

Provincial Tourism Indicators

2014 YEAR-IN-REVIEW

International Visitor Arrivals to BC

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
US Total	236,124	237,541	269,439	286,160	442,525	574,646	703,547	727,196	444,425	286,729	245,014	322,424	4,775,770
	7.2%	-1.0%	-1.2%	5.5%	7.8%	-0.9%	1.2%	1.8%	1.3%	8.8%	0.4%	8.7%	2.8%
US Overnight	132,691	146,615	162,506	172,588	290,192	395,772	481,030	490,038	273,912	171,538	139,708	207,093	3,063,683
	9.7%	1.6%	-1.1%	7.7%	8.8%	-1.1%	1.4%	1.4%	0.9%	13.7%	0.5%	9.4%	3.3%
Europe	17,670	18,094	20,635	24,397	45,227	60,430	74,195	80,389	55,024	22,147	14,111	23,446	455,765
	8.0%	-6.2%	-7.2%	26.4%	5.4%	1.1%	-0.8%	6.0%	0.1%	9.0%	-4.2%	8.3%	3.1%
Asia/Pacific	58,103	48,826	49,361	55,607	99,173	121,924	144,753	138,667	106,309	63,981	42,332	75,330	1,004,366
	24.6%	-3.6%	0.5%	16.1%	16.2%	12.3%	12.1%	7.5%	11.1%	19.7%	4.8%	19.1%	11.7%
International Overnight	215,444	219,518	239,459	261,411	445,933	592,173	720,114	727,980	447,157	264,213	201,756	316,086	4,651,244
	13.3%	0.1%	-1.7%	11.9%	10.4%	1.8%	3.4%	3.5%	3.2%	14.8%	1.2%	12.0%	5.3%

Canadian Re-entries to BC

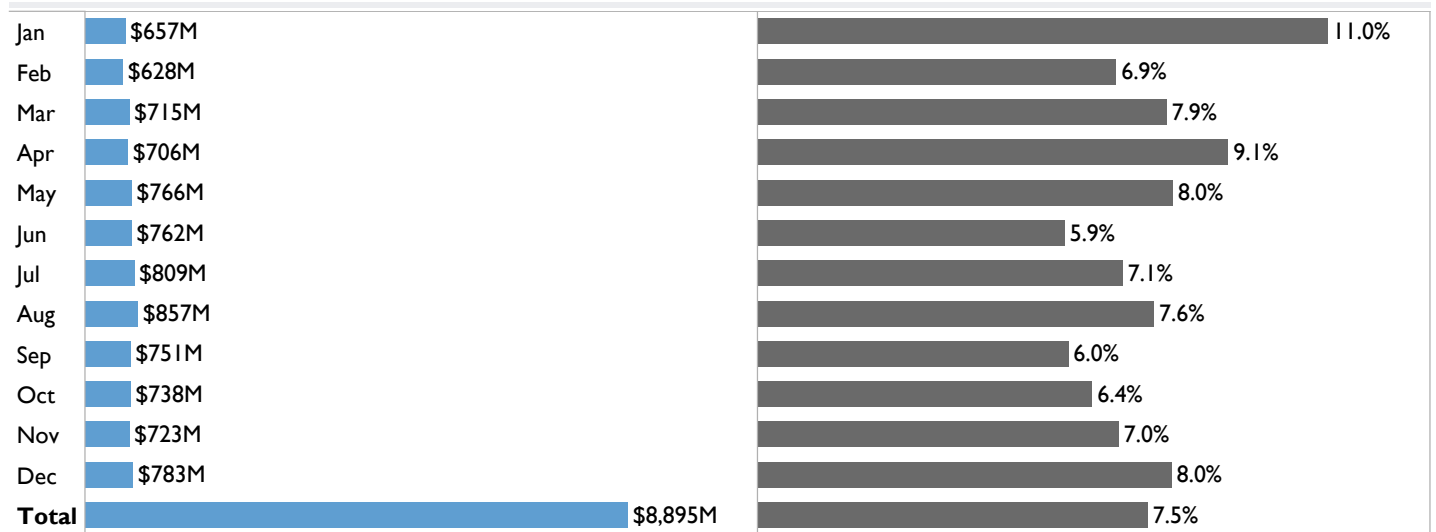
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
US	331,062	321,749	448,724	420,933	457,330	405,063	527,851	654,943	444,730	352,916	355,583	344,211	5,065,095
	-2.7%	-5.9%	-6.2%	-0.9%	-2.2%	2.3%	-4.8%	-0.9%	-0.3%	-2.3%	0.9%	-1.3%	-2.1%
Overseas	172,343	139,886	182,424	152,336	132,500	111,555	107,579	138,774	121,935	118,813	134,678	137,393	1,650,216
	14.6%	15.1%	25.5%	14.2%	16.2%	14.9%	8.7%	6.4%	11.0%	15.2%	12.1%	12.6%	14.1%

