

Provincial Tourism Indicators

2012 YEAR END ISSUE

International Visitor Arrivals to BC

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
U.S.A. Total	218,268	249,492	272,954	285,548	401,497	553,850	658,299	678,209	450,420	257,563	228,718	297,478	4,552,296
	-2.8%	4.4%	4.9%	-0.2%	-1.2%	0.0%	-5.9%	3.7%	-2.0%	-1.5%	0.6%	-3.6%	-0.6%
U.S.A. Overnight	114,915	139,865	158,240	163,360	249,023	378,679	443,524	462,278	278,276	144,601	125,475	184,297	2,842,533
	-3.3%	1.6%	8.0%	-1.5%	-3.7%	1.1%	-5.6%	7.2%	-1.3%	6.7%	8.7%	1.8%	0.9%
Asia/Pacific	52,111	41,128	46,331	47,188	83,453	101,526	115,054	109,267	88,130	55,549	35,731	62,049	837,517
	13.0%	5.6%	17.9%	2.3%	0.3%	2.9%	-0.9%	5.2%	0.1%	11.3%	-1.3%	3.9%	3.9%
Europe	18,798	21,310	23,932	22,084	45,175	56,323	70,812	71,544	51,945	21,533	13,293	21,127	437,876
	4.9%	13.6%	14.6%	-12.4%	-5.6%	-2.8%	-5.1%	0.5%	-4.7%	-3.9%	-9.3%	-8.2%	-2.5%
International Overnight	191,957	207,602	235,525	239,155	386,914	548,065	646,772	656,883	427,795	226,069	178,499	274,433	4,219,669
	2.0%	4.2%	11.2%	-2.2%	-2.8%	1.2%	-4.5%	6.0%	-1.4%	6.5%	5.1%	1.1%	1.2%

Canadian Re-entries to BC

Returning ..	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
US	286,703	279,247	405,194	392,713	409,698	368,136	551,211	639,707	467,544	366,514	356,824	352,517	4,876,008
	0.0%	7.0%	5.8%	-3.4%	-3.1%	14.9%	10.8%	5.3%	14.2%	13.4%	13.9%	17.5%	7.6%
Overseas	152,853	123,134	150,881	132,141	112,280	99,408	100,701	127,163	107,432	100,994	111,439	121,928	1,440,354
	5.6%	9.3%	7.8%	6.4%	8.7%	20.6%	26.5%	20.8%	11.5%	8.4%	13.0%	9.2%	11.5%

Travel Parties to Visitor Centres by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vancouver, Coast & Mou..	29,902	32,165	33,152	32,916	44,957	54,195	77,294	74,902	50,321	31,153	24,230	26,699	511,886
	-6.7%	0.2%	-6.3%	-5.8%	-7.0%	-12.8%	-8.3%	-12.2%	-12.4%	-3.1%	-15.1%	-13.6%	-9.2%
Vancouver Island	7,183	10,687	14,997	16,266	29,617	41,655	59,687	64,184	39,380	16,491	9,034	6,229	315,410
	-7.3%	3.9%	-1.4%	-18.8%	-1.4%	-12.7%	-7.4%	-10.4%	-10.3%	-4.7%	-2.0%	-11.9%	-8.5%
Thompson Okanagan	6,844	8,299	10,689	12,660	28,231	39,799	63,178	68,351	41,904	16,759	9,346	6,725	312,785
	-3.9%	5.2%	-7.8%	-1.1%	11.0%	1.7%	-7.4%	2.5%	4.4%	3.4%	4.0%	-11.7%	0.3%
Kootenay Rockies	4,517	5,280	5,797	5,964	11,784	18,488	34,904	38,402	17,484	7,660	3,968	3,666	157,914
	1.9%	11.8%	-1.9%	3.1%	5.6%	4.1%	-12.6%	-7.1%	-13.1%	-6.5%	-12.1%	-18.0%	-6.2%
Northern BC	1,796	2,050	2,274	2,429	9,456	17,801	27,659	27,875	9,465	2,613	2,119	1,372	106,909
	0.9%	6.2%	-9.8%	-11.5%	0.0%	-14.5%	-6.7%	-4.5%	-20.5%	-9.9%	10.1%	-21.6%	-8.3%
Cariboo Chilcotin Coast	647	765	1,144	1,333	3,370	5,779	9,311	9,730	4,270	1,823	961	773	39,906
	-16.8%	7.0%	9.3%	-9.0%	8.7%	-13.2%	-13.3%	-13.2%	-4.6%	23.3%	-9.3%	-5.3%	-8.4%
BC Total	50,889	59,246	68,053	71,568	127,415	177,717	272,033	283,444	162,824	76,499	49,658	45,464	1,444,810
	-5.6%	2.8%	-5.0%	-8.0%	-0.1%	-8.5%	-8.5%	-7.2%	-8.5%	-2.2%	-8.4%	-13.6%	-6.7%



