



TOURISM BRITISH COLUMBIA
C A N A D A

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RESEARCH SERVICES

TOURISM INDICATORS – DATA TABLES

August 2007

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Tourism Indicators - Data Tables
August 2007

CUSTOM ENTRIES Statistics Canada	1st Qrt	Apr '07	May '07	Jun '07	2nd Qrt	Jul '07	YTD 2007
U.S. Total	834,957	302,805	463,884	624,664	1,391,353		2,226,310
% change	(5.7%)	(11.2%)	(0.1%)	(1.6%)	(3.4%)		(4.3%)
U.S. Overnight	499,673	178,841	294,072	420,633	893,546		1,393,219
% change	(0.4%)	(9.7%)	1.9%	0.1%	(1.5%)		(1.1%)
Asia/Pacific Overnight	147,353	52,968	88,389	101,146	242,503		389,856
% change	2.3%	(4.7%)	2.7%	(1.1%)	(0.6%)		0.5%
Europe Overnight	72,122	24,522	49,694	69,246	143,462		215,584
% change	13.0%	(10.2%)	(0.2%)	9.9%	2.4%		5.7%
Total International Overnight	736,393	264,154	443,298	605,884	1,313,336		2,049,729
% change	1.9%	(8.6%)	2.5%	1.3%	(0.5%)		0.3%
OTHER PROVINCIAL INDICATORS	1st Qrt	Apr '07	May '07	Jun '07	2nd Qrt	Jul '07	YTD 2007
Provincial Room Revenue	\$414,248	\$129,508	\$161,351				\$705,108
<i>supplied by BC STATS (\$000s)</i>	12.8%	9.5%	6.6%				10.7%
Provincial Occupancy	59.4%	64.7%	72.4%	76.7%	71.3%		65.5%
<i>supplied by Pannell Kerr Forster</i>	2.2	1.6	1.1	0.8	1.2		1.6
Provincial Avg. Daily Room Rate	\$120.99	\$116.12	\$129.55	\$139.65	\$385.32		\$125.00
<i>supplied by Pannell Kerr Forster</i>	7.3%	6.8%	3.3%	2.9%	4.2%		5.4%
Vancouver Int'l Airport	3,922,458	1,320,072	1,446,539	1,560,850	4,327,461		8,249,919
Total Passengers	3.9%	4.2%	2.4%	1.8%	2.7%		3.3%
BC Ferries	4,034,877	1,667,160	1,881,652	1,990,116	5,538,928	2,631,979	12,205,784
Total Passengers	(0.6%)	(1.8%)	0.8%	1.4%	0.2%	(1.2%)	(0.4%)
1-800-HelloBC	22,751	23,574	15,737	14,142	53,453	15,035	91,239
# of Incoming Calls	25.8%	82.3%	(9.6%)	(27.0%)	7.6%	(6.3%)	8.9%
www.HelloBC.com	1,176,186	602,797	706,367	770,388	2,079,552	899,133	4,154,871
Visitors	42.9%	50.6%	83.3%	33.4%	52.6%	85.5%	55.6%
Commercial Restaurant Receipts*	\$1,587,609	\$537,115	\$572,776				\$2,697,500
<i>supplied by Stats Canada (\$000s)</i>	5.3%	(1.6%)	3.5%				3.5%
Visitor Centres BC Total**	185,491	87,864	149,655	214,376	451,895	314,764	952,150
% change	(3.9%)	3.0%	4.0%	5.5%	4.5%	0.5%	1.4%

* Includes caterers and taverns, but does not include sales from restaurants owned by hotels or institutions.

Please note: % change figures are for changes from same period last year; brackets indicate declines; the variance between current and previous year occupancy is reported as a
All data subject to ongoing revisions from suppliers.

