



TOURISM BRITISH COLUMBIA
C A N A D A



RESEARCH & PLANNING

TOURISM INDICATORS – DATA TABLES

October 2009

Tourism British Columbia Research & Planning
300 - 1803 Douglas Street
Box 9830 Stn. Prov. Gov't.
Victoria, British Columbia V8W 9W5
Web: www.tourismbc.com/research
Email: research@tourismbc.com
Phone: (250) 387-1567

Tourism Indicators - Data Tables
October 2009

CUSTOM ENTRIES Statistics Canada	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
U.S. Total	675,548	251,333	434,778	522,478	1,208,589	651,338	645,260			3,180,735
% change	(9.1%)	(3.9%)	2.3%	(3.1%)	(1.4%)	(3.0%)	(7.0%)			(4.6%)
U.S. Overnight	408,768	152,968	286,531	366,363	805,862	491,599	480,935			2,187,164
% change	(11.9%)	(4.1%)	0.9%	(3.5%)	(2.1%)	(1.5%)	(6.7%)			(5.0%)
Asia/Pacific Overnight	139,727	49,033	72,925	78,758	200,716	93,800	85,466			519,709
% change	(3.9%)	(0.1%)	(22.8%)	(22.3%)	(18.0%)	(16.4%)	(17.7%)			(14.3%)
Europe Overnight	65,149	25,860	46,484	56,991	129,335	72,637	74,383			341,504
% change	(9.7%)	6.7%	(9.7%)	(14.3%)	(9.1%)	(10.0%)	(6.9%)			(8.9%)
Total International Overnight	630,661	236,175	414,621	513,352	1,164,148	675,882	652,394			3,123,085
% change	(10.4%)	(1.4%)	(5.8%)	(8.5%)	(6.2%)	(3.0%)	(6.3%)			(6.4%)
Re-entry thru BC by Canadians from the U.S.	719,270	282,418	340,431	265,240	888,089	391,760	497,568			2,496,687
% change	(18.1%)	(4.6%)	(3.7%)	(11.9%)	(6.6%)	(7.5%)	(3.8%)			(9.9%)
Re-entry thru BC by Canadians from Overseas	432,660	119,951	95,023	75,057	290,031	83,176	112,139			918,006
% change	2.6%	(6.9%)	(10.2%)	(12.8%)	(9.6%)	(10.5%)	(7.8%)			(4.1%)
OTHER PROVINCIAL INDICATORS	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
Provincial Room Revenue	\$378,880	\$116,541	\$141,553	\$165,356	\$423,450	\$203,661				\$1,005,991
<i>supplied by BC STATS (\$000s)</i>	(12.9%)	(11.2%)	(16.0%)	(18.8%)	(15.9%)	(13.7%)				(14.3%)
Provincial Occupancy	53.4%	56.7%	61.4%	65.1%	61.1%	70.6%	76.8%			61.5%
<i>supplied by PKF Consulting Inc.</i>	(5.0)	(7.4)	(9.2)	(10.3)	(9.0)	(6.1)	(4.0)			(6.5)
Provincial Avg. Daily Room Rate	\$125.40	\$119.77	\$131.56	\$136.21	\$129.18	\$141.38	\$144.05			\$132.21
<i>supplied by PKF Consulting Inc.</i>	(1.9%)	(1.1%)	(4.6%)	(8.1%)	(4.8%)	(8.4%)	(6.5%)			(4.8%)
Vancouver Int'l Airport	3,846,254	1,288,057	1,319,095	1,378,447	3,985,599	1,587,997	1,710,556			11,130,406
Total Passengers	(10.8%)	(8.1%)	(14.6%)	(16.0%)	(13.1%)	(11.7%)	(9.6%)			(11.6%)
BC Ferries	3,870,171	1,603,586	1,855,675	1,934,068	5,393,329	2,546,847	2,793,550	1,903,909	7,244,306	16,507,806
Total Passengers	(6.4%)	5.3%	(2.8%)	(2.3%)	(0.3%)	0.6%	(0.0%)	5.7%	1.7%	(1.0%)
1-800-HelloBC	9,780	5,753	5,193	5,860	16,806	6,568	5,217	2,309	14,094	40,680
# of Incoming Calls	(24.7%)	(55.2%)	(48.2%)	(41.2%)	(48.8%)	(30.1%)	(20.6%)	(22.3%)	(25.6%)	(37.2%)
Tourism BC Consumer Websites*	1,202,145	443,089	481,812	523,349	1,448,250	628,526	571,302			3,850,223
Visitors	(21.1%)	(8.4%)	(15.1%)	(2.3%)	(8.7%)	7.7%	(6.6%)			(10.6%)
Food Services & Drinking Places Receipts	\$1,803,525	\$641,617	\$675,453	\$667,324	\$1,984,394	\$714,935				\$4,502,854
<i>supplied by Stats Canada (\$000s)</i>	0.2%	3.0%	1.9%	(0.3%)	1.5%	1.9%				1.0%
Visitor Centres BC Total**	186,072	84,630	144,965	210,976	440,571	304,762	314,783	187,166	806,711	1,433,354
% change	5.4%	6.6%	3.9%	4.3%	4.6%	3.7%	1.1%	9.5%	3.9%	4.3%