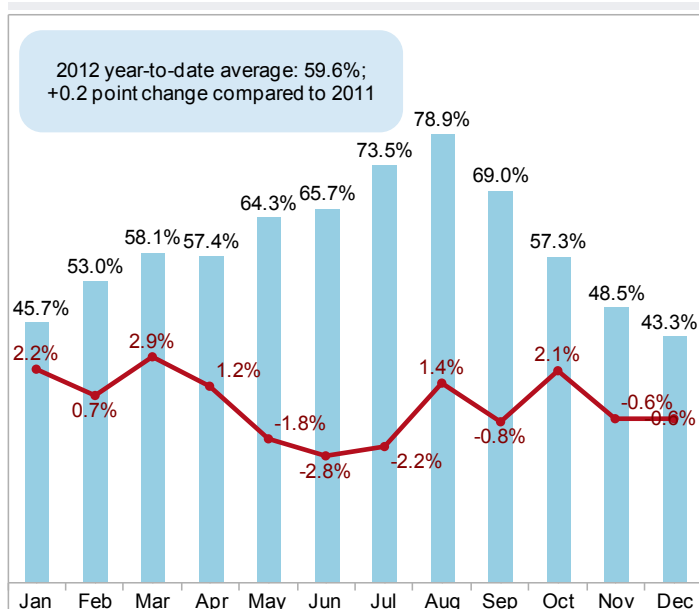
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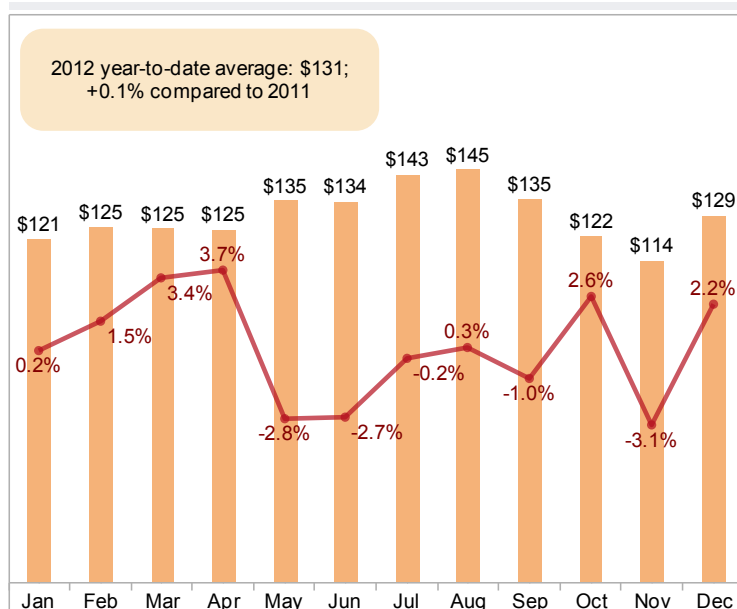
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Tourism Indicators - Hotel, Convention & Food

