



TOURISM BRITISH COLUMBIA
C A N A D A

®

RESEARCH SERVICES

TOURISM INDICATORS – DATA TABLES

December 2007

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Tourism Indicators - Data Tables
December 2007

CUSTOM ENTRIES	Statistics	1st Qrt	2nd Qrt	Jul '07	Aug '07	Sep '07	3rd Qrt	Oct '07	Nov '07	YTD 2007
Canada										
U.S. Total		834,957	1,391,353	750,452	768,238	508,130	2,026,820			4,253,130
% change		(5.7%)	(3.4%)	(8.3%)	(1.9%)	(8.0%)	(5.9%)			(5.0%)
U.S. Overnight		499,513	893,546	539,997	557,995	340,581	1,438,573			2,831,632
% change		(0.4%)	(1.5%)	(6.7%)	1.0%	(5.8%)	(3.6%)			(2.4%)
Asia/Pacific Overnight		147,353	242,503	113,112	98,856	91,284	303,252			693,108
% change		2.3%	(0.6%)	0.8%	(1.9%)	0.4%	(0.2%)			0.2%
Europe Overnight		72,122	143,462	82,402	77,597	67,232	227,231			442,815
% change		13.0%	2.4%	3.7%	4.7%	8.6%	5.5%			5.6%
Total International Overnight		736,233	1,313,336	757,593	749,314	509,720	2,016,627			4,066,196
% change		1.9%	(0.5%)	(4.0%)	1.1%	(2.7%)	(1.8%)			(0.7%)
Re-entry thru BC by Canadians from the U.S.		651,061	812,210	391,834	450,175	332,656	1,174,665			2,637,936
% change		2.9%	5.1%	3.5%	10.6%	14.0%	9.0%			6.3%
Re-entry thru BC by Canadians from Overseas		379,768	290,261	82,713	114,277	90,170	287,160			957,189
% change		4.4%	3.1%	4.4%	9.5%	4.0%	6.3%			4.6%
OTHER PROVINCIAL INDICATORS										
		1st Qrt	2nd Qrt	Jul '07	Aug '07	Sep '07	3rd Qrt	Oct '07	Nov '07	YTD 2007
Provincial Room Revenue		\$414,502	\$488,056	\$238,756	\$261,240	\$196,088	\$696,083			\$1,598,641
<i>supplied by BC STATS (\$000s)</i>		12.8%	7.2%	4.3%	6.3%	5.8%	5.5%			7.8%
Provincial Occupancy		59.4%	71.3%	79.6%	83.2%	77.3%	80.2%	66.2%		70.0%
<i>supplied by Pannell Kerr Forster</i>		2.2	1.2	(0.5)	1.4	1.3	0.9	2.0		1.4
Provincial Avg. Daily Room Rate		\$120.99	\$128.44	\$149.02	\$150.94	\$140.87	\$146.94	\$120.50		\$132.42
<i>supplied by Pannell Kerr Forster</i>		7.3%	4.2%	3.4%	5.0%	6.0%	4.8%	7.3%		5.5%
Vancouver Int'l Airport		3,922,343	4,327,868	1,786,647	1,889,893	1,534,683	5,211,223	1,372,057		14,833,491
Total Passengers		3.9%	2.7%	0.2%	2.6%	3.6%	2.1%	3.6%		2.9%
BC Ferries		4,034,877	5,538,928	2,631,979	2,900,725	1,989,354	7,522,058	1,649,323	1,410,831	20,156,017
Total Passengers		(0.6%)	0.2%	(1.2%)	0.1%	0.6%	(0.2%)	(3.6%)	7.8%	0.1%
1-800-HelloBC		22,751	53,453	15,035	12,764	6,062	33,861	4,828	2,269	117,162
# of Incoming Calls		25.8%	7.6%	(6.3%)	(3.4%)	(2.3%)	(4.5%)	21.9%	(28.1%)	6.2%
www.HelloBC.com		1,176,186	2,079,552	899,133	746,773	523,331	2,169,237	408,686	309,428	6,143,089
Visitors		42.9%	52.6%	85.5%	133.8%	113.4%	106.7%	110.0%	36.3%	68.0%
Commercial Restaurant Receipts*		\$1,587,609	\$1,690,877	\$602,641	\$633,552	\$567,828	\$1,804,021			\$5,082,506
<i>supplied by Stats Canada (\$000s)</i>		5.3%	2.1%	0.5%	3.9%	1.7%	2.1%			3.1%
Visitor Centres BC Total**		185,491	451,197	318,103	338,178	188,988	845,269	85,507	55,275	1,622,739
% change		(3.9%)	4.4%	1.6%	0.8%	(2.1%)	0.4%	(11.8%)	2.4%	0.3%

* 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 point change.

