

# Provincial Tourism Indicators

2013 YEAR END ISSUE

## International Visitor Arrivals to BC

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
US Total	220,353	239,942	272,773	271,203	410,661	579,900	695,359	714,356	438,786	263,460	243,928	296,711	4,647,432
	1.0%	-3.8%	-0.1%	-5.0%	2.3%	4.7%	5.6%	5.3%	-2.6%	2.3%	6.7%	-0.3%	2.1%
US Overnight	121,005	144,364	164,348	160,274	266,726	400,324	474,324	483,179	271,481	150,913	138,966	189,263	2,965,167
	5.3%	3.2%	3.9%	-1.9%	7.1%	5.7%	8.0%	5.7%	-1.2%	0.9%	7.7%	-0.4%	4.3%
Asia/Pacific	46,625	50,671	49,129	47,909	85,369	108,574	129,146	129,027	95,723	53,448	40,391	63,251	899,263
	-10.5%	23.2%	6.0%	1.5%	2.3%	6.9%	12.2%	18.1%	8.6%	-3.8%	13.0%	1.9%	7.4%
Europe	16,354	19,282	22,230	19,307	42,929	59,801	74,790	75,810	54,996	20,324	14,725	21,652	442,200
	-13.0%	-9.5%	-7.1%	-12.6%	-5.0%	6.2%	5.6%	6.0%	5.9%	-5.6%	10.8%	2.5%	1.0%
International Overnight	190,081	219,407	243,568	233,627	404,086	581,751	696,345	703,273	433,346	230,123	199,304	282,254	4,417,165
	-1.0%	5.7%	3.4%	-2.3%	4.4%	6.1%	8.4%	7.9%	2.1%	-0.4%	9.5%	0.7%	4.6%

## Canadian Re-entries to BC

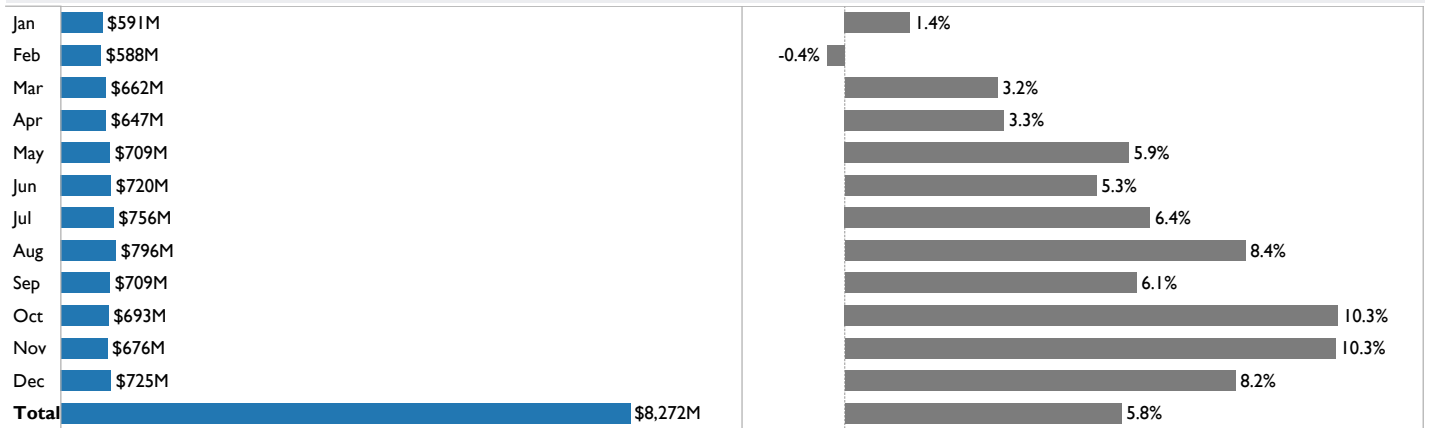
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
US	338,217	339,009	475,645	424,615	467,415	396,012	555,083	661,671	446,746	361,331	352,788	348,767	5,167,299
	18.0%	21.4%	17.4%	8.1%	14.1%	7.6%	0.6%	3.4%	-4.5%	-1.4%	-1.1%	-1.1%	6.0%
Overseas	150,334	121,504	145,391	133,408	114,067	97,116	98,953	130,420	109,820	103,144	120,159	121,987	1,446,303
	-1.6%	-1.3%	-3.6%	1.0%	1.6%	-2.3%	-1.7%	2.6%	2.2%	2.1%	7.8%	0.0%	0.4%