Travel Parties to Visitor Centres by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vancouver, Coast & Mtns	21,658	19,892	23,946	26,885	45,602	54,111	69,727	76,716	51,674	29,770	21,503	21,670	463,154
	-25.7%	-28.9%	-26.8%	-13.7%	3.7%	2.8%	-4.4%	-0.7%	-3.8%	10.4%	6.1%	-0.2%	-5.5%
Vancouver Island	6,444	7,340	12,569	16,832	24,924	39,652	58,492	58,443	34,141	16,478	8,476	6,308	290,099
	-10.2%	-22.2%	-10.0%	9.1%	11.6%	8.3%	-2.4%	-2.7%	1.7%	6.5%	2.8%	4.8%	0.6%
Thompson Okanagan	8,970	8,318	11,735	13,719	23,500	34,457	56,980	64,062	41,003	18,255	9,712	8,282	298,993
	35.0%	4.3%	28.2%	32.7%	15.2%	-3.4%	3.5%	3.0%	18.7%	20.5%	21.9%	24.6%	10.0%
Kootenay Rockies	4,101	4,571	5,922	6,420	12,144	20,573	36,729	43,761	20,726	9,322	4,097	4,351	172,717
	5.1%	4.5%	10.6%	10.2%	9.6%	0.2%	4.1%	9.0%	6.9%	-1.6%	-4.3%	6.6%	5.5%
Northern BC	1,797	1,817	2,110	2,444	9,398	18,800	25,907	27,438	10,764	2,762	1,853	1,595	106,685
	8.6%	1.8%	0.8%	-12.5%	10.4%	6.7%	2.6%	3.5%	3.2%	-14.0%	-5.0%	-5.2%	3.1%
Cariboo Chilcotin Coast	969	825	1,308	1,731	3,576	5,678	8,658	9,245	4,401	2,698	1,870	1,388	42,347
	16.3%	4.2%	9.1%	5.0%	-5.8%	-14.8%	-11.2%	-11.7%	2.4%	37.9%	52.4%	50.1%	-2.8%
BC Total	43,939	42,763	57,590	68,031	119,144	173,271	256,493	279,665	162,709	79,285	47,511	43,594	1,373,995
	-11.0%	-18.3%	-10.7%	1.3%	8.2%	2.1%	-0.7%	1.1%	4.4%	9.8%	8.2%	6.1%	0.9%