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.

All data subject to ongoing revisions from suppliers.

* Includes www.HelloBC.com, www.britishcolumbia.travel, www.HelloBC.jp, www.HelloBC.co.kr, www.HelloBC.com.tw, www.HelloBC.com.cn, www.HelloBC.com.mx

** Number of parties

**Tourism Indicators - Data Tables
October 2009**

ACCOMMODATION	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
ROOM REVENUE (\$000) - Not seasonally adjusted -- supplied by BC STATS										
VANCOUVER ISLAND	\$46,114	\$20,086	\$27,203	\$31,271	\$78,559					\$124,673
% change	(9.1%)	(9.6%)	(10.7%)	(17.0%)	(13.1%)					(11.6%)
Victoria	\$20,945	\$9,419	\$12,686	\$13,143	\$35,248					\$56,193
% change	(1.9%)	(11.6%)	(14.1%)	(23.8%)	(17.4%)					(12.2%)
Capital Regional District (CRD)*	\$3,807	\$1,736	\$2,613	\$3,062	\$7,411					\$11,218
% change	(7.5%)	(13.7%)	(6.0%)	(11.9%)	(10.3%)					(9.4%)
Saanich Peninsula*	\$1,835	\$860	\$929	\$1,106	\$2,896					\$4,731
% change	(12.2%)	(7.4%)	(19.6%)	(9.8%)	(12.5%)					(12.4%)
Nanaimo	\$3,684	\$1,301	\$1,850	\$1,907	\$5,057					\$8,741
% change	(13.4%)	(16.3%)	10.7%	(5.3%)	(3.5%)					(7.9%)
Campbell River*	\$1,514	\$537	\$1,004	\$1,079	\$2,619					\$4,133
% change	(20.6%)	(35.6%)	(15.6%)	(30.0%)	(26.5%)					(24.5%)
Courtenay*	\$2,851	\$1,007	\$1,228	\$1,244	\$3,479					\$6,330
% change	(17.3%)	(5.0%)	(17.6%)	(10.0%)	(11.5%)					(14.2%)
Port Alberni	\$819	\$320	\$342	\$342	\$1,004					\$1,823
% change	(0.2%)	10.5%	(10.0%)	(22.6%)	(9.7%)					(5.7%)
Tofino	\$4,101	\$2,007	\$2,896	\$3,612	\$8,515					\$12,616
% change	(14.4%)	4.8%	(5.3%)	(9.2%)	(4.9%)					(8.2%)
Ucluelet	\$614	\$299	\$406	\$645	\$1,350					\$1,964
% change	(10.9%)	8.5%	4%	(1.2%)	2%					(2.1%)
VANCOUVER, COAST & MOUNTAINS	\$222,536	\$66,319	\$76,611	\$84,372	\$227,302					\$449,838
% change	(15.0%)	(11.5%)	(18.1%)	(20.7%)	(17.3%)					(16.2%)
Downtown Vancouver*	\$76,778	\$29,952	\$41,537	\$46,022	\$117,511					\$194,288
% change	(11.4%)	(16.1%)	(17.3%)	(20.1%)	(18.1%)					(15.6%)
Vancouver*	\$14,312	\$4,172	\$4,939	\$5,322	\$14,432					\$28,744