## Travel Parties to Visitor Centres by Regions

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vancouver, Coast & Mountains	29,143	27,967	32,725	31,146	43,966	52,630	72,902	77,224	53,705	26,964	20,260	21,723	490,355
	-2.5%	-13.1%	-1.3%	-5.4%	-2.2%	-2.9%	-5.7%	3.1%	6.7%	-13.4%	-16.4%	-18.6%	-4.2%
Vancouver Island	7,178	9,436	13,973	15,423	22,324	36,627	59,940	60,070	33,573	15,479	8,244	6,021	288,288
	-0.1%	-11.7%	-6.8%	-5.2%	-24.6%	-12.1%	0.4%	-6.4%	-14.7%	-6.1%	-8.7%	-3.3%	-8.6%
Thompson Okanagan	6,645	7,975	9,154	10,336	20,401	35,667	55,079	62,224	34,531	15,149	7,968	6,646	271,775
	-2.9%	-3.9%	-14.4%	-18.4%	-27.7%	-10.4%	-12.8%	-9.0%	-17.6%	-9.6%	-14.7%	-1.2%	-13.1%
Kootenay Rockies	3,902	4,376	5,354	5,827	11,076	20,525	35,274	40,154	19,381	9,471	4,281	4,083	163,704
	-13.6%	-17.1%	-7.6%	-2.3%	-6.0%	11.0%	1.1%	4.6%	10.8%	23.6%	7.9%	11.4%	3.7%
Northern BC	1,655	1,784	2,094	2,794	8,514	17,616	25,260	26,513	10,428	3,210	1,950	1,683	103,501
	-7.9%	-13.0%	-7.9%	15.0%	-10.0%	-1.0%	-8.7%	-4.9%	10.2%	22.8%	-8.0%	22.7%	-3.2%
Cariboo Chilcotin Coast	833	792	1,199	1,648	3,797	6,668	9,753	10,471	4,298	1,956	1,227	925	43,567
	28.7%	3.5%	4.8%	23.6%	12.7%	15.4%	4.7%	7.6%	0.7%	7.3%	27.7%	19.7%	9.2%
<b>BC Total</b>	<b>49,356</b>	<b>52,330</b>	<b>64,499</b>	<b>67,174</b>	<b>110,078</b>	<b>169,733</b>	<b>258,208</b>	<b>276,656</b>	<b>155,916</b>	<b>72,229</b>	<b>43,930</b>	<b>41,081</b>	<b>1,361,190</b>
	-3.0%	-11.7%	-5.2%	-6.1%	-13.6%	-4.5%	-5.1%	-2.4%	-4.2%	-5.6%	-11.5%	-9.6%	-5.8%