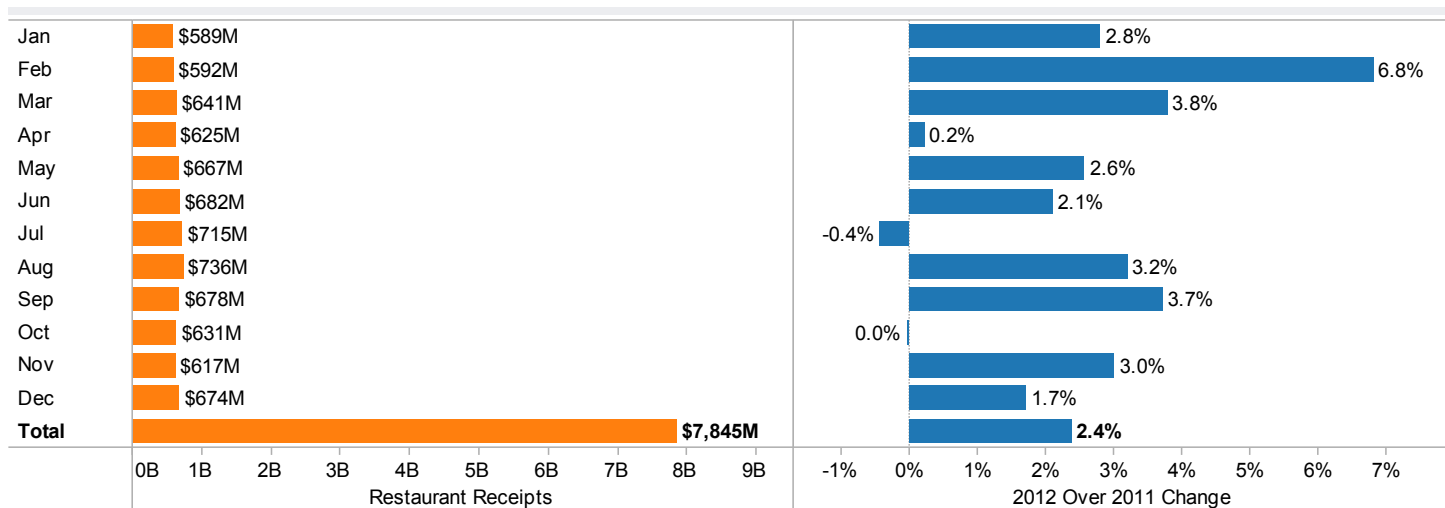
Provincial Hotel Occupancy Rate



Provincial Average Daily Room Rate



Food Services & Drinking Places Receipts



Convention Centres

		Q1	Q2	Q3	Q4	Total
Vancouver Convention & Exhibition Centre	Event Participant Day	450,774	361,407	498,837	251,041	1,562,059
	Non-Resident Delegate Day	119,854	177,358	67,064	74,478	438,754
Victoria Conference Centre	Event Participant Day	41,147	27,182	19,157	58,582	146,068
	Non-Resident Delegate Day	11,782	21,946	16,901	43,900	94,529
Whistler Conference Centre	Event Participant Day	12,595	22,007	10,704	13,756	59,062
	Non-Resident Delegate Day	19,886	17,450	7,870	7,319	52,525



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Tourism Indicators - Accommodation