% change	(11.3%)	(12.0%)	(23.9%)	(29.1%)	(23.0%)					(17.6%)
Greater Vancouver (GVRD)*	\$17,178	\$6,196	\$8,236	\$7,657	\$22,088					\$39,266
% change	(8.6%)	(14.5%)	(17.0%)	(24.4%)	(19.1%)					(14.8%)
Whistler	\$71,019	\$12,329	\$5,428	\$8,464	\$26,221					\$97,239
% change	(24.9%)	3.0%	(18.3%)	(12.8%)	(7.4%)					(20.9%)
Richmond	\$23,136	\$7,053	\$8,433	\$8,428	\$23,915					\$47,051
% change	(4.4%)	(16.4%)	(25.0%)	(29.8%)	(24.6%)					(15.8%)
Abbotsford/Mission*	\$3,004	\$1,016	\$1,234	\$1,033	\$3,283					\$6,286
% change	(11.2%)	(13.1%)	(7.3%)	(13.4%)	(11.1%)					(11.2%)
Hope	\$468	\$246	\$320	\$396	\$962					\$1,430
% change	(16.7%)	12.2%	(12.6%)	(11.9%)	(7.0%)					(10.4%)
THOMPSON OKANAGAN	\$43,395	\$13,968	\$19,167	\$25,061	\$58,195					\$101,590
% change	(14.1%)	(4.3%)	(15.1%)	(14.7%)	(12.6%)					(13.2%)
Kamloops	\$5,613	\$2,861	\$3,631	\$4,215	\$10,707					\$16,321
% change	(11.9%)	(10.0%)	(21.4%)	(11.4%)	(14.7%)					(13.8%)
Kelowna	\$8,783	\$4,270	\$5,890	\$6,819	\$16,979					\$25,761
% change	(9.5%)	(9.8%)	(16.0%)	(21.5%)	(16.9%)					(14.5%)
Vernon	\$2,640	\$1,106	\$1,582	\$1,874	\$4,561					\$7,202
% change	(5.1%)	0.7%	(9.9%)	(13.3%)	(9.1%)					(7.6%)
Penticton	\$2,698	\$1,308	\$1,909	\$2,816	\$6,033					\$8,731
% change	(10.4%)	(12.9%)	(10.7%)	(9.6%)	(10.7%)					(10.6%)
Osoyoos	\$681	\$483	\$858	\$1,516	\$2,857					\$3,537
% change	(17.1%)	17.7%	(4.6%)	(0.8%)	0.6%					(3.3%)
Oliver/Okanagan Falls*	\$137	\$110	\$196	\$411	\$717					\$854
% change	(30.0%)	(0.0%)	(23.6%)	(14.6%)	(15.4%)					(18.2%)
Valemont/Robson Valley*	\$1,115	\$372	\$404	\$553	\$1,329					\$2,444
% change	(18.6%)	24.7%	(4.2%)	(7.8%)	0.7%					(9.1%)
CARIBOO CHILCOTIN COAST	\$3,466	\$1,425	\$2,157	\$2,617	\$6,198					\$9,664
% change	(18.1%)	(1.6%)	(1.4%)	(23.8%)	(12.3%)					(14.5%)
Williams Lake	\$1,130	\$446	\$653	\$714	\$1,813					\$2,943
% change	(3.6%)	1.2%	(0.7%)	(14.9%)	(6.4%)					(5.3%)
Quesnel	\$596	\$211	\$431	\$400	\$1,042					\$1,638
% change	(22.8%)	(21.4%)	9.9%	(40.8%)	(22.0%)					(22.3%)