# Tourism Indicators - Provincial

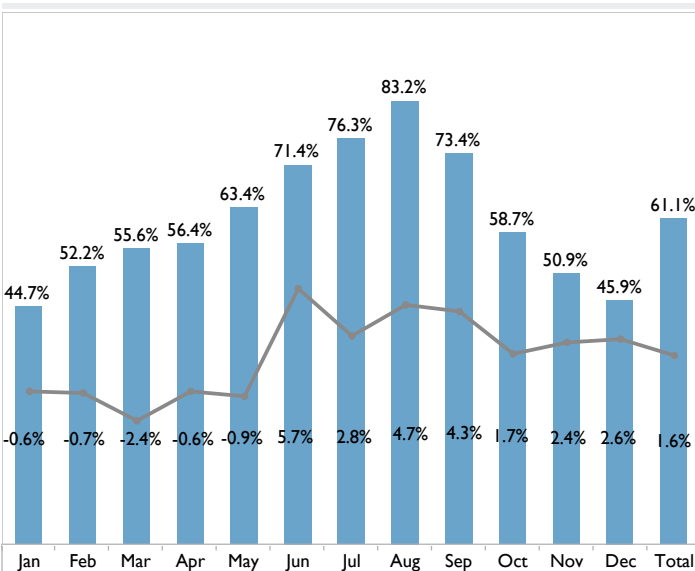
## Restaurant Receipts



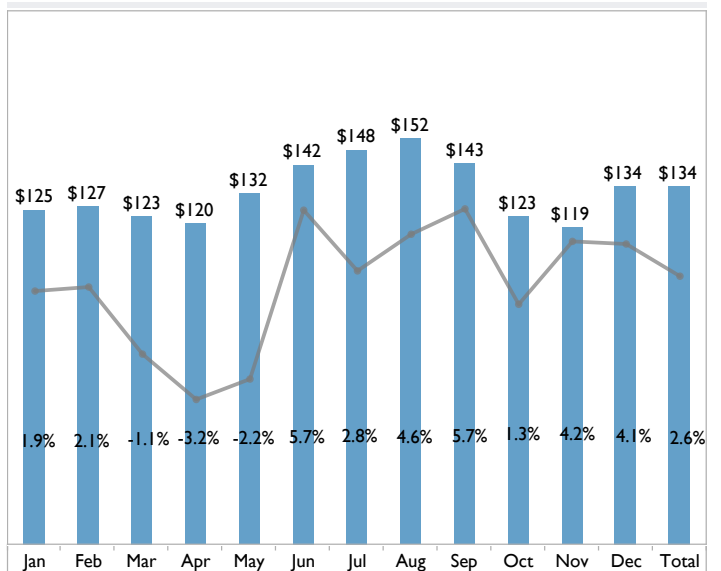
## Convention Centres

Centre	Category	Q1	Q2	Q3	Q4	Total
Penticton Trade & Convention Centre	Event Participant Day	32,896	63,438	30,910	12,108	139,352
	Non-Resident Delegate Day	11,090	24,669	15,455	1,127	52,341
Prince George Civic Centre	Event Participant Day	25,139	30,121	17,679	182,895	255,834
	Non-Resident Delegate Day	3,186	4,238	2,240	24,445	34,109
Vancouver Convention & Exhibition Centre	Event Participant Day	245,004	395,740	442,198	217,388	1,300,330
	Non-Resident Delegate Day	27,601	104,097	77,092	80,508	289,298
Victoria Conference Centre	Event Participant Day	23,580	57,803	16,088	58,242	155,713
	Non-Resident Delegate Day	11,411	31,125	11,136	46,853	100,525
Whistler Conference Centre	Event Participant Day	13,143	22,510	15,554	9,115	60,322
	Non-Resident Delegate Day	15,748	13,513	9,522	6,399	45,182