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** Number of parties

**Tourism Indicators - Data Tables
December 2007**

ACCOMMODATION	1st Qrt	2nd Qrt	Jul '07	Aug '07	Sep '07	3rd Qrt	Oct '07	Nov '07	YTD 2007
ROOM REVENUE (\$000) - Not seasonally adjusted -- supplied by BC STATS									
Vancouver Island	\$50,478	\$92,020	\$50,891	\$55,048					\$248,436
% change	8.8%	9.2%	11.1%	6.1%					8.8%
Vancouver, Coast & Mountains	\$243,963	\$262,897	\$110,061	\$119,753					\$736,675
% change	13.9%	5.0%	(1.3%)	3.4%					6.5%
Thompson Okanagan	\$50,846	\$65,361	\$40,750	\$46,897					\$203,854
% change	17.0%	13.1%	10.9%	12.1%					13.4%
Cariboo Chilcotin Coast	\$3,480	\$6,984	\$3,874	\$3,736					\$18,074
% change	(3.7%)	9.3%	9.2%	(1.7%)					4.2%
Kootenay Rockies	\$34,243	\$27,269	\$17,840	\$19,614					\$98,966
% change	16.9%	15.1%	9.6%	10.5%					13.7%
Northern BC	\$31,493	\$33,526	\$15,339	\$16,192					\$96,549
% change	3.9%	2.4%	2.2%	10.4%					4.1%
HOTEL OCCUPANCY RATE -- supplied by Pannell Kerr Forster									
Greater Vancouver	63.5%	79.1%	86.0%	88.2%	84.6%	86.3%	75.1%		76.4%
point change	2.8	1.7	0.1	1.3	1.0	0.8	2.3		1.8
Greater Victoria	60.2%	78.0%	82.4%	86.2%	83.2%	83.9%	70.9%		73.8%
point change	(0.1)	1.3	4.7	2.2	4.0	3.6	1.9		1.7
Whistler Resort	77.3%	51.9%	67.0%	68.4%	58.9%	64.8%	36.6%		61.9%
point change	10.3	1.7	(3.9)	6.5	5.3	2.7	6.3		5.3
Nanaimo	62.9%	72.8%	79.2%	83.8%	75.1%	79.4%	65.1%		71.0%
point change	8.9	3.3	0.3	3.0	0.1	1.2	3.6		4.2
Kamloops	42.3%	62.0%	72.6%	75.6%	66.0%	71.4%	55.6%		59.0%
point change	1.7	(0.9)	0.5	(1.1)	(0.4)	(0.3)	3.6		1.1
Kelowna	53.9%	73.6%	84.5%	91.3%	77.9%	84.6%	65.2%		69.4%
point change	2.9	(0.5)	(0.7)	3.6	(1.1)	1.1	(2.7)		(0.2)
Penticton	31.2%	57.4%	80.8%	90.5%	73.1%	81.5%	49.3%		57.1%
point change	(3.2)	1.8	0.0	(0.1)	8.1	2.7	3.6		1.6
Prince George	65.5%	75.5%	64.7%	72.7%	77.7%	71.7%	72.6%		71.2%
point change	5.1	0.5	(18.1)	4.1	5.3	(2.9)	4.4		1.8
AVERAGE DAILY ROOM RATE -- supplied by Pannell Kerr Forster									
Greater Vancouver	\$113.50	\$136.20	\$154.57	\$154.86	\$149.26	\$152.90	\$130.50		\$135.88
% change	5.6%	3.6%	3.3%	4.1%	5.1%	4.2%	9.2%		4.8%
Greater Victoria	\$97.35	\$137.17	\$172.27	\$177.32	\$156.94	\$168.84	\$114.02		\$136.36
% change	6.4%	7.0%	4.8%	5.3%	3.2%	4.5%	0.5%		5.7%
Whistler Resort	\$276.04	\$154.76	\$152.67	\$148.73	\$148.14	\$149.85	\$110.39		\$197.48
% change	3.6%	2.4%	(2.5%)	(2.3%)	10.1%	1.4%	(9.5%)		4.4%
Nanaimo	\$86.95	\$96.87	\$111.90	\$112.58	\$106.19	\$110.22	\$93.61		\$98.46
% change	6.7%	7.5%	4.9%	8.9%	8.0%	7.2%	6.7%		6.3%
Kamloops	\$78.03	\$87.54	\$101.59	\$104.40	\$95.40	\$100.46	\$84.64		\$90.62
% change	7.4%	3.0%	5.2%	6.2%	5.0%	5.5%	4.3%		5.4%
Kelowna	\$86.15	\$118.18	\$162.57	\$168.08	\$139.03	\$156.56	\$112.82		\$125.20
% change	10.1%	7.0%	4.8%	12.8%	7.2%	8.3%	13.5%		9.0%
Penticton	\$78.77	\$108.51	\$156.03	\$171.55	\$120.57	\$149.38	\$102.89		\$123.17
% change	(0.4%)	4.5%	4.0%	5.6%	3.9%	4.6%	1.1%		4.6%
Prince George	\$93.11	\$95.22	\$98.26	\$95.44	\$100.35	\$98.02	\$100.74		\$96.27
% change	3.8%	1.7%	2.5%	0.3%	10.8%	4.4%	9.6%		4.2%