Tourism Indicators - Data Tables
October 2009

ACCOMMODATION	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
ROOM REVENUE (\$000) - Not seasonally adjusted -- supplied by BC STATS										
KOOTENAY ROCKIES	\$32,534	\$6,498	\$7,428	\$9,396	\$23,321					\$55,855
% change	(10.0%)	(6.0%)	(16.9%)	(19.0%)	(15.1%)					(12.2%)
Cranbrook	\$1,814	\$676	\$826	\$1,047	\$2,549					\$4,363
% change	(5.0%)	(14.0%)	(33.3%)	(19.7%)	(23.4%)					(16.7%)
Revelstoke	\$5,537	\$929	\$942	\$1,263	\$3,133					\$8,671
% change	10.7%	(18.3%)	(9.1%)	(15.1%)	(14.4%)					0.1%
Fernie*	\$5,678	\$709	\$526	\$491	\$1,725					\$7,403
% change	(21.5%)	35.9%	1.3%	(31.3%)	(1.7%)					(17.6%)
Golden	\$3,194	\$570	\$663	\$1,052	\$2,285					\$5,480
% change	(25.9%)	(4.7%)	(31.6%)	(25.8%)	(23.5%)					(24.9%)
Kimberley	\$1,907	\$133	\$285	\$489	\$907					\$2,814
% change	(6.4%)	(28.5%)	(26.1%)	(13.3%)	(20.1%)					(11.3%)
Columbia Valley*	\$4,933	\$1,260	\$1,285	\$1,706	\$4,251					\$9,184
% change	(18.7%)	28.5%	(19.9%)	(24.6%)	(12.3%)					(15.9%)
Nelson	\$1,349	\$426	\$655	\$611	\$1,691					\$3,040
% change	(9.2%)	(33.1%)	4.1%	(13.8%)	(14.3%)					(12.1%)
NORTHERN BC	\$30,835	\$8,246	\$8,988	\$12,640	\$29,874					\$60,710
% change	(3.4%)	(25.7%)	(17.1%)	(16.0%)	(19.2%)					(11.9%)
Prince George	\$5,605	\$2,083	\$2,201	\$2,501	\$6,786					\$12,391
% change	(12.9%)	(30.3%)	(28.1%)	(19.2%)	(25.8%)					(20.5%)
Prince Rupert	\$1,486	\$467	\$726	\$985	\$2,177					\$3,663
% change	(3.4%)	(1.1%)	(0.9%)	(13.4%)	(7.0%)					(5.6%)
Smithers	\$816	\$378	\$380	\$555	\$1,313					\$2,129
% change	(17.5%)	(21.8%)	(4.4%)	(5.8%)	(10.7%)					(13.4%)
Fort St. John	\$5,198	\$1,118	\$1,090	\$1,337	\$3,545					\$8,742
% change	(10.1%)	(28.0%)	(19.3%)	(37.6%)	(29.8%)					(19.2%)
Dawson Creek	\$4,188	\$707	\$745	\$1,175	\$2,627					\$6,815
% change	9.0%	(26.2%)	(12.1%)	3.0%	(10.8%)					0.4%
HOTEL OCCUPANCY RATE -- supplied by PKF Consulting Inc.										
Greater Vancouver	58.2%	61.2%	68.9%	70.2%	66.8%	74.6%	82.4%			66.6%
point change	(6.0)	(10.7)	(11.7)	(14.1)	(12.1)	(7.5)	(3.3)			(8.1)
Greater Victoria	56.5%	67.7%	70.5%	72.6%	70.3%	77.8%	80.8%			67.6%
point change	0.1	(4.1)	(5.7)	(8.2)	(6.1)	(1.1)	(3.6)			(2.7)
Whistler Resort	72.3%	60.4%	39.8%	54.4%	51.5%	64.0%	77.1%			64.0%
point change	(7.8)	2.4	(7.6)	(1.5)	(2.2)	(1.1)	11.8			(2.4)
Nanaimo	48.2%	53.5%	58.2%	63.0%	58.2%	64.3%	70.4%			56.8%
point change	(10.6)	(8.2)	(1.3)	(2.7)	(4.1)	(8.2)	(7.7)			(7.5)
Kamloops	38.4%	58.3%	60.7%	66.4%	61.8%	72.8%	74.7%			56.1%
point change	(3.1)	0.4	(8.3)	(5.4)	(4.4)	(4.3)	(1.6)			(3.5)
Kelowna	42.1%	58.0%	64.5%	67.5%	63.3%	72.6%	74.5%			57.8%
point change	(4.8)	(6.6)	(9.9)	(11.8)	(9.4)	(8.5)	(13.6)			(8.0)
Penticton	29.6%	45.0%	51.1%	59.3%	51.8%	76.9%	83.8%			51.2%
point change	(6.7)	(5.3)	(8.4)	(6.4)	(6.7)	(4.6)	(5.9)			(5.9)
Prince George	52.1%	57.5%	57.5%	63.3%	59.4%	60.2%	60.7%			57.0%
point change	(8.6)	(20.9)	(14.0)	(11.2)	(15.4)	(4.6)	(3.6)			(10.0)