## 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	49.2%	56.3%	57.6%	63.9%	74.5%	83.6%	85.1%	89.2%	83.8%	68.4%	62.2%	52.8%	70.0%
	-0.9%	-0.8%	-6.9%	-2.4%	-2.3%	9.0%	4.6%	6.3%	6.3%	2.4%	4.0%	4.8%	3.1%
Downtown Vancouver	50.8%	57.3%	57.7%	65.6%	76.9%	87.7%	87.2%	90.3%	88.7%	70.9%	64.0%	52.4%	71.8%
	-1.4%	-4.2%	-12.5%	-6.3%	-6.6%	8.8%	2.5%	5.2%	4.5%	-0.7%	3.8%	4.7%	0.8%
Airport (Richmond)	53.4%	59.5%	58.8%	62.3%	75.5%	86.5%	89.4%	92.3%	84.4%	70.5%	65.5%	59.8%	72.2%
	-0.5%	0.9%	-3.6%	-1.0%	1.6%	9.9%	7.1%	6.9%	8.4%	4.2%	5.3%	7.0%	4.5%
Whistler Resort	71.6%	80.3%	78.5%	50.3%	38.2%	50.9%	67.4%	72.4%	55.9%	27.5%	30.7%	63.6%	63.7%
	-1.5%	3.2%	6.2%	-4.4%	2.4%	4.0%	5.3%	1.3%	7.1%	-0.1%	1.8%	2.3%	8.7%
Abbotsford/Chilliwack	42.8%	41.1%	52.6%	52.8%	60.6%	49.8%	63.6%	70.6%	62.7%	60.1%	45.7%	36.0%	54.5%
	0.9%	-7.7%	-3.3%	2.6%	6.8%	0.2%	-0.5%	-1.4%	5.1%	-2.9%	0.9%	-0.5%	1.3%
Vancouver Island	36.1%	48.5%	46.4%	59.0%	62.4%	71.8%	76.8%	85.7%	72.7%	59.1%	48.6%	41.9%	62.2%
	-1.3%	-0.8%	-8.7%	3.5%	1.3%	4.9%	3.4%	4.2%	3.0%	3.9%	4.7%	1.5%	4.6%
Greater Victoria	38.6%	51.5%	60.6%	67.2%	69.5%	80.9%	82.8%	89.4%	80.3%	64.5%	50.4%	45.2%	67.5%
	-1.6%	-1.4%	3.4%	5.6%	1.9%	7.7%	3.8%	4.2%	4.0%	4.8%	4.8%	2.3%	5.6%
Nanaimo	34.7%	48.0%	59.9%	53.5%	58.1%	61.4%	69.5%	79.3%	61.7%	61.3%	53.1%	37.1%	58.2%
	-4.6%	0.4%	4.6%	2.4%	-1.7%	-1.5%	7.2%	5.1%	1.3%	9.1%	7.0%	0.5%	4.2%
Campbell River	42.3%	48.7%	48.7%	47.7%	52.8%	63.7%	71.6%	82.9%	73.4%	54.3%	47.9%	41.4%	57.7%
	4.7%	0.7%	-6.1%	-1.5%	1.8%	4.9%	0.5%	3.8%	4.6%	0.6%	-0.2%	-0.3%	2.6%
Parksville/Qualicum Beach	27.3%	42.2%	47.4%	36.8%	39.9%	45.8%	65.3%	82.8%	51.7%	43.1%	40.8%	35.6%	48.6%
	-2.8%	-0.2%	-3.3%	-0.1%	-4.1%	-4.4%	4.3%	2.0%	-3.4%	6.7%	8.1%	1.7%	2.4%
Kamloops	36.8%	40.7%	53.3%	61.2%	67.4%	71.2%	75.0%	85.2%	71.2%	58.7%	42.4%	34.2%	61.5%
	-2.1%	-4.2%	-2.6%	4.9%	-2.5%	4.8%	0.8%	7.7%	1.2%	1.5%	0.1%	-0.8%	4.0%
Kelowna	30.8%	37.7%	44.7%	51.1%	59.8%	65.8%	74.1%	84.7%	64.4%	50.9%	36.4%	28.1%	56.6%
	1.3%	0.3%	3.4%	4.3%	-0.9%	2.9%	0.0%	1.2%	-2.8%	0.5%	-2.1%	-1.5%	4.8%
Penticton	23.6%	29.3%	45.0%	36.8%	59.4%	61.0%	70.0%	86.3%	59.4%	41.8%	27.1%	20.9%	51.8%
	4.4%	4.6%	5.4%	-6.4%	9.1%	1.0%	-1.2%	1.5%	-0.2%	1.7%	-2.8%	-1.0%	6.3%
Prince George	49.6%	58.3%	64.6%	71.9%	74.7%	79.0%	73.3%	74.5%	69.5%	69.2%	63.5%	48.4%	68.4%
	5.9%	6.2%	4.1%	14.9%	6.9%	8.5%	1.7%	11.7%	6.4%	2.3%	3.8%	4.2%	6.8%

