculated based on participation in the labour force (both employed and unemployed) among the total population in working ages (over the age of 15), employment rates consider only those currently employed among the total population in working ages, and unemployment rates refer only to those currently unemployed and seeking employment in the labour force.

Note: The Vancouver Island tourism region includes the following Census Divisions: Alberni-Clayoquot, Capital, Comox-Strathcona, Cowichan Valley, Mount Waddington and Nanaimo.

For More Information Contact

For more information about tourism on Vancouver Island and the Gulf Islands, please contact:

Tourism Vancouver Island

#501 - 65 Front Street, Nanaimo, BC, V9R 5H9, Canada

Telephone: (250) 754-3500
Fax: (250) 754-3599
E-Mail: info@tourismvi.ca
Internet: <http://www.vancouverisland.travel/>

For more information about tourism on Victoria, please contact:

Tourism Victoria (Administration Office)

4th Floor, 31 Bastion Square, Victoria, BC, V8W 1J1, Canada

Telephone: (250) 414-6999
Fax: (250) 361-9733
Internet: <http://www.tourismvictoria.com>

Tourism Victoria (Visitor Centre)

812 Wharf Street, Victoria, BC, V8W 1T3, Canada

Telephone: (250) 953-2033
Toll-free: 1-800-663-3883
Fax: (250) 382-6539
Internet: <http://www.tourismvictoria.com>
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