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 point change.

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Tourism Indicators - Data Tables

December 2007

TRANSPORTATION: LAND	1st Qrt	2nd Qrt	Jul '07	Aug '07	Sep '07	3rd Qrt	Oct '07	Nov '07	YTD 2007
Coquihalla	395,377	726,461	384,632	436,141	278,728	1,099,501	208,782	137,846	2,567,967
Paid Passenger Vehicles	5.1%	4.5%	2.6%	7.8%	0.3%	4.0%	(5.4%)	29.2%	4.6%
HIGHWAY TRAFFIC VOLUME -- Monthly Average Daily Traffic -- supplied by BC's Ministry of Transportation									
Alberta/BC Border Routes									
Route 16, E of Tete Jaune Cache	5,386	9,592	4,702	5,245	3,265	13,212			28,190
% change	5.1%	12.5%	1.4%	3.9%	n/a	n/a			n/a
Route 1, E of Route 95, Golden	9,872	15,415	9,371	10,660	6,444	26,475			51,762
% change	0.8%	(0.7%)	1.3%	5.0%	(0.2%)	2.4%			1.1%
Route 3, W of BC/AB Border, Crowsnest Pass	9,712	11,618	5,520	6,089	4,222	15,831			37,161
% change	4.7%	7.2%	6.2%	8.6%	3.1%	6.2%			6.1%
Other BC Routes									
Route 1, N of China Bar Tunnel	6,722	10,119	4,371	5,082	3,942	13,395			30,236
% change	(11.1%)	0.5%	0.7%	5.0%	(0.4%)	2.0%			(1.7%)
Route 4, Junction to Ucluelet/Tofino	3,578	6,202	3,545	3,937	2,751	10,233			20,013
% change	(0.8%)	0.6%	2.0%	0.7%	9.6%	3.4%			1.8%
Route 97, N of Maguerite Ferry Crossing Road	6,501	9,715	4,204	4,523	3,524	12,251			28,467
% change	0.8%	6.6%	7.4%	8.2%	4.4%	6.8%			5.3%
TRANSPORTATION: AIR									
AIR CAPACITY -- supplied by Inter VISTAS Consulting Inc.									
Total BC*	2,506,940	2,765,792	1,116,577	1,126,487	994,580	3,237,644	920,700	822,700	10,253,776
% change	1.3%	1.5%	0.9%	1.1%	(1.2%)	0.3%	1.3%	1.9%	1.1%
In-Bound to YVR*	2,152,640	2,335,953	971,781	973,502	852,402	2,797,685	774,700	688,800	8,749,778
% change	1.0%	(1.6%)	0.3%	(0.1%)	(2.4%)	(0.7%)	0.8%	0.8%	(0.4%)
Canada*	940,229	1,025,559	402,938	407,520	368,782	1,179,240	354,500	321,600	3,821,128
% change	(1.7%)	(3.1%)	(5.1%)	(5.0%)	(6.0%)	(5.3%)	(0.7%)	6.3%	(2.5%)
U.S. & Latin America*	774,120	765,322	308,291	304,572	255,951	868,814	228,400	220,300	2,856,956
% change	4.1%	(3.1%)	(3.0%)	(2.9%)	(4.1%)	(3.3%)	(2.6%)	(9.6%)	(1.8%)