### Average Daily Room Rate by Community

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Greater Vancouver	\$120	\$121	\$120	\$126	\$141	\$153	\$155	\$156	\$156	\$133	\$127	\$119	\$140
	1.5%	0.0%	-4.5%	-4.0%	-4.0%	8.3%	4.0%	6.1%	7.7%	0.5%	4.2%	3.8%	3.6%
Downtown Vancouver	\$133	\$134	\$135	\$144	\$167	\$184	\$187	\$187	\$187	\$153	\$142	\$131	\$164
	2.7%	0.7%	-5.8%	-5.7%	-5.1%	9.9%	3.1%	5.8%	8.6%	0.4%	4.6%	3.2%	4.1%
Airport (Richmond)	\$107	\$109	\$107	\$108	\$108	\$114	\$116	\$120	\$115	\$109	\$112	\$106	\$112
	-0.4%	1.1%	-0.1%	1.2%	-0.6%	2.7%	4.7%	6.5%	4.8%	0.3%	2.8%	2.6%	2.8%
Whistler Resort	\$257	\$261	\$224	\$164	\$140	\$153	\$158	\$176	\$156	\$136	\$150	\$351	\$199
	5.2%	6.3%	0.0%	-10.5%	-0.5%	-7.1%	0.2%	11.4%	9.3%	-0.7%	12.9%	6.3%	-0.3%
Abbotsford/Chilliwack	\$91	\$90	\$90	\$92	\$95	\$93	\$97	\$100	\$94	\$96	\$92	\$90	\$94
	1.2%	-0.2%	-3.0%	1.3%	1.7%	0.3%	-1.7%	0.7%	0.6%	4.5%	3.6%	1.6%	1.1%
Vancouver Island	\$96	\$102	\$104	\$110	\$129	\$139	\$155	\$160	\$140	\$117	\$106	\$108	\$130
	3.2%	4.2%	1.9%	1.8%	3.9%	5.2%	4.2%	4.9%	4.3%	5.8%	4.9%	2.7%	6.6%
Greater Victoria	\$94	\$99	\$102	\$108	\$131	\$141	\$150	\$155	\$141	\$117	\$103	\$104	\$128
	3.5%	4.2%	4.2%	4.3%	6.0%	7.3%	6.8%	7.8%	6.2%	8.1%	6.9%	4.0%	8.2%
Nanaimo	\$100	\$105	\$105	\$105	\$113	\$114	\$122	\$121	\$112	\$109	\$105	\$103	\$112
	-0.6%	2.5%	-0.6%	-3.0%	-1.7%	-4.5%	1.0%	0.9%	2.3%	2.2%	1.0%	1.0%	1.2%
Campbell River	\$89	\$88	\$92	\$90	\$92	\$102	\$111	\$114	\$103	\$92	\$92	\$88	\$100
	3.9%	0.3%	2.5%	0.3%	0.8%	2.6%	2.6%	4.5%	5.3%	1.4%	4.1%	2.4%	4.8%
Parksville/Qualicum Beach	\$84	\$91	\$100	\$106	\$118	\$132	\$169	\$186	\$128	\$108	\$99	\$103	\$135
	-2.7%	0.8%	-3.4%	-2.2%	-4.9%	-1.6%	-1.9%	1.7%	-1.0%	-1.0%	-2.6%	-5.7%	22.0%
Kamloops	\$94	\$95	\$99	\$100	\$107	\$109	\$113	\$115	\$105	\$100	\$95	\$92	\$106
	4.1%	3.5%	2.7%	2.8%	2.6%	0.7%	0.2%	0.2%	-0.2%	2.3%	-1.1%	0.1%	3.3%
Kelowna	\$96	\$100	\$103	\$110	\$132	\$147	\$166	\$178	\$141	\$114	\$103	\$100	\$139
	-1.0%	1.0%	-0.2%	3.8%	2.7%	5.0%	0.4%	3.9%	3.2%	0.4%	3.7%	2.8%	7.3%
Penticton	\$79	\$89	\$89	\$95	\$122	\$133	\$159	\$167	\$121	\$95	\$84	\$79	\$129
	6.6%	8.7%	6.1%	1.0%	8.5%	-0.4%	1.5%	-3.8%	1.2%	-2.3%	3.3%	1.8%	7.0%
Prince George	\$107	\$111	\$113	\$112	\$112	\$113	\$114	\$112	\$113	\$113	\$111	\$112	\$112
	3.2%	4.1%	5.7%	4.6%	3.6%	3.7%	6.3%	6.1%	6.5%	4.4%	4.0%	3.4%	2.5%