Hotel Occupancy Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Greater Vancouver	50.3%	57.2%	64.8%	66.6%	77.4%	74.5%	80.7%	83.2%	77.5%	66.4%	58.3%	48.1%	67.1%
	2.4%	-0.2%	3.4%	3.6%	-2.1%	-5.7%	-1.1%	0.5%	-1.2%	3.9%	-3.1%	0.0%	0.1%
Downtown Vancouver	52.1%	61.5%	70.4%	72.0%	84.3%	78.7%	84.5%	85.0%	84.0%	71.8%	60.2%	47.7%	71.1%
	2.8%	-0.1%	4.1%	3.6%	-1.7%	-7.6%	-1.4%	-1.7%	-2.2%	5.6%	-4.7%	-2.0%	-0.4%
Airport (Richmond)	54.1%	58.6%	62.4%	63.3%	73.5%	76.6%	82.3%	85.4%	75.7%	66.3%	59.5%	52.8%	67.7%
	3.2%	0.9%	4.5%	5.4%	-1.0%	-2.0%	0.0%	2.4%	-0.3%	4.5%	-2.9%	2.7%	1.6%
Whistler Resort	75.0%	78.2%	72.0%	55.3%	35.9%	46.8%	62.1%	71.3%	48.9%	27.0%	28.2%	61.3%	55.0%
	11.8%	10.3%	10.5%	3.5%	-0.3%	-1.9%	-4.6%	0.2%	-1.8%	2.6%	2.5%	-4.2%	2.4%
Vancouver Island	37.6%	49.6%	54.7%	55.4%	61.3%	66.8%	73.4%	81.5%	69.6%	55.1%	44.0%	40.4%	57.6%
	-3.2%	-0.9%	-1.5%	-1.3%	-1.9%	-0.3%	-2.0%	4.2%	2.7%	-0.2%	-0.5%	-1.2%	-0.4%
Greater Victoria	40.8%	53.7%	57.0%	61.7%	67.6%	73.3%	79.0%	85.2%	76.2%	59.5%	46.3%	42.9%	62.2%
	-5.3%	-1.4%	-3.8%	-1.1%	-4.3%	-2.2%	-1.1%	3.9%	3.4%	-0.3%	0.2%	-1.4%	-0.9%
Nanaimo	39.8%	47.7%	55.1%	51.0%	59.8%	62.7%	63.3%	74.1%	61.1%	51.7%	46.1%	36.6%	54.1%
	1.6%	-2.8%	1.0%	0.7%	6.5%	3.7%	-4.8%	5.1%	-0.2%	-13.1%	-1.8%	-1.6%	-0.5%
Campbell River	37.6%	48.5%	54.8%	49.2%	51.0%	58.8%	71.1%	79.1%	68.8%	53.7%	48.1%	41.7%	55.2%
	3.7%	2.8%	1.9%	1.7%	1.3%	3.3%	4.9%	6.3%	5.7%	8.8%	-0.7%	1.8%	3.4%
Parksville/Qualicum Beach	30.1%	36.9%	47.5%	35.8%	44.0%	49.4%	61.0%	80.9%	52.7%	37.8%	32.7%	33.9%	46.0%
	1.4%	-0.4%	4.9%	-6.1%	3.0%	5.4%	-7.1%	5.4%	5.0%	4.0%	-2.9%	-1.7%	1.5%
Kamloops	42.0%	44.3%	56.1%	56.1%	69.9%	66.4%	74.2%	77.5%	70.0%	57.0%	41.7%	35.0%	57.7%
	7.7%	-0.7%	9.4%	-3.1%	9.4%	4.9%	-1.9%	0.6%	4.9%	8.1%	-3.5%	-1.2%	2.6%
Kelowna	32.4%	37.6%	41.3%	47.6%	60.7%	62.5%	75.3%	83.4%	65.7%	51.4%	38.4%	29.6%	52.3%
	1.5%	0.6%	1.5%	-5.9%	3.0%	3.1%	-1.7%	6.7%	0.1%	1.0%	0.8%	0.0%	0.9%
Penticton	19.2%	25.0%	39.8%	43.1%	52.1%	60.4%	71.2%	84.6%	58.4%	47.6%	28.6%	21.9%	46.1%
	-5.7%	-2.0%	4.9%	4.8%	-2.8%	2.5%	-9.6%	4.7%	-2.8%	-3.1%	0.3%	-3.1%	-1.1%
Prince George	43.7%	52.1%	56.7%	57.2%	60.5%	70.6%	65.5%	70.5%	63.1%	66.9%	59.7%	42.0%	58.4%
	2.6%	-0.9%	-1.3%	-2.4%	-3.6%	10.3%	5.1%	-4.3%	-11.4%	1.4%	0.1%	-0.1%	0.0%