Overseas*	438,291	545,072	260,552	261,410	227,669	749,631	191,800	146,900	2,071,694
% change	1.8%	1.3%	11.1%	12.2%	5.3%	9.6%	3.9%	4.1%	4.7%
REGIONAL AIRPORTS -- Passenger Volume									
Victoria	332,508	380,199	133,311	147,391	126,358	407,060	132,146		1,251,913
% change	5.6%	5.8%	6.7%	5.5%	6.1%	6.1%	8.0%		6.1%
Kamloops	57,425	44,054	13,602	15,226	14,222	43,050	17,056	17,950	179,535
% change	19.3%	16.7%	8.5%	12.9%	12.3%	11.3%	22.3%	30.6%	17.9%
Kelowna	361,128	322,561	113,575						797,264
% change	13.7%	17.7%	9.8%						14.7%
Castlegar	13,757	22,843	8,327	9,075	7,658	25,060			61,660
% change	(16.8%)	7.3%	7.4%	7.2%	8.1%	7.5%			0.9%
Smithers	15,088	18,624	7,537	7,878	8,106	23,521	8,367	6,501	72,101
% change	1.2%	21.6%	43.5%	32.3%	27.0%	33.7%	33.0%	24.9%	21.6%
Comox	62,990	75,487	30,120	36,734	29,300	96,154	27,332	21,906	283,869
% change	22.6%	36.1%	27.4%	41.7%	41.5%	36.8%	33.3%	24.9%	31.9%
Campbell River	11,798	15,102	7,038	7,817					41,755
% change	4.3%	(5.5%)	(7.8%)	(17.9%)					(6.0%)
Prince George	99,012	103,418	31,644	34,055	32,297	97,996	36,221	34,612	371,259
% change	(3.9%)	4.5%	5.7%	9.4%	5.3%	6.8%	6.1%	7.1%	3.1%
Fort St John	30,755	29,710	8,341	9,108	9,863	27,312	11,188	10,605	109,570
% change	3.4%	4.9%	(3.1%)	1.3%	6.8%	1.8%	2.6%	3.8%	3.4%
Nanaimo	26,052	35,156	13,678	15,468	13,944	43,090	13,499	10,482	128,279
% change	(11.3%)	(5.1%)	(4.5%)	1.5%	19.4%	4.5%	17.9%	28.6%	0.8%
Abbotsford	121,254	138,508	43,647	45,464	40,314	129,425	42,164	37,331	468,682
% change	10.3%	17.8%	(13.5%)	(16.5%)	(5.4%)	(12.2%)	(5.7%)	(3.9%)	2.2%
TRANSPORTATION: WATER									
BC FERRIES -- Passenger Volume									
Victoria, Vancouver, Nanaimo	1,977,842	2,865,283	1,425,994	1,575,066	1,051,380	4,052,440	842,494	690,750	10,428,809
% change (Rts. 1, 2 & 30)	1.4%	1.6%	(0.4%)	0.8%	2.3%	0.8%	(3.5%)	6.2%	1.1%
Port Hardy, Prince Rupert	4,619	13,226	11,801	14,068	9,248	35,117	1,586	1,376	55,924
% change (Rts. 10 & 40)	(9.2%)	40.9%	35.0%	45.3%	22.8%	35.3%	(10.4%)	20.5%	29.0%

* Data from October 2007 and forward should be considered an estimate only.