Tourism Indicators - Provincial

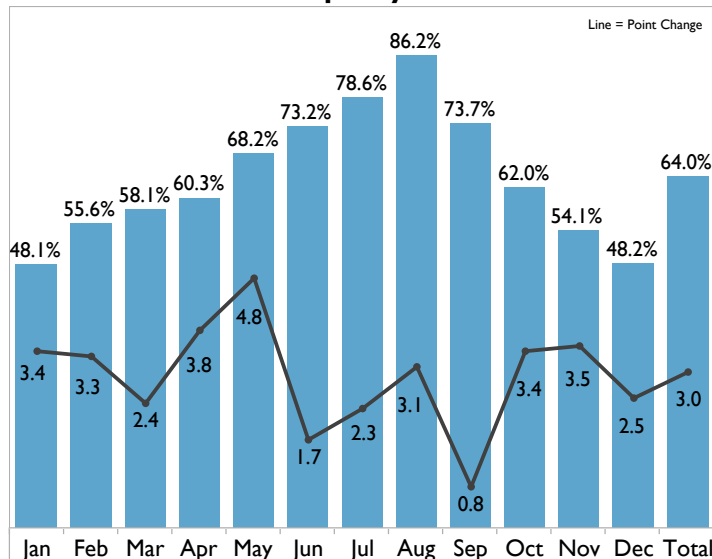
Restaurant Receipts



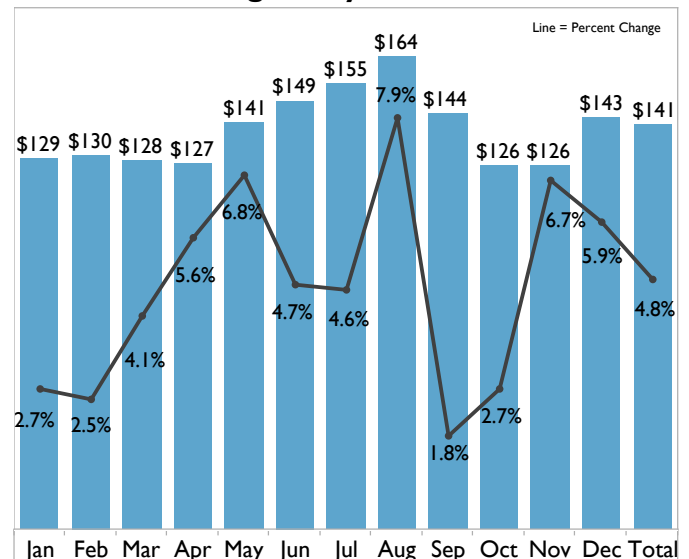
Convention Centres

		Q1	Q2	Q3	Q4	Total
Vancouver Convention & Exhibition Centre	Event Participant Days	248,722	442,272	461,445	298,721	1,451,160
	Non-Resident Delegate Days	37,401	139,241	114,976	91,080	382,698
Whistler Conference Centre	Event Participant Days	10,700	13,898	19,352	12,740	56,690
	Non-Resident Delegate Days	6,300	12,380	14,654	9,580	42,914
Victoria Conference Centre	Event Participant Days	18,776	32,159	20,653	49,186	120,774
	Non-Resident Delegate Days	11,736	28,788	14,491	41,899	96,914
Penticton Trade & Convention Centre	Event Participant Days	25,150	35,494	32,246	16,660	109,550
	Non-Resident Delegate Days	6,599	14,160	24,052	976	45,787
Prince George Civic Centre	Event Participant Days	14,666	14,023	42,229	91,587	162,505
	Non-Resident Delegate Days	2,181	764	4,380	10,087	17,412