**Tourism Indicators - Data Tables
October 2009**

ACCOMMODATION	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
AVERAGE DAILY ROOM RATE -- supplied by PKF Consulting Inc.										
Greater Vancouver	\$121.53	\$123.74	\$141.67	\$144.45	\$136.62	\$143.72	\$146.60			\$134.35
% change	(1.5%)	(3.7%)	(6.3%)	(10.4%)	(7.1%)	(11.6%)	(8.2%)			(6.5%)
Greater Victoria	\$98.28	\$106.57	\$130.81	\$139.73	\$125.70	\$149.70	\$150.95			\$125.12
% change	0.3%	(5.9%)	(7.6%)	(10.6%)	(8.3%)	(9.2%)	(9.6%)			(6.9%)
Whistler Resort	\$258.79	\$181.75	\$136.16	\$154.38	\$157.43	\$144.80	\$148.40			\$197.67
% change	(11.7%)	5.9%	(2.5%)	(8.2%)	(1.5%)	(15.0%)	(3.6%)			(10.4%)
Nanaimo	\$98.07	\$103.28	\$108.57	\$113.56	\$108.47	\$117.60	\$117.49			\$108.17
% change	4.8%	8.7%	6.9%	4.6%	6.6%	1.3%	(2.0%)			3.8%
Kamloops	\$93.24	\$97.30	\$103.40	\$104.55	\$101.75	\$114.94	\$110.96			\$103.37
% change	8.3%	3.5%	2.4%	1.1%	2.3%	3.1%	(1.8%)			3.2%
Kelowna	\$96.04	\$106.28	\$127.25	\$140.24	\$124.59	\$155.35	\$155.20			\$127.41
% change	4.8%	0.5%	(1.3%)	(3.0%)	(1.5%)	(7.0%)	(9.3%)			(2.7%)
Penticton	\$87.34	\$95.94	\$115.15	\$129.92	\$113.67	\$159.79	\$182.82			\$132.83
% change	1.6%	2.1%	(1.6%)	(1.2%)	(0.4%)	(2.1%)	1.5%			2.1%
Prince George	\$105.88	\$105.47	\$108.28	\$108.23	\$107.33	\$106.16	\$102.70			\$106.07
% change	6.8%	2.9%	1.5%	(0.3%)	1.4%	0.6%	(1.8%)			2.6%

*All data subject to ongoing revisions from suppliers. * Urban Centre not defined by single municipal boundaries*