** Number of parties

Tourism Indicators - Data Tables
August 2007

ACCOMMODATION	1st Qrt	Apr '07	May '07	Jun '07	2nd Qrt	Jul '07	YTD 2007
ROOM REVENUE (\$000) - Not seasonally adjusted -- supplied by BC STATS							
Vancouver Island	\$50,476	\$23,638					\$74,114
% change	8.8%	10.1%					9.2%
Vancouver, Coast & Mountains	\$243,963	\$72,723					\$316,686
% change	13.9%	11.0%					13.2%
Thompson Okanagan	\$50,834	\$15,200					\$66,035
% change	17.0%	9.7%					15.2%
Cariboo Chilcotin Coast	\$3,433	\$1,613					\$5,046
% change	(5.0%)	10.5%					(0.5%)
Kootenay Rockies	\$33,781	\$7,119					\$40,900
% change	15.3%	7.5%					13.9%
Northern BC	\$31,761	\$9,215					\$40,975
% change	4.8%	(1.7%)					3.3%
HOTEL OCCUPANCY RATE -- supplied by Pannell Kerr Forster							
Greater Vancouver	63.5%	68.7%	82.0%	86.5%	79.1%		71.7%
point change	2.8	2.0	2.5	0.6	1.7		2.2
Greater Victoria	60.2%	75.5%	78.7%	79.8%	78.0%		69.0%
point change	(0.1)	2.0	2.6	(0.6)	1.3		0.6
Whistler Resort	77.3%	63.6%	40.9%	51.1%	51.9%		64.5%
point change	10.3	5.6	(2.6)	2.3	1.7		6.0
Nanaimo	62.9%	66.3%	72.6%	79.6%	72.8%		67.9%
point change	8.9	6.9	5.4	(2.4)	3.3		6.1
Kamloops	42.3%	55.2%	66.8%	63.9%	62.0%		53.3%
point change	1.7	0.1	(3.2)	0.4	(0.9)		1.4
Kelowna	53.9%	70.9%	74.1%	75.8%	73.6%		62.4%
point change	2.9	(0.1)	(0.8)	(0.7)	(0.5)		(0.2)
Penticton	31.2%	48.0%	56.3%	68.0%	57.4%		45.2%
point change	(3.2)	1.7	(2.9)	6.7	1.8		0.1
Prince George	65.5%	72.4%	79.1%	74.9%	75.5%		70.7%
point change	5.1	(1.5)	5.0	(2.2)	0.5		2.7
AVERAGE DAILY ROOM RATE -- supplied by Pannell Kerr Forster							
Greater Vancouver	\$113.50	\$117.56	\$139.93	\$151.11	\$408.60		\$126.21
% change	5.6%	6.3%	2.8%	2.3%	3.6%		4.3%
Greater Victoria	\$97.35	\$114.27	\$142.66	\$154.59	\$411.52		\$119.93
% change	6.4%	7.2%	5.9%	7.8%	7.0%		6.9%
Whistler Resort	\$276.04	\$187.08	\$130.13	\$147.08	\$464.29		\$228.78
% change	3.6%	4.7%	1.2%	0.5%	2.4%		5.0%
Nanaimo	\$86.95	\$92.10	\$95.65	\$102.86	\$290.61		\$92.50
% change	6.7%	10.0%	6.8%	6.0%	7.5%		6.6%
Kamloops	\$78.03	\$85.96	\$86.69	\$89.98	\$262.63		\$84.84
% change	7.4%	8.6%	0.1%	0.7%	3.0%		5.5%
Kelowna	\$86.15	\$100.50	\$120.76	\$133.27	\$354.53		\$105.67
% change	10.1%	9.5%	5.5%	6.4%	7.0%		8.1%
Penticton	\$78.77	\$98.71	\$113.18	\$113.63	\$325.52		\$99.56
% change	(0.4%)	14.5%	5.7%	(3.8%)	4.5%		4.3%
Prince George	\$93.11	\$90.62	\$96.71	\$98.32	\$285.65		\$94.33
% change	3.8%	(0.8%)	2.4%	3.4%	1.7%		2.6%