Average Daily Room Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Greater Vancouver	\$118	\$121	\$126	\$132	\$147	\$142	\$149	\$147	\$145	\$132	\$121	\$115	\$135
	-0.7%	-0.9%	2.6%	2.4%	-4.8%	-5.9%	0.3%	-1.5%	-2.3%	3.7%	-4.5%	0.4%	-1.4%
Downtown Vancouver	\$129	\$134	\$142	\$153	\$177	\$168	\$181	\$177	\$172	\$152	\$136	\$127	\$158
	-1.4%	-0.9%	3.9%	3.7%	-5.3%	-6.1%	2.4%	-0.5%	-2.6%	4.2%	-6.3%	1.5%	-1.3%
Airport (Richmond)	\$108	\$107	\$108	\$106	\$107	\$111	\$110	\$112	\$106	\$109	\$105	\$104	\$109
	-1.1%	-1.7%	-0.7%	-0.4%	-7.8%	-4.1%	-3.9%	-2.8%	-4.2%	0.5%	-3.5%	-1.4%	-2.2%
Whistler Resort	\$241	\$250	\$226	\$183	\$140	\$164	\$157	\$157	\$142	\$137	\$129	\$331	\$200
	-1.0%	1.4%	1.2%	10.7%	6.2%	13.4%	0.0%	0.6%	-0.4%	6.1%	-6.8%	10.3%	4.3%
Vancouver Island	\$94	\$100	\$103	\$108	\$124	\$133	\$148	\$152	\$135	\$111	\$99	\$105	\$122
	-5.0%	0.6%	0.8%	1.5%	-1.6%	-0.3%	-1.1%	-0.3%	1.1%	-1.8%	-2.1%	2.5%	0.0%
Greater Victoria	\$92	\$96	\$98	\$104	\$125	\$132	\$141	\$144	\$133	\$109	\$95	\$100	\$118
	-5.8%	0.6%	-0.8%	1.8%	-3.0%	-1.3%	-3.0%	-1.0%	1.1%	-1.9%	-2.5%	3.4%	-0.5%
Nanaimo	\$100	\$102	\$105	\$109	\$115	\$119	\$119	\$120	\$108	\$108	\$104	\$102	\$111
	0.8%	-0.4%	2.6%	7.1%	6.6%	6.9%	2.5%	3.6%	-0.4%	2.8%	2.3%	2.3%	3.5%
Campbell River	\$86	\$88	\$89	\$90	\$92	\$99	\$108	\$109	\$98	\$90	\$89	\$86	\$95
	-0.7%	4.9%	3.6%	4.2%	1.0%	2.0%	2.4%	4.6%	2.6%	1.8%	-1.8%	-0.4%	2.3%
Parksville/Qualicum Beach	\$86	\$100	\$111	\$109	\$124	\$134	\$172	\$183	\$134	\$105	\$85	\$109	\$128
	-4.1%	9.5%	13.6%	-0.7%	7.9%	6.5%	1.2%	3.0%	4.0%	-4.4%	-15.3%	4.5%	1.3%
Kamloops	\$90	\$92	\$96	\$98	\$104	\$107	\$112	\$115	\$106	\$98	\$96	\$92	\$102
	6.7%	3.7%	5.5%	4.9%	3.6%	1.6%	3.3%	3.1%	3.3%	3.3%	7.4%	4.0%	3.7%
Kelowna	\$85	\$100	\$103	\$106	\$129	\$141	\$156	\$171	\$135	\$112	\$100	\$98	\$128
	-9.6%	1.3%	5.1%	-1.2%	3.4%	4.7%	-2.4%	6.6%	-2.2%	0.8%	1.0%	2.5%	1.8%
Penticton	\$74	\$81	\$84	\$98	\$116	\$129	\$156	\$174	\$118	\$118	\$77	\$78	\$122
	0.4%	-2.7%	1.3%	9.2%	1.0%	5.6%	-2.8%	0.6%	1.3%	1.6%	-6.3%	-2.8%	1.2%
Prince George	\$104	\$107	\$107	\$107	\$108	\$109	\$107	\$106	\$106	\$108	\$106	\$105	\$107
	0.4%	2.1%	2.1%	4.0%	4.0%	3.5%	5.2%	1.9%	0.6%	1.3%	1.1%	0.7%	2.3%



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Tourism Indicators - Transportation