## Tourism Indicators - Transportation

### Air Capacity to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Domestic	466,939	412,845	457,287	447,272	544,697	548,050	600,381	594,846	537,370	518,510	447,535	497,979	6,073,711
	-1.8%	-3.7%	-3.4%	-1.3%	4.3%	4.3%	6.0%	4.7%	4.2%	6.0%	4.2%	9.4%	2.9%
United States	216,091	194,720	217,288	208,128	217,189	242,452	264,100	263,360	218,174	197,558	195,114	220,099	2,654,273
	-5.9%	-7.4%	-8.3%	-7.1%	-7.3%	-0.9%	-0.4%	1.6%	-3.0%	-1.7%	1.6%	2.4%	-3.0%
Europe	31,697	28,728	31,843	41,180	58,111	76,389	88,133	89,155	74,303	49,638	33,156	33,161	635,494
	-2.5%	1.7%	-6.2%	-0.1%	-10.9%	-2.4%	2.0%	2.2%	-0.1%	-5.6%	7.2%	5.1%	-1.1%
Asia Pacific	136,425	120,758	132,928	126,662	134,114	141,092	161,402	163,512	145,124	141,077	130,630	147,925	1,681,649
	1.2%	8.7%	6.1%	5.5%	7.3%	9.1%	9.5%	10.4%	8.0%	5.6%	12.7%	11.8%	8.0%
Mexico	21,462	18,948	21,822	18,236	9,256	6,735	6,612	6,884	7,027	8,121	25,200	27,848	178,151
	-23.0%	-21.3%	-17.1%	-11.4%	30.6%	1.7%	-6.5%	3.6%	-6.0%	-1.5%	20.0%	18.1%	-4.5%
<b>Total</b>	<b>872,614</b>	<b>775,999</b>	<b>861,168</b>	<b>841,478</b>	<b>963,367</b>	<b>1,014,718</b>	<b>1,120,628</b>	<b>1,117,757</b>	<b>981,998</b>	<b>914,904</b>	<b>831,635</b>	<b>927,012</b>	<b>11,223,278</b>
	-3.1%	-3.3%	-3.9%	-2.1%	1.0%	3.1%	4.5%	4.5%	2.6%	3.4%	5.3%	8.1%	1.8%

### Passenger Volume to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Domestic	689,115	663,988	735,805	724,943	790,228	830,835	921,307	997,892	814,781	786,521	696,033	790,335	9,441,783
	0.3%	-1.1%	2.1%	1.1%	2.7%	4.1%	3.5%	5.5%	3.5%	3.1%	1.7%	7.0%	2.9%
Transborder	332,640	319,457	365,477	328,943	350,518	395,077	448,888	467,307	347,876	305,442	295,089	347,927	4,304,641
	0.1%	-2.9%	-5.3%	-6.8%	-3.3%	4.9%	4.0%	5.1%	1.5%	0.9%	1.9%	3.9%	0.5%
Asia Pacific	212,609	183,237	206,978	192,332	206,850	216,595	251,810	270,814	220,590	207,710	183,501	232,987	2,586,013
	-4.8%	4.0%	2.2%	1.1%	3.0%	3.3%	5.9%	10.3%	7.4%	4.6%	7.9%	14.1%	4.9%
Europe	58,317	51,565	63,892	73,192	111,685	148,595	167,394	177,902	145,250	89,850	54,653	62,033	1,204,328
	-4.0%	-7.0%	-5.4%	-3.3%	-8.5%	3.4%	2.7%	4.8%	0.1%	-4.1%	2.7%	3.7%	-0.4%
Misc. International	56,520	52,010	57,517	45,176	22,190	20,195	18,435	18,792	17,342	18,650	47,892	59,943	434,662
	-15.2%	-15.5%	-12.9%	-9.0%	4.6%	21.4%	-12.3%	-6.7%	-8.1%	-9.6%	0.6%	5.2%	-6.9%
<b>Total</b>	<b>1,349,201</b>	<b>1,270,257</b>	<b>1,429,669</b>	<b>1,364,586</b>	<b>1,481,471</b>	<b>1,611,297</b>	<b>1,807,834</b>	<b>1,932,707</b>	<b>1,545,839</b>	<b>1,408,173</b>	<b>1,277,168</b>	<b>1,493,225</b>	<b>17,971,427</b>
	-1.6%	-1.8%	-0.9%	-1.5%	0.4%	4.3%	3.7%	5.9%	3.1%	2.2%	2.6%	7.1%	2.1%