Provincial Hotel Occupancy Rate



Provincial Average Daily Room Rate



Tourism Indicators - Accommodation

Hotel Occupancy Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Greater Vancouver	54.8%	61.8%	63.5%	69.4%	81.1%	85.4%	84.9%	92.3%	82.4%	70.6%	66.9%	54.8%	72.6%
	5.6	5.6	5.9	5.5	6.5	1.8	-0.1	3.0	-1.3	2.1	4.7	1.9	3.6
Downtown Vancouver	53.9%	60.3%	64.9%	71.2%	83.4%	90.0%	85.8%	92.9%	86.1%	73.4%	70.4%	54.4%	74.1%
	3.1	3.0	7.2	5.6	6.5	2.3	-1.5	2.6	-2.4	2.4	6.6	1.8	3.2
Airport (Richmond)	63.4%	68.7%	66.0%	69.8%	82.4%	85.4%	88.9%	93.4%	82.8%	70.7%	66.7%	61.3%	75.4%
	10.0	9.2	7.1	7.5	7.0	-1.1	-0.6	1.1	-1.6	0.2	1.1	1.5	3.9
Whistler Resort	73.2%	80.6%	76.8%	53.8%	46.4%	50.9%	72.4%	77.8%	57.7%	33.3%	28.3%	64.9%	59.9%
	1.7	0.3	-1.6	3.4	8.2	0.0	5.0	5.4	2.5	5.7	-1.5	1.4	2.7
Abbotsford/Chilliwack	37.9%	44.6%	46.4%	54.2%	58.5%	47.3%	62.7%	73.9%	58.9%	59.2%	43.5%	45.3%	52.8%
	-4.9	3.5	-6.2	1.4	-2.1	-2.5	-0.9	3.3	-3.8	-0.7	-1.4	9.3	-0.3
Vancouver Island	37.7%	49.1%	55.3%	60.6%	64.7%	74.4%	81.3%	88.9%	74.9%	59.3%	50.9%	47.1%	61.8%
	1.5	0.6	-1.1	1.6	2.3	-0.4	4.5	3.2	1.9	0.2	2.2	5.2	1.8
Greater Victoria	40.5%	53.5%	61.1%	66.9%	73.3%	80.1%	86.2%	93.6%	82.1%	65.5%	53.7%	50.5%	67.4%
	1.9	1.9	0.5	-0.3	3.8	-0.7	3.4	4.2	1.4	0.6	2.9	4.7	2.1
Nanaimo	36.9%	45.2%	51.6%	59.1%	60.0%	64.9%	76.8%	84.8%	70.6%	57.6%	53.8%	42.3%	58.3%
	2.3	-2.8	-8.3	5.6	1.9	3.5	7.3	5.5	8.9	-3.7	0.8	5.2	1.7
Campbell River	41.3%	49.7%	41.3%	63.6%	49.9%	59.1%	77.3%	86.7%	73.0%	66.3%	53.9%	47.9%	59.3%
	-1.0	1.0	-7.4	15.9	-3.0	-4.6	5.7	3.7	-0.4	12.8	6.2	6.5	2.9
Parksville/Qualicum Beach	32.6%	42.3%	49.4%	45.9%	43.5%	48.8%	73.2%	82.7%	59.7%	41.5%	44.0%	44.4%	50.5%
	5.4	0.0	2.0	9.0	3.6	3.1	7.9	-0.1	8.0	-1.6	3.3	9.7	3.9
Kamloops	34.8%	38.0%	57.8%	56.0%	61.3%	64.1%	67.0%	81.0%	65.7%	53.1%	39.4%	34.4%	55.0%
	-2.0	-2.7	4.5	-5.2	-5.9	-7.1	-8.0	-4.2	-5.5	-4.2	-1.3	1.2	-2.7
Kelowna	31.7%	41.4%	45.8%	56.9%	64.5%	67.7%	79.3%	88.1%	73.1%	60.4%	43.8%	34.1%	58.0%
	0.9	3.8	1.1	5.7	4.8	1.9	5.2	3.4	8.5	9.5	6.8	5.8	5.3
Penticton	25.3%	28.0%	38.3%	40.8%	50.3%	64.0%	80.2%	83.7%	58.9%	50.2%	31.0%	22.3%	48.5%
	1.7	-1.3	-6.7	4.0	-9.1	3.0	10.3	-2.5	-0.4	8.5	3.9	0.9	1.6
Prince George	54.7%	60.3%	60.7%	70.7%	76.3%	77.0%	74.2%	80.9%	79.6%	82.4%	71.5%	53.4%	70.0%
	5.1	2.0	-3.9	-1.2	1.6	-2.0	1.0	6.4	8.5	12.0	6.2	5.0	3.2

