

BUSINESS

B.C.'s tourism growth for 1988 'astonishing'

British Columbia's hospitality industries had a strong performance during the height of the tourist season this past summer, Bill Reid, Minister of Tourism and Provincial Secretary, said last week.

"Every available statistic suggests 1988 will be an exceptional year," said the Minister. "British Columbia's reputation as a destination, particularly among international travellers, is growing at an astonishing rate."

Reid said overseas customs entries at B.C. points were up 20.4 per cent during the first eight months of this year. Total entries for that period were 432,862 individuals.

Visitor volumes from Pacific

Rim countries were brisk. Arrivals at B.C. customs points from Japan are up 34 per cent to the end of August compared with the same period of 1987, Hong Kong arrivals increased 35 per cent and United Kingdom visitors are

up 23 per cent.

Other tourism statistics are equally robust.

Westbound traffic over the Rogers Pass was up 11.3 per cent to 1.2 million until the end of September. Revenue from all

forms of accommodation stood at \$327.2 million, an increase of 16 per cent, to the end of July and ferry traffic to Vancouver Island stood at 6.57 million, up 6.3 per cent, to the end of August.