Passenger Volume to YVR by Different Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Domestic	687,305	671,461	721,021	717,160	769,322	798,026	890,482	945,708	786,848	762,732	684,080	738,789	9,172,934
	5.7%	7.6%	1.3%	5.4%	2.2%	1.2%	3.0%	3.7%	2.8%	4.0%	4.1%	0.6%	3.4%
Transborder	332,342	328,936	386,040	352,767	362,537	376,469	431,815	444,512	342,622	302,682	289,633	334,981	4,285,336
	5.8%	6.9%	4.7%	4.6%	2.7%	1.2%	1.1%	2.6%	2.5%	3.1%	3.6%	-2.7%	2.9%
Asia Pacific	223,441	176,137	202,502	190,325	200,830	209,676	237,812	245,627	205,424	198,570	170,018	204,259	2,464,621
	7.8%	5.0%	5.9%	5.0%	5.8%	3.7%	1.2%	0.4%	-0.4%	2.2%	1.1%	0.4%	3.1%
Europe	60,755	55,441	67,550	75,703	122,032	143,746	162,920	169,715	145,106	93,692	53,217	59,798	1,209,675
	1.7%	6.8%	2.4%	0.7%	5.5%	7.6%	6.9%	8.9%	5.4%	5.1%	2.7%	-3.3%	5.1%
Misc. International	66,670	61,545	66,037	49,618	21,219	16,641	21,010	20,145	18,861	20,633	47,595	56,997	466,971
	1.0%	6.1%	2.1%	3.6%	-14.0%	9.4%	16.6%	21.8%	31.6%	-1.3%	10.6%	-6.8%	3.7%
Total	1,370,513	1,293,520	1,443,150	1,385,573	1,475,940	1,544,558	1,744,039	1,825,707	1,498,861	1,378,309	1,244,543	1,394,824	17,599,537
	5.6%	6.9%	2.9%	4.8%	2.8%	2.2%	2.7%	3.6%	2.8%	3.5%	3.8%	-0.7%	3.3%

Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Abbotsford	37,030	36,755	40,770	40,272	40,695	40,609	46,682	47,527	40,782	41,552	38,500	39,462	490,636
	4.7%	5.2%	4.1%	3.0%	3.8%	2.9%	7.4%	6.0%	2.3%	3.4%	1.1%	-4.9%	3.2%
Victoria	111,518	109,275	123,655	122,120	129,690	124,228	137,943	153,781	126,786	131,262	111,782	124,538	1,506,578
	-0.7%	4.2%	0.0%	2.1%	-1.9%	0.6%	-2.1%	2.4%	0.4%	0.8%	0.7%	-0.3%	0.5%
Comox	25,332	22,884	26,222	26,103	25,771	26,777	36,094	38,074	27,228	25,457	21,645	26,321	327,908
	15.5%	10.7%	7.2%	9.5%	7.4%	4.1%	11.6%	11.8%	4.0%	0.2%	0.6%	-1.5%	6.9%
Nanaimo	12,567	12,451	13,665	14,708	15,599	16,127	18,308	19,954	16,615	16,764	14,496	15,411	186,665
	13.9%	16.3%	6.7%	16.1%	7.8%	9.9%	9.5%	7.4%	8.6%	9.6%	13.4%	4.0%	9.9%
Campbell River	3,666	4,058	3,992	4,083	4,693	5,009	6,315	6,942	5,508	4,838	4,148	3,821	57,073
	10.5%	15.2%	0.3%	6.8%	3.4%	0.2%	11.0%	5.0%	1.6%	-8.9%	2.8%	3.4%	3.9%
Kelowna	126,115	125,428	131,425	109,524	107,437	110,018	126,795	136,101	113,557	116,346	111,306	127,080	1,441,132
	2.0%	6.2%	6.5%	3.3%	1.3%	3.0%	3.2%	5.8%	2.4%	4.5%	6.3%	-0.6%	3.7%
Kamloops	24,739	24,514	25,023	20,427	20,777	21,254	22,427	24,151	20,569	23,011	22,445	26,087	275,424
	6.7%	4.4%	3.1%	4.6%	6.7%	4.6%	4.0%	1.3%	1.0%	10.4%	4.4%	4.8%	4.6%
Penticton	6,091	5,684	6,341	6,255	7,576	6,712	7,859	8,749	6,761	6,611	6,812	6,754	82,205
	12.3%	0.2%	2.5%	4.4%	18.4%	-8.4%	5.5%	13.2%	-7.5%	1.1%	5.9%	-3.1%	3.5%
Castlegar	3,586	3,724	4,646	5,267	6,770	6,371	8,330	9,698	7,419	6,560	3,733	3,339	69,443
	52.3%	-12.3%	3.4%	-3.1%	5.9%	-8.2%	12.7%	5.7%	-2.5%	-4.1%	-12.4%	-27.2%	-0.4%
Prince George	33,442	34,884	37,666	35,855	35,047	33,394	32,403	34,090	32,655	37,410	36,606	35,137	418,589
	5.1%	11.1%	2.5%	10.6%	4.3%	2.8%	6.3%	8.0%	-0.4%	1.8%	0.8%	-2.7%	4.0%
Fort St. John	10,252	10,603	10,988	11,134	11,134	11,668	11,190	11,489	11,527	12,761	12,016	11,543	136,305
	0.6%	3.6%	-5.1%	5.7%	7.7%	7.4%	8.9%	6.0%	4.6%	10.6%	12.4%	10.5%	6.0%
Smithers	4,724	5,108	5,615	5,167	6,272	6,222	7,101	7,505	7,359	7,384	5,555	5,047	73,059
	-1.1%	2.8%	-8.4%	-0.7%	20.3%	15.3%	30.4%	25.2%	16.6%	23.1%	16.7%	6.0%	12.5%