Tourism Indicators - Data Tables
October 2009

TRANSPORTATION: LAND	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
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	4,912	2,271	2,609	3,245	8,125					13,037
% change	(8.4%)	7.0%	(7.3%)	(6.4%)	(3.3%)					(5.3%)
Route 1, E of Route 95, Golden	9,245	4,505	5,292	6,096	15,893					25,138
% change	(8.0%)	18.6%	7.8%	(0.4%)	7.2%					1.1%
Route 3, W of BC/AB Border, Crowsnest Pass	9,307	3,453	3,897	4,220	11,570					20,877
% change	(9.2%)	8.7%	(1.1%)	(0.8%)	1.8%					(3.5%)
Other BC Routes										
Route 5, N of Hope, Coquihalla	19,971	9,693	n/a	12,812	22,505					42,476
% change	8.1%	18.9%	n/a	13.6%	n/a					12.1%
Route 1, N of China Bar Tunnel	5,732	2,478	3,034	3,243	8,755					14,487
% change	n/a	n/a	(9.6%)	(8.6%)	n/a					n/a
Route 4, junction to Ucluelet/Tofino	3,523	1,662	2,070	2,609	6,341					9,864
% change	(5.7%)	10.0%	2.6%	4.2%	5.1%					1.0%
Route 97, N of Maguerite Ferry Crossing Road	5,774	2,692	3,076	3,377	9,145					14,919
% change	(10.2%)	3.2%	(0.3%)	(1.7%)	0.1%					(4.1%)
TRANSPORTATION: AIR										
AIR CAPACITY** -- supplied by Inter VISTAS Consulting Inc.										
Total BC	2,449,282	839,133	889,101	940,984	2,669,218	1,036,914	1,035,368	902,334	2,974,616	8,093,116
% change	(9.0%)	(5.9%)	(7.7%)	(8.7%)	(7.5%)	(7.2%)	(8.0%)	(4.8%)	(6.8%)	(7.7%)
In-Bound to YVR	2,044,239	696,025	732,931	787,078	2,216,034	861,428	864,319	746,192	2,471,939	6,732,212
% change	(11.8%)	(8.6%)	(11.1%)	(12.0%)	(10.7%)	(10.9%)	(11.5%)	(7.3%)	(10.1%)	(10.8%)
Canada	910,871	306,182	368,557	379,333	1,054,072	412,496	407,066	359,535	1,179,097	3,144,040
% change	(6.6%)	(6.1%)	0.8%	(4.0%)	(3.0%)	(3.1%)	(5.8%)	(4.2%)	(4.4%)	(4.6%)
U.S. & Latin America	734,560	246,783	214,502	230,597	691,882	252,107	253,742	204,705	710,554	2,136,996
% change	(12.6%)	(8.3%)	(17.8%)	(18.2%)	(14.8%)	(19.5%)	(17.3%)	(11.9%)	(16.6%)	(14.7%)
Overseas	398,808	144,560	153,598	181,096	479,254	200,959	206,557	183,724	591,240	1,469,302
% change	(19.9%)	(13.2%)	(22.5%)	(16.6%)	(17.6%)	(12.1%)	(13.1%)	(6.7%)	(10.9%)	(15.7%)
REGIONAL AIRPORTS -- Passenger Volume										
Victoria	346,700	128,613	132,134	127,112	387,859	138,051	152,072	133,827	423,950	1,158,509
% change	(1.0%)	0.1%	(3.4%)	(4.1%)	(2.5%)	(1.9%)	(3.2%)	2.3%	(1.1%)	(1.6%)
Kamloops	71,270	18,917	18,533	20,052	57,502	20,772	22,141	19,628	62,541	191,313
% change	0.5%	11.1%	11.5%	21.8%	14.7%	33.1%	34.3%	27.4%	31.7%	13.5%
Kelowna	350,395	105,754	107,433	108,343	321,530	118,917	126,703	108,506	354,126	1,026,051
% change	(8.6%)	0.2%	(2.9%)	1.3%	(0.5%)	2.0%	(1.2%)	0.3%	0.3%	(3.2%)
Penticton	18,017	5,486	5,789	6,225	17,500	6,641	6,975			49,133
% change	(22.3%)	(21.3%)	(24.8%)	(18.6%)	(21.6%)	(18.4%)	(23.8%)			(21.8%)
Castlegar	13,343	6,236	6,827	7,512	20,575	8,601	8,651	7,280	24,532	58,450
% change	(23.1%)	(16.6%)	(19.8%)	(10.7%)	(15.7%)	(5.0%)	(9.3%)	(4.6%)	(6.4%)	(14.0%)
Smithers	14,015	4,573	4,648	5,019	14,240	5,387	5,786	6,024	17,197	45,452
% change	(20.4%)	(21.9%)	(18.8%)	(16.9%)	(19.2%)	(19.3%)	(11.1%)	(7.0%)	(12.5%)	(17.2%)
Comox	61,073	21,762	23,473	25,037	70,272	30,958	32,598	26,786	90,342	221,687
% Change	(18.7%)	(15.6%)	(15.1%)	(4.9%)	(11.9%)	7.0%	7.4%	8.6%	7.6%	(7.2%)
Campbell River	9,364	3,362	4,150	4,879	12,391	5,468	6,023	4,999	16,490	38,245
% Change	(23.7%)	(20.0%)	(25.0%)	(16.3%)	(20.4%)	(19.5%)	(19.7%)	(17.4%)	(19.0%)	(20.6%)
Prince George	96,126	30,977	31,702	30,999	93,678	28,075	29,843	30,266	88,184	277,988
% change	(14.2%)	(15.1%)	(18.6%)	(10.7%)	(15.0%)	(12.4%)	(5.3%)	4.1%	(4.8%)	(11.7%)
Fort St John	27,091	10,126	9,821	9,566	29,513	9,054	9,667	10,143	28,864	85,468
% change	(12.7%)	(4.8%)	(9.0%)	(6.3%)	(6.7%)	(1.9%)	7.3%	(2.8%)	0.7%	(6.4%)
Nanaimo	27,397	12,564	13,420	14,397	40,381	15,895	16,624			100,297
% change	(22.0%)	(2.8%)	(6.3%)	(2.4%)	(3.9%)	(5.1%)	(3.7%)			(9.8%)
Abbotsford	110,777	39,345	40,272	37,761	117,378	41,269	43,816	39,470	124,555	352,710
% change	(9.2%)	2.2%	(6.9%)	(12.9%)	(6.2%)	(13.4%)	(15.7%)	(1.5%)	(10.8%)	(8.8%)

Please note: All % change figures are for changes from same period last year; brackets indicate declines.