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Tourism Indicators - Data Tables
December 2007

PRODUCT	1st Qrt	2nd Qrt	Jul '07	Aug '07	Sep '07	3rd Qrt	Oct '07	Nov '07	YTD 2007
CRUISE -- Revenue Passengers -- supplied by Cruise BC									
Cruise (revenue passengers - Vancouver)	0	368,189	200,291	201,277	180,562	582,130	8,464	1,790	960,573
% change	no change	25.7%	(0.8%)	19.5%	8.0%	8.3%	14.0%	n/a	14.7%
Cruise (revenue passengers - Victoria)	0	128,640	59,453	65,294	71,392	196,139	14,635	1,771	341,185
% change	no change	(3.4%)	(25.1%)	(3.2%)	6.2%	(8.4%)	184.2%	n/a	(3.2%)
Cruise (revenue passengers - Nanaimo)	0	4,231	121	92	8,028	8,241	17,946	0	30,418
% change	no change	(71.2%)	(98.6%)	(98.9%)	(40.4%)	(73.0%)	125.8%	no change	(42.8%)
Cruise (revenue passengers - Prince Rupert)	0	39,484	19,347	24,305	15,383	59,035	0	0	98,519
% change	no change	62.5%	109.3%	33.7%	54.1%	57.8%	n/a	no change	54.8%
FISHING LODGES -- Room Revenue									
Total BC Fishing Lodges (room revenue)	\$706,574	\$6,625,024	\$5,542,467	\$5,984,317					\$18,858,381
% change (Source - BC STATS)	38.1%	12.1%	11.0%	4.9%					10.1%
ATTRACTIONS -- Paid Attendance									
GVRD Attractions (VCM)	685,432	927,723	576,226	603,621	323,704	1,503,551	199,036		3,315,742
% change	4.2%	(6.3%)	(1.9%)	(0.4%)	(9.4%)	(3.0%)	(28.0%)		(4.6%)
VISITOR CENTRES -- No. of parties									
Vancouver Island	40,809	115,409	76,738	84,688	47,527	208,953	18,942	10,417	394,530
% change	(9.8%)	(2.7%)	(9.6%)	(11.0%)	(5.5%)	(9.3%)	(14.6%)	21.4%	(7.2%)
Vancouver, Coast & Mountains	88,860	153,793	85,201	88,543	59,780	233,524	35,470	29,064	540,711
% change	(6.8%)	2.2%	(1.4%)	1.0%	(3.8%)	(1.1%)	(11.6%)	1.7%	(1.8%)
Thompson Okanagan	31,868	89,917	68,659	78,007	43,592	190,258	18,600	9,321	339,964
% change	(1.9%)	5.7%	2.7%	5.5%	3.3%	3.9%	(8.7%)	(7.3%)	2.7%
Cariboo Chilcotin Coast	3,951	12,878	10,929	11,434	5,681	28,044	2,040	1,016	47,929
% change	58.1%	44.4%	26.2%	22.4%	14.3%	22.1%	(25.9%)	(9.0%)	25.3%
Kootenay Rockies	14,782	42,604	44,830	46,685	21,211	112,726	7,683	3,535	181,330
% change	28.3%	19.9%	20.0%	12.2%	(2.8%)	11.8%	(4.3%)	(12.3%)	13.4%
Northern BC	5,221	36,596	31,746	28,821	11,197	71,764	2,772	1,922	118,275
% change	(13.7%)	8.6%	9.7%	4.0%	(3.7%)	5.1%	(20.1%)	16.5%	4.5%

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Tourism Indicators - Data Tables
December 2007

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	49,539	30,287		144,615
% change	220.4%	12.3%	4.7%		55.0%
Vancouver Convention & Exhibition Centre	238,838	160,098	126,509		525,445
% change	1.5%	(38.5%)	(9.6%)		(17.3%)
Penticton Trade & Convention Centre	24,500	34,445	16,370		75,315
% change	(43.5%)	(33.1%)	(67.2%)		(48.0%)
Prince George Civic Centre	37,816	26,247	25,203		89,266
% change	26.8%	2.0%	38.5%		21.0%
NON-RESIDENT DELEGATE DAYS** -- supplied by Conventions BC					
Victoria Conference Centre	20,702	45,068	26,194		91,964
% change	138.2%	21.5%	45.0%		44.0%
Vancouver Convention & Exhibition Centre	59,251	72,760	16,008		148,019
% change	(0.6%)	(42.5%)	(37.3%)		(30.1%)
Penticton Trade & Convention Centre	5,250	22,300	13,950		41,500
% change	(48.9%)	(26.3%)	(33.6%)		(32.5%)
Prince George Civic Centre	6,660	3,270	890		10,820
% change	245.1%	(27.1%)	(78.0%)		3.5%

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

** Non-Resident Delegate Days consists of all non-resident delegates attending events taking place in a centre.