### Passenger Volume to Regional Airports

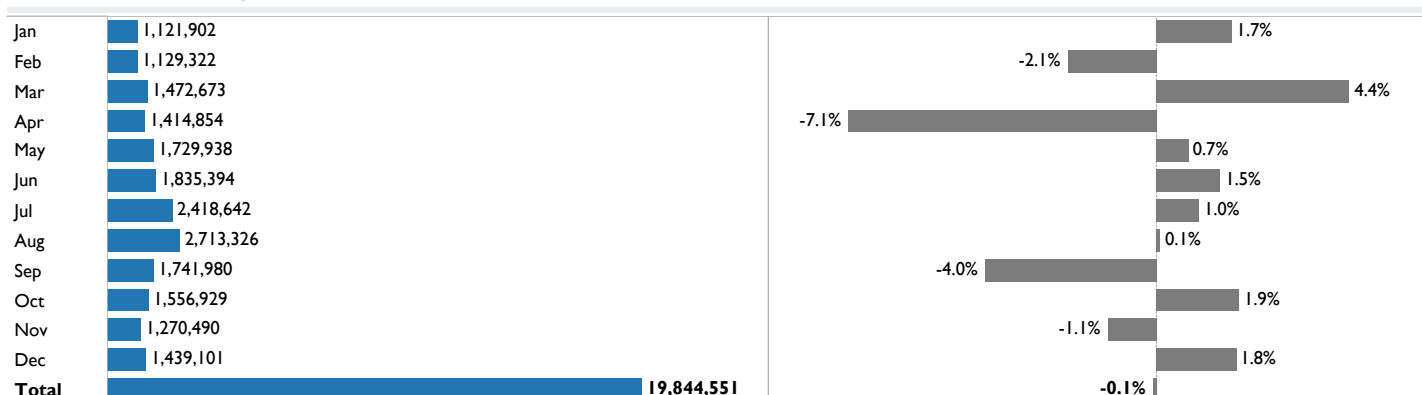
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Abbotsford	34,524	33,923	39,911	38,828	42,604	40,799	43,312	45,849	40,007	40,566	37,075	40,943	478,341
	-6.8%	-7.7%	-2.1%	-3.6%	4.7%	0.5%	-7.2%	-3.5%	-1.9%	-2.4%	-3.7%	3.8%	-2.5%
Campbell River	3,576	3,777	4,070	4,145	4,823	4,971	5,929	6,525	5,617	5,342	3,916	3,895	56,586
	-2.5%	-6.9%	2.0%	1.5%	2.8%	-0.8%	-6.1%	-6.0%	2.0%	10.4%	-5.6%	1.9%	-0.9%
Comox	21,714	21,341	24,217	25,298	26,097	26,793	34,805	36,730	26,449	22,265	22,184	25,293	313,186
	-14.3%	-6.7%	-7.6%	-3.1%	1.3%	0.1%	-3.6%	-3.5%	-2.9%	-12.5%	2.5%	-3.9%	-4.5%
Nanaimo	12,943	12,974	14,177	14,661	17,857	19,105	24,665	26,924	21,998	21,139	19,359	19,449	225,251
	3.0%	4.2%	3.7%	-0.3%	14.5%	18.5%	34.7%	34.9%	32.4%	26.1%	33.5%	26.2%	20.7%
Victoria	111,371	108,851	126,818	123,197	134,280	136,726	139,790	159,545	131,002	133,603	118,347	133,430	1,556,960
	-0.1%	-0.4%	2.6%	0.9%	3.5%	10.1%	1.3%	3.7%	3.3%	1.8%	5.9%	7.1%	3.3%
Castlegar	2,837	3,840	4,498	5,681	7,177	7,291	8,954	10,517	7,563	6,298	3,961	4,504	73,121
	-20.9%	3.1%	-3.2%	7.9%	6.0%	14.4%	7.5%	8.4%	1.9%	-4.0%	6.1%	34.9%	5.3%
Kamloops	25,951	24,670	25,750	22,676	21,695	21,855	23,507	24,761	21,620	23,718	24,170	30,021	290,394
	4.9%	0.6%	2.9%	11.0%	4.4%	2.8%	4.8%	2.5%	5.1%	3.1%	7.7%	15.1%	5.4%
Kelowna	126,225	125,439	131,540	109,973	113,976	117,104	133,482	133,792	119,494	123,356	117,151	137,551	1,489,083
	0.1%	0.0%	0.1%	0.4%	6.1%	6.4%	5.3%	-1.7%	5.2%	6.0%	5.3%	8.2%	3.3%
Penticton	5,833	6,046	6,282	6,428	8,619	7,833	8,758	8,969	7,917	8,381	6,690	7,286	89,042
	-4.2%	6.4%	-0.9%	2.8%	13.8%	16.7%	11.4%	2.5%	17.1%	26.8%	-1.8%	7.9%	8.3%
Fort St. John	11,620	11,370	12,488	12,385	12,750	13,598	17,132	18,556	18,873	20,257	18,188	18,828	186,045
	13.3%	7.2%	13.7%	11.2%	14.5%	16.5%	53.1%	61.5%	63.7%	58.7%	51.4%	63.1%	36.5%
Prince George	33,082	34,524	37,877	37,292	35,505	34,373	35,010	34,484	34,327	37,672	35,545	37,018	426,709
	-1.1%	-1.0%	0.6%	4.0%	1.3%	2.9%	8.0%	1.2%	5.1%	0.7%	-2.9%	5.4%	1.9%
Smithers	5,354	5,502	6,282	6,123	6,084	7,106	7,785	8,309	8,259	7,581	5,639	5,848	79,872
	13.3%	7.7%	11.9%	18.5%	-3.0%	14.2%	9.6%	10.7%	12.2%	2.7%	1.5%	15.9%	9.3%