Cruise Revenue Passengers

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vancouver	0	0	0	4,215	133,109	125,299	122,620	126,309	146,920	7,768	0	0	666,240
				11.7%	5.6%	-3.4%	-16.4%	-7.8%	24.0%	322.2%			0.4%
Victoria	0	0	0	431	65,195	117,714	116,979	121,551	77,792	4,029	0	0	503,691
				-83.6%	-10.4%	29.8%	12.5%	36.3%	-1.0%	119.0%			14.6%



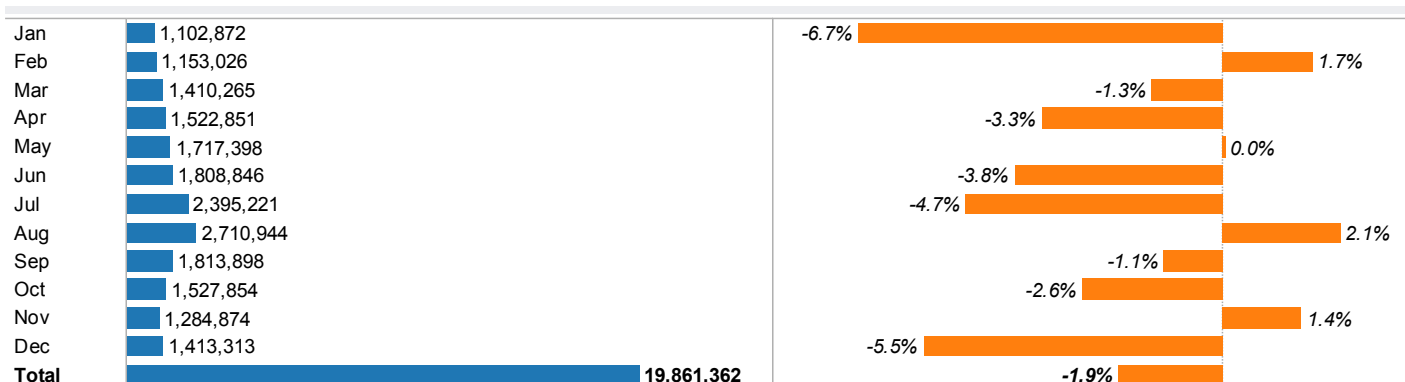
TourismBC

Ministry of Jobs, Tourism & Skills Training
Research, Planning and Evaluation

Building Tourism With *Insight*

Tourism Indicators - Transportation

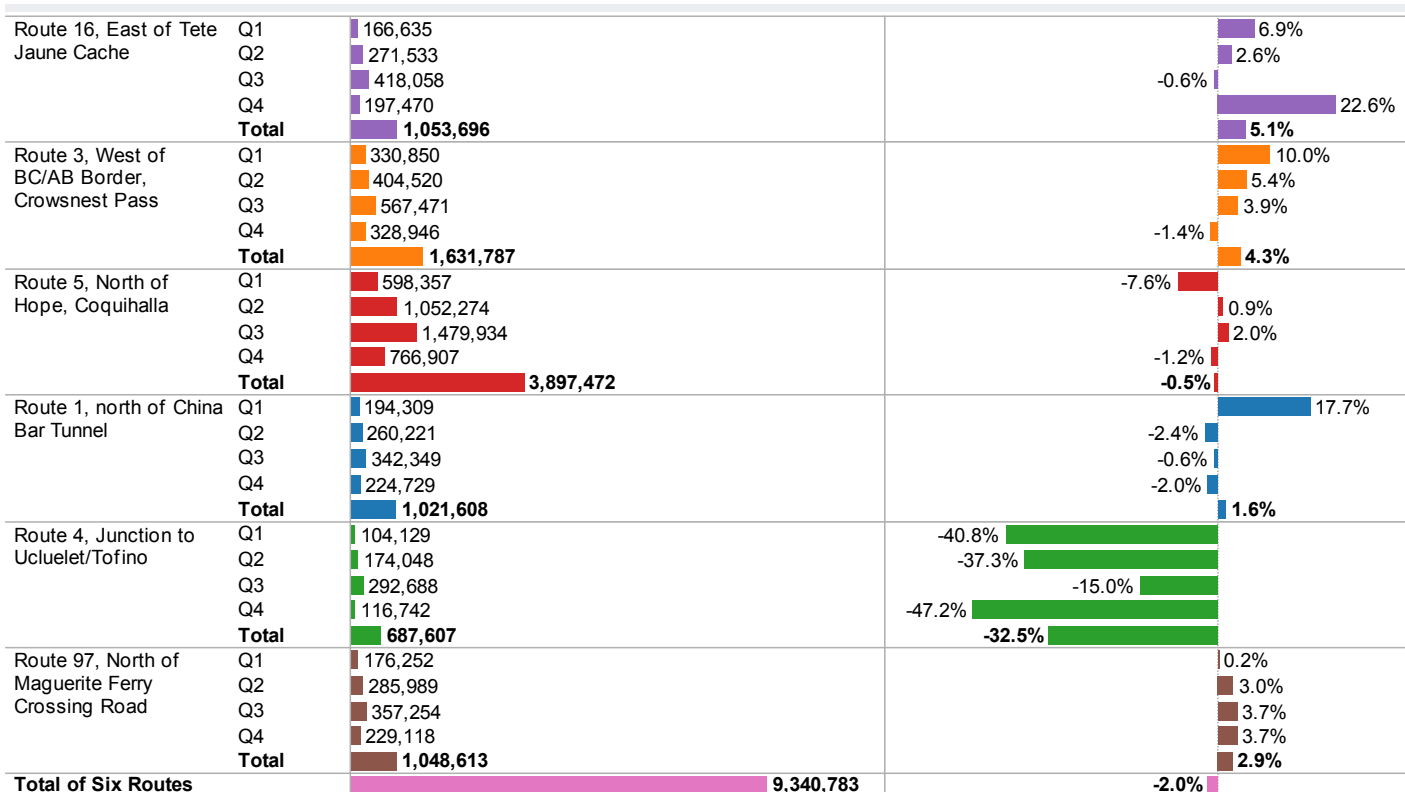
BC Ferries Passenger Volume - Total



BC Ferries Passenger Volume - Regional Routes

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Victoria, Vancouver, Nan...	520,063	549,971	714,234	784,268	873,024	952,706	1,277,693	1,470,622	938,027	777,827	632,873	731,017	10,222,325
	-8.9%	-0.4%	-1.3%	-2.0%	-1.6%	-3.5%	-5.4%	3.7%	-1.7%	-3.6%	2.8%	-5.9%	-2.1%
Port Hardy, Prince Rupert	1,055	1,706	2,358	1,403	2,293	5,656	8,685	9,813	6,231	1,716	1,443	2,457	44,816
	-23.5%	26.2%	42.7%	-22.0%	-4.3%	2.1%	-6.9%	-6.6%	-1.3%	-0.4%	23.9%	8.9%	-1.3%

Highway Traffic Volume



DATA NOTES



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 Tourism British Columbia (Ministry of Jobs, Tourism and Skills Training), 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.

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