Average Daily Room Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Greater Vancouver	\$122	\$124	\$129	\$134	\$155	\$162	\$161	\$173	\$157	\$136	\$138	\$125	\$146
	1.8%	3.0%	7.0%	6.1%	9.8%	5.8%	3.9%	10.9%	1.0%	2.6%	8.9%	5.8%	5.5%
Downtown Vancouver	\$135	\$137	\$146	\$152	\$185	\$195	\$193	\$210	\$186	\$157	\$157	\$139	\$170
	1.5%	2.2%	8.5%	6.2%	10.8%	5.5%	3.1%	11.9%	-0.5%	3.0%	10.9%	6.9%	5.5%
Airport (Richmond)	\$110	\$113	\$108	\$113	\$119	\$120	\$124	\$132	\$121	\$111	\$115	\$111	\$118
	2.9%	3.8%	0.7%	5.3%	9.3%	5.6%	7.6%	10.6%	5.2%	2.3%	2.8%	4.6%	5.5%
Whistler Resort	\$274	\$273	\$225	\$191	\$148	\$171	\$187	\$186	\$162	\$144	\$152	\$389	\$219
	6.7%	4.7%	0.4%	16.6%	6.2%	11.7%	18.6%	6.0%	6.1%	6.2%	3.2%	10.1%	6.7%
Abbotsford/Chilliwack	\$89	\$91	\$93	\$95	\$100	\$96	\$103	\$109	\$99	\$98	\$95	\$96	\$98
	-1.7%	2.2%	4.0%	3.9%	5.7%	3.7%	5.5%	8.7%	5.5%	3.4%	4.2%	7.5%	4.5%
Vancouver Island	\$96	\$103	\$105	\$112	\$135	\$144	\$164	\$171	\$144	\$118	\$109	\$111	\$131
	0.2%	1.3%	1.0%	2.3%	4.8%	3.1%	5.7%	6.8%	5.0%	0.5%	3.4%	3.6%	3.8%
Greater Victoria	\$95	\$101	\$103	\$110	\$137	\$146	\$160	\$168	\$145	\$116	\$106	\$108	\$130
	0.6%	1.6%	1.1%	1.2%	4.5%	3.2%	6.5%	8.7%	6.5%	-0.8%	3.2%	3.9%	4.2%
Nanaimo	\$103	\$106	\$107	\$107	\$114	\$114	\$124	\$122	\$113	\$109	\$108	\$105	\$112
	3.5%	1.6%	2.1%	1.6%	0.8%	0.4%	2.2%	0.8%	0.8%	0.3%	2.9%	1.4%	1.2%
Campbell River	\$90	\$90	\$91	\$94	\$91	\$103	\$115	\$116	\$104	\$96	\$94	\$93	\$100
	1.0%	1.5%	-0.1%	4.4%	-1.6%	1.2%	3.5%	2.1%	1.1%	2.8%	1.5%	6.1%	2.1%
Parksville/Qualicum Beach	\$85	\$90	\$100	\$111	\$128	\$138	\$173	\$191	\$129	\$106	\$99	\$102	\$130
	1.8%	-1.0%	-0.7%	4.5%	8.2%	4.6%	2.2%	2.7%	0.9%	-1.6%	0.4%	-0.3%	1.7%
Kamloops	\$94	\$92	\$102	\$99	\$108	\$108	\$112	\$118	\$107	\$102	\$101	\$99	\$106
	1.0%	-3.1%	3.3%	-0.4%	1.5%	-0.1%	-0.6%	2.2%	1.2%	0.9%	5.4%	6.9%	1.5%
Kelowna	\$97	\$104	\$105	\$110	\$129	\$150	\$168	\$182	\$136	\$120	\$106	\$105	\$137
	0.9%	3.9%	2.6%	0.0%	-2.9%	1.9%	1.5%	2.1%	-3.3%	4.8%	0.8%	4.2%	2.5%
Penticton	\$80	\$85	\$87	\$90	\$116	\$136	\$167	\$179	\$124	\$94	\$75	\$91	\$125
	1.3%	-4.8%	-3.1%	-5.1%	-5.4%	2.6%	5.0%	6.8%	3.2%	-0.6%	-10.5%	11.4%	2.3%
Prince George	\$114	\$117	\$119	\$122	\$124	\$121	\$121	\$123	\$124	\$125	\$123	\$122	\$122
	6.5%	5.1%	5.5%	9.0%	10.2%	7.2%	6.0%	9.8%	7.7%	8.2%	9.4%	9.6%	7.9%

Tourism Indicators - Transportation

Air Capacity to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Domestic	504,762	452,668	488,323	483,374	564,361	565,698	611,676	612,823	557,116	543,590	469,827	523,858	6,378,076
	8.1%	9.6%	6.8%	8.1%	3.6%	3.2%	1.9%	3.0%	3.7%	4.8%	5.0%	5.2%	5.0%
US	228,627	207,148	233,744	220,361	237,964	270,071	293,171	290,170	240,353	228,104	217,987	256,936	2,924,636
	5.8%	6.4%	7.6%	5.9%	9.6%	11.4%	11.0%	10.2%	10.2%	15.5%	11.7%	16.7%	10.2%
Europe	32,018	29,323	36,819	46,940	62,798	75,840	88,909	88,805	74,462	49,584	32,257	36,388	654,143
	1.0%	2.1%	15.6%	14.0%	8.1%	-0.7%	0.9%	-0.4%	0.2%	-0.1%	-2.7%	9.7%	2.9%
Asia Pacific	150,505	126,910	136,153	135,954	145,233	145,687	165,760	162,811	145,035	143,933	128,416	146,596	1,732,993
	10.3%	5.1%	2.4%	7.3%	8.3%	3.3%	2.7%	-0.4%	-0.1%	2.0%	-1.7%	-0.9%	3.1%
Mexico	27,310	25,604	29,752	22,870	11,223	8,048	7,496	8,131	6,485	9,467	26,202	28,201	210,789
	27.2%	35.1%	36.3%	25.4%	21.3%	19.5%	13.4%	18.1%	-7.7%	16.6%	4.0%	1.3%	18.3%
Total	943,222	841,653	924,791	909,499	1,021,579	1,065,344	1,167,012	1,162,740	1,023,451	974,678	874,689	991,979	11,900,637
	8.1%	8.5%	7.4%	8.1%	6.0%	5.0%	4.1%	4.0%	4.2%	6.5%	5.2%	7.0%	6.0%