## Tourism Indicators - Transportation

### Cruise Revenue Passengers

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Vancouver	0	597	0	7,967	144,777	164,568	171,652	166,686	156,178	0	0	0	812,425
				89.0%	8.8%	31.3%	40.0%	32.0%	6.3%	-100.0%			21.9%
Victoria	0	0	0	2,380	81,347	105,825	104,890	116,753	71,266	0	0	0	482,461
				452.2%	24.8%	-10.1%	-10.3%	-3.9%	-8.4%	-100.0%			-4.2%
Nanaimo	0	0	0	0	8,781	0	0	0	3,601	0	0	0	12,382
					253.8%		-100.0%		-44.6%				34.4%

### 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	527,357	550,602	759,326	713,185	884,807	959,808	1,291,559	1,482,426	916,503	803,757	627,164	759,184	10,275,678
	1.4%	0.1%	6.3%	-9.1%	1.3%	0.7%	1.1%	0.8%	-2.3%	3.3%	-0.9%	3.9%	0.5%
Port Hardy, Prince Rupert	1,446	1,582	2,332	1,655	2,478	5,049	8,067	9,173	5,580	1,936	1,758	2,048	43,104
	37.1%	-7.3%	-1.1%	18.0%	8.1%	-10.7%	-7.1%	-6.5%	-10.4%	12.8%	21.8%	-16.6%	-3.8%

### Highway Traffic Volume

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Route 1, N of China Bar Tunnel	50,995	56,336	78,554	79,770	93,713	95,040	115,692	N/A	97,290	93,837	73,110	N/A	834,337
	-13.4%	3.9%	-3.3%	5.5%	2.8%	1.7%	2.8%	N/A	-0.8%	3.8%	9.7%	N/A	1.5%
Route 3, W of BC/AB Border, Crowsnest Pass	106,547	110,740	123,473	113,880	140,616	153,840	196,385	220,379	142,500	125,767	94,350	110,980	1,639,457
	1.8%	-1.5%	8.5%	0.0%	-0.5%	3.1%	-0.1%	-1.0%	-3.9%	2.9%	1.6%	-2.5%	0.5%
Route 4, Jctn to Ucluelet/Tofino	28,861	26,516	44,950	44,910	60,543	71,250	103,137	108,500	N/A	50,933	37,830	31,124	608,554
	6.6%	-22.1%	4.5%	-6.7%	4.0%	5.2%	3.6%	-4.5%	N/A	-0.3%	1.4%	9.8%	0.1%
Route 5, N of Hope, Coquihalla	190,433	201,460	N/A	276,780	N/A	387,090	N/A	N/A	390,210	347,603	214,290	N/A	2,007,866
	12.6%	2.1%	N/A	-9.1%	N/A	3.7%	N/A	N/A	-0.4%	5.2%	-3.6%	N/A	1.0%
Route 16, E of Tete Jaune Cache	53,289	N/A	N/A	N/A	N/A	134,580	152,954	174,065	109,290	84,072	53,370	62,248	823,868
	9.4%	N/A	N/A	N/A	N/A	31.6%	4.0%	5.0%	3.8%	5.2%	2.5%	-5.0%	7.5%
Route 97, N of Maguerite Ferry Crossing Rd	56,017	58,044	79,670	83,730	99,944	103,500	123,256	135,315	102,900	97,061	64,560	61,504	1,065,501
	17.1%	5.5%	8.6%	-1.8%	1.4%	1.3%	1.8%	1.6%	0.0%	0.1%	-3.7%	-5.6%	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.

#### **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.

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