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Tourism Indicators - Data Tables
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TRANSPORTATION	1st Qrt	Apr '07	May '07	Jun '07	2nd Qrt	Jul '07	YTD 2007
Coquihalla	395,377	213,612	246,855	265,994	726,461		1,121,838
Paid Passenger Vehicles	5.1%	3.4%	3.9%	6.0%	4.5%		4.7%
REGIONAL AIRPORTS -- Passenger Volume							
Victoria	332,508	124,534	132,497	123,168	380,199		712,707
% change	5.6%	9.6%	6.2%	1.9%	5.8%		5.7%
Kamloops	57,425	14,753	14,797	14,504	44,054	13,602	115,081
% change	19.3%	20.9%	13.3%	16.2%	16.7%	8.5%	16.9%
Kelowna	361,128	106,406	109,572	106,583	322,561		683,689
% change	13.7%	20.8%	17.8%	14.7%	17.7%		15.6%
Castlegar	13,757	7,015	8,175	7,653	22,843	8,327	44,927
% change	(16.8%)	(2.8%)	20.4%	5.2%	7.3%	7.4%	(1.4%)
Smithers	15,088	5,240	7,987	7,083	20,310		35,398
% change	1.2%	9.7%	56.6%	30.3%	32.6%		17.1%
Comox	62,990	25,103	25,672	24,712	75,487	30,120	168,597
% Change	22.6%	45.1%	34.7%	29.4%	36.1%	27.4%	29.2%
Campbell River	11,798	4,098	5,360	5,644	15,102	7,038	33,938
% Change	4.3%	(5.2%)	4.0%	(13.1%)	(5.5%)	(7.8%)	(2.8%)
Prince George	99,012	34,507	35,630	33,281	103,418	31,644	234,074
% change	(3.9%)	5.1%	5.6%	2.9%	4.5%	5.7%	0.9%
Fort St John	30,755	9,982	10,330	9,398	29,710	8,341	68,806
% change	3.4%	11.2%	2.2%	1.8%	4.9%	(3.1%)	3.2%
Nanaimo	26,052	11,318	12,188	11,650	35,156		61,208
% change	(11.3%)	(2.1%)	(7.2%)	(5.6%)	(5.1%)		(7.8%)
Abbotsford	121,254	46,821	50,618	41,069	138,508	43,647	303,409
% change	10.3%	31.2%	24.3%	(0.3%)	17.8%	(13.5%)	9.1%
BC FERRIES -- Passenger Volume							
Victoria, Vancouver, Nanaimo	1,977,842	858,045	969,069	1,038,169	2,865,283	1,425,994	6,269,119
% change (Rts. 1, 2 & 30)	1.4%	(1.2%)	2.7%	3.1%	1.6%	(0.4%)	1.1%
Port Hardy, Prince Rupert	4,619	1,932	3,188	8,106	13,226	11,801	29,646
% change (Rts. 10 & 40)	(9.2%)	145.2%	17.6%	37.7%	40.9%	35.0%	27.7%
PRODUCT							
CRUISE -- Revenue Passengers							
Cruise (revenue passengers - Vancouver)	0	4,288	162,082	201,819	368,189	200,291	568,480
% change	no change	(22.9%)	28.6%	25.2%	25.7%	(0.8%)	14.9%
FISHING LODGES -- Room Revenue							
Total BC Fishing Lodges (room revenue)	\$706,574	\$524,862					\$1,231,435
% change (Source - BC STATS)	38.1%	32.7%					35.7%
ATTRACTIONS -- Paid Attendance							
GVRD Attractions (VCM)	685,432	235,716	322,442				1,243,590
% change	4.2%	(9.5%)	(7.4%)				(1.8%)
VISITOR CENTRES -- No. of parties							
Vancouver Island	40,809	23,375	39,627	52,407	115,409	74,534	230,752
% change	(9.8%)	(5.5%)	3.4%	(5.7%)	(2.7%)	(12.1%)	(7.2%)
Vancouver, Coast & Mountains	88,860	36,084	51,662	66,047	153,793	85,200	327,853
% change	(6.8%)	0.6%	(1.5%)	6.1%	2.2%	(1.4%)	(1.3%)
Thompson Okanagan	31,868	17,369	28,770	43,778	89,917	68,659	190,444
% change	(1.9%)	13.5%	0.8%	6.2%	5.7%	2.7%	3.3%
Cariboo Chilcotin Coast	3,951	2,148	4,272	7,166	13,576	10,929	28,456
% change	58.1%	54.6%	42.2%	58.1%	52.2%	26.2%	41.7%
Kootenay Rockies	14,782	6,395	14,466	21,743	42,604	44,830	102,216
% change	28.3%	20.6%	26.2%	15.8%	19.9%	20.0%	21.0%
Northern BC	5,221	2,493	10,858	23,245	36,596	30,612	72,429
% change	(13.7%)	(7.4%)	7.4%	11.2%	8.6%	5.7%	5.4%

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CONVENTION CENTRES	1st Qrt	2nd Qrt	3rd Qrt	4th Qrt	YTD 2007
TOTAL EVENT PARTICIPANT DAYS* -- supplied by Conventions BC					
Victoria Conference Centre	64,789				64,789
% change	220.4%				220.4%
Vancouver Convention & Exhibition Centre	238,838				238,838
% change	1.5%				1.5%
Penticton Trade & Convention Centre	24,500				24,500
% change	(43.5%)				(43.5%)
Prince George Civic Centre	37,816				37,816
% change	26.8%				26.8%
NON-RESIDENT DELEGATE DAYS** -- supplied by Conventions BC					
Victoria Conference Centre	16,566				16,566
% change	90.6%				90.6%
Vancouver Convention & Exhibition Centre	59,251				59,251
% change	(0.6%)				(0.6%)
Penticton Trade & Convention Centre	5,250				5,250
% change	(48.9%)				(48.9%)
Prince George Civic Centre	6,660				6,660
% change	245.1%				245.1%