Passenger Volume to YVR by Origin

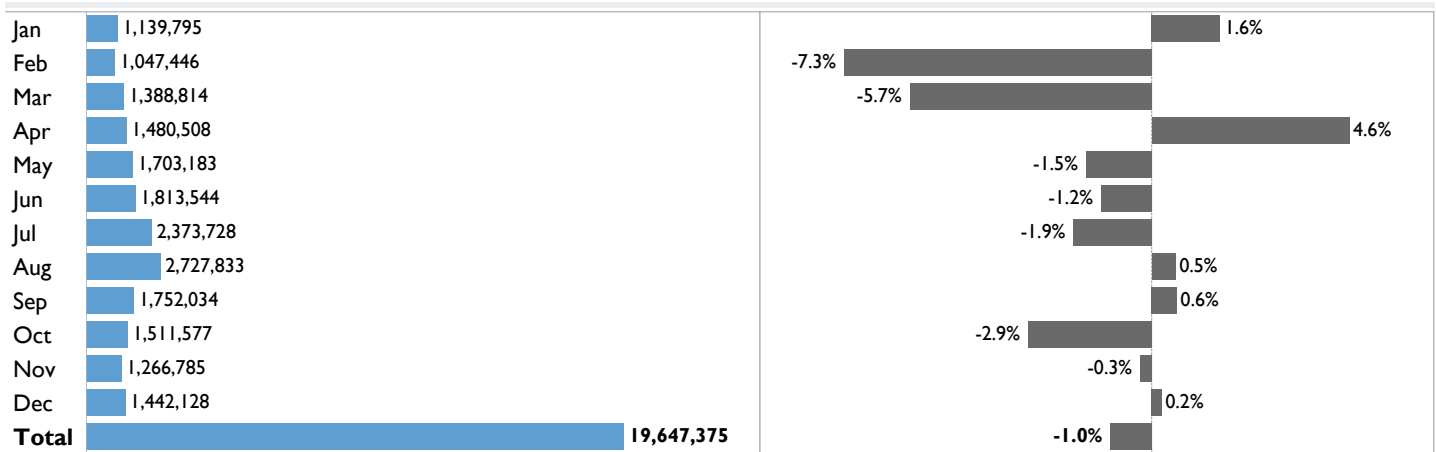
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Domestic	743,737	703,898	779,334	778,242	847,123	885,799	985,392	1,079,507	893,325	841,063	735,406	831,215	10,104,041
	7.9%	6.0%	5.9%	7.4%	7.2%	6.6%	7.0%	8.2%	9.6%	6.9%	5.7%	5.2%	7.0%
Transborder	353,646	342,630	394,128	364,841	393,613	429,532	485,770	510,057	383,330	337,583	327,586	391,038	4,713,754
	6.3%	7.3%	7.8%	10.9%	12.3%	8.7%	8.2%	9.1%	10.2%	10.5%	11.0%	12.4%	9.5%
Asia Pacific	251,176	200,096	222,435	218,860	241,895	251,240	284,295	291,281	236,110	219,182	184,820	238,312	2,839,702
	18.1%	9.2%	7.5%	13.8%	16.9%	16.0%	12.9%	7.6%	7.0%	5.5%	0.7%	2.3%	9.8%
Europe	60,698	54,810	72,034	85,616	122,876	152,673	167,549	186,144	152,888	91,853	56,207	70,841	1,274,189
	4.1%	6.3%	12.7%	17.0%	10.0%	2.7%	0.1%	4.6%	5.3%	2.2%	2.8%	14.2%	5.8%
Misc. International	59,907	54,060	60,541	43,807	23,514	18,128	17,646	19,492	15,638	17,097	49,386	59,800	439,016
	6.0%	3.9%	5.3%	-3.0%	6.0%	-10.2%	-4.3%	3.7%	-9.8%	-8.3%	3.1%	-0.2%	1.0%
Total	1,469,164	1,355,494	1,528,472	1,491,366	1,629,021	1,737,372	1,940,652	2,086,481	1,681,291	1,506,778	1,353,405	1,591,206	19,370,702
	8.9%	6.7%	6.9%	9.3%	10.0%	7.8%	7.3%	8.0%	8.8%	7.0%	6.0%	6.6%	7.8%

Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Abbotsford	34,694	34,153	38,712	39,056	40,454	40,332	43,860	46,474	39,409	41,179	36,424	41,489	476,236
	0.5%	0.7%	-3.0%	0.6%	-5.0%	-1.1%	1.3%	1.4%	-1.5%	1.5%	-1.8%	1.3%	-0.4%
Campbell River	3,986	3,831	4,661	4,591	5,132	5,839	7,063	7,371	6,221	5,713	4,761	4,641	63,810
	11.5%	1.4%	14.5%	10.8%	6.4%	17.5%	19.1%	13.0%	10.8%	6.9%	21.6%	19.2%	12.8%
Comox	18,811	20,353	23,804	24,692	26,153	27,721	35,407	36,985	29,194	26,412	22,856	26,133	318,521
	-13.4%	-4.6%	-1.7%	-2.4%	0.2%	3.5%	1.7%	0.7%	10.4%	18.6%	3.0%	3.3%	1.7%
Nanaimo	17,507	17,256	19,913	20,419	22,955	23,509	26,417	27,108	24,235	24,616	22,071	24,434	270,440
	35.3%	33.0%	40.5%	39.3%	28.5%	23.1%	7.1%	0.7%	10.2%	16.4%	14.0%	25.6%	20.1%
Victoria	117,112	114,696	136,896	131,538	141,006	140,758	150,936	171,764	139,193	143,389	124,801	138,064	1,650,153
	5.2%	5.4%	7.9%	6.8%	5.0%	2.9%	8.0%	7.7%	6.3%	7.3%	5.5%	3.5%	6.0%
Castlegar	3,330	4,614	5,082	6,140	7,096	8,671	10,252	10,615	8,557	7,460	4,485	3,743	80,045
	17.4%	20.2%	13.0%	8.1%	-1.1%	18.9%	14.5%	0.9%	13.1%	18.5%	13.2%	-16.9%	9.5%
Kamloops	29,034	28,534	29,579	23,609	22,837	23,475	25,102	27,400	23,349	25,395	25,137	29,444	312,895
	11.9%	15.7%	14.9%	4.1%	5.3%	7.4%	6.8%	10.7%	8.0%	7.1%	4.0%	-1.9%	7.7%
Kelowna	135,422	136,094	141,392	122,064	121,418	124,274	141,118	152,677	129,869	130,940	122,266	145,378	1,602,912
	7.3%	8.5%	7.5%	11.0%	6.5%	6.1%	5.7%	14.1%	8.7%	6.1%	4.4%	5.7%	7.6%
Penticton	5,286	6,228	6,808	6,252	8,946	8,896	7,920	10,688	6,944	10,373	9,893	11,668	99,902
	-9.4%	3.0%	8.4%	-2.7%	3.8%	13.6%	-9.6%	19.2%	-12.3%	23.8%	47.9%	60.1%	12.2%
Fort St. John	17,820	18,484	20,818	19,532	20,553	19,769	20,980	21,287	22,398	24,222	23,599	23,269	252,731
	53.4%	62.6%	66.7%	57.7%	61.2%	45.4%	22.5%	14.7%	18.7%	19.6%	29.8%	23.6%	35.8%
Prince George	35,727	35,426	39,042	36,016	37,306	35,263	35,415	36,048	36,659	40,989	36,551	41,487	445,929
	8.0%	2.6%	3.1%	-3.4%	5.1%	2.6%	1.2%	4.5%	6.8%	8.8%	2.8%	12.1%	4.5%
Smithers	5,578	5,869	6,567	6,012	6,783	7,226	8,061	8,082	8,502	8,083	5,899	5,217	81,879
	4.2%	6.7%	4.5%	-1.8%	11.5%	1.7%	3.5%	-2.7%	2.9%	6.6%	4.6%	-10.8%	2.5%

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, Nanaimo	553,742	525,159	721,791	755,860	884,800	961,239	1,281,801	1,507,763	917,821	788,848	627,048	755,522	10,281,394
	5.0%	-4.6%	-4.9%	6.0%	0.0%	0.1%	-0.8%	1.7%	0.1%	-1.9%	0.0%	-0.5%	0.1%
Port Hardy, Prince Rupert	1,550	1,623	1,843	1,721	2,138	4,472	8,809	8,779	4,005	1,895	1,443	1,704	39,982
	7.2%	2.6%	-21.0%	4.0%	-13.7%	-11.4%	9.2%	-4.3%	-28.2%	-2.1%	-17.9%	-16.8%	-7.2%

Cruise Revenue Passengers

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vancouver	0	0	0	6,922	143,627	159,392	161,565	176,106	151,914	12,569	0	0	812,095
				-13.1%	-0.8%	-3.1%	-5.9%	5.7%	-2.7%				0.0%
Victoria	0	0	0	0	73,938	99,064	102,458	112,101	77,277	0	0	0	464,838
					-9.1%	-6.4%	-2.3%	-4.0%	8.4%				-3.2%
Nanaimo	0	0	0	0	2,573	0	0	0	2,817	0	0	0	5,390
					-70.7%				-21.8%				-56.5%
Prince Rupert	0	0	0	0	492	404	1,678	0	818	0	0	0	3,392
					-47.6%	-19.0%			-56.7%				-28.3%

Highway Traffic Volume

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Route 1, N of China Bar Tunnel	N/A	77,616	75,113	79,980	93,775	99,450	117,087	N/A	66,440	93,589	70,200	N/A	773,250
	N/A	37.8%	-4.4%	0.3%	0.1%	4.6%	1.2%	N/A	-31.7%	-0.3%	-4.0%	N/A	-1.3%
Route 3, W of BC/AB Border, Crowsnest Pass	105,524	106,904	117,118	125,190	140,554	150,090	198,989	224,006	144,720	127,534	91,680	114,917	1,647,226
	-1.0%	-3.5%	-5.1%	9.9%	0.0%	-2.4%	1.3%	1.6%	1.6%	1.4%	-2.8%	3.5%	0.5%
Route 4, Jctn to Ucluelet/Tofino	32,023	32,060	44,361	48,780	66,805	76,620	102,951	119,877	N/A	52,328	42,210	36,580	654,595
	11.0%	20.9%	-1.3%	8.6%	10.3%	7.5%	-0.2%	10.5%	N/A	2.7%	11.6%	17.5%	7.6%
Route 5, N of Hope, Coquihalla	N/A	N/A	N/A	345,390	N/A	401,430	N/A	N/A	406,230	416,547	N/A	N/A	1,569,597
	N/A	N/A	N/A	24.8%	N/A	3.7%	N/A	N/A	4.1%	19.8%	N/A	N/A	12.0%
Route 16, E of Tete Jaune Cache	54,684	N/A	N/A	N/A	N/A	109,050	153,016	175,801	56,610	83,514	58,440	69,564	760,679
	2.6%	N/A	N/A	N/A	N/A	-19.0%	0.0%	1.0%	-48.2%	-0.7%	9.5%	11.8%	-7.7%
Route 97, N of Maguerite Ferry Crossing Rd	56,761	55,104	75,392	86,550	99,944	105,780	124,930	135,935	107,010	99,789	70,200	65,472	1,082,867
	1.3%	-5.1%	-5.4%	3.4%	0.0%	2.2%	1.4%	0.5%	4.0%	2.8%	8.7%	6.5%	1.6%



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 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. Year-over-year point change (rather than percent change) is calculated.

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.

Restaurant 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

Air Capacity to YVR by Different Origin

Provided by Vancouver International Airport, the data report total non-stop air capacity to YVR each month by region of origin. Monthly data and percent changes are forecasted annually and are updated bi-annually in May and November.

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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For updates, invites and our new industry newsletter, **Destination BC News**, sign up here:
www.destinationbc.ca/Research.aspx

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