All data subject to ongoing revisions from suppliers.

**Data from October 2009 forward should be considered an estimate only.

**Tourism Indicators - Data Tables
October 2009**

TRANSPORTATION: WATER	1st Qrt	Apr '09	May '09	Jun '09	2nd Qrt	Jul '09	Aug '09	Sep '09	3rd Qrt	YTD 2009
BC FERRIES -- Passenger Volume										
Victoria, Vancouver, Nanaimo	1,901,485	808,264	948,809	987,085	2,744,158	1,350,241	1,511,809	992,571	3,854,621	8,500,264
% change (Rts. 1, 2 & 30)	(7.3%)	8.0%	(3.6%)	(4.7%)	(0.9%)	(0.0%)	(0.9%)	9.0%	1.8%	(1.2%)
Port Hardy, Prince Rupert	4,716	1,755	2,956	6,662	11,373	10,894	12,090	7,349	30,333	46,422
% change (Rts. 10 & 40)	(8.7%)	18.7%	(19.3%)	(12.3%)	(10.7%)	(7.6%)	(5.8%)	(9.4%)	(7.3%)	(8.3%)
PRODUCT										
CRUISE -- Revenue Passengers -- supplied by Cruise BC										
Cruise (revenue passengers - Vancouver)	0	3,303	173,971	176,977	354,251	179,800	197,831	161,956	539,587	893,838
% change	no change	(83.1%)	21.4%	1.8%	5.2%	5.1%	1.1%	8.5%	4.6%	4.8%
Cruise (revenue passengers - Victoria)	0	2,373	77,861	96,914	177,148	95,762	85,508	80,440	261,710	438,858
% change	no change	(80.3%)	2.4%	49.1%	15.8%	30.6%	7.7%	6.2%	14.5%	15.0%
Cruise (revenue passengers - Nanaimo)	0	61	51	151	263	0	0	10,548	10,548	10,811
% change	no change	(46.0%)	(97.5%)	100.0%	(88.0%)	(100.0%)	(100.0%)	23.8%	21.4%	(0.7%)
Cruise (revenue passengers - Campbell River)	0	0	0	0	0	162	0	0	162	162
% change	no change	no change	no change	no change	no change	(73.4%)	(100.0%)	(100.0%)	(91.5%)	(91.5%)
Cruise (revenue passengers - Prince Rupert)	0	0	11,637	11,061	22,698	13,518	11,209	7,442	32,169	54,867
% change	no change	no change	(43.6%)	(48.8%)	(46.3%)	(50.0%)	(41.7%)	(50.6%)	(47.5%)	(47.0%)
FISHING LODGES -- Room Revenue										
Total BC Fishing Lodges (room revenue)	\$974,714	\$399,931	\$1,582,485	\$3,022,013	\$5,004,429					\$5,979,143
% change (Source - BC STATS)	(13.6%)	(43.1%)	(19.2%)	(32.3%)	(29.8%)					(27.6%)
GVRD Attractions (VCM)	717,053	192,370	258,095	298,325	748,790	397,496	383,078			2,246,417
% change	1.3%	20.0%	5.1%	1.3%	6.9%	(11.9%)	7.2%			1.4%
VISITOR CENTRES -- No. of parties										
1st Qrt										
Vancouver Island	33,489	19,125	31,760	45,710	96,595	68,114	71,851	44,323	184,288	314,372
% change	(7.7%)	2.3%	(0.3%)	(8.3%)	(3.8%)	(0.0%)	(2.0%)	9.1%	1.2%	(1.4%)
Vancouver, Coast & Mountains	105,407	41,663	61,540	71,840	175,043	87,571	92,598	64,628	244,797	525,247
% change	16.0%	10.6%	18.0%	15.8%	15.3%	7.2%	8.7%	10.8%	8.7%	12.3%
Thompson Okanagan	26,868	14,170	26,750	43,681	84,601	66,745	67,535	39,940	174,220	285,689
% change	(5.1%)	11.7%	(6.6%)	0.9%	(0.0%)	(1.3%)	(10.4%)	0.0%	(4.8%)	(3.4%)
Cariboo Chilcotin Coast	2,619	1,426	3,102	6,334	10,862	10,117	11,068	5,566	26,751	40,232
% change	(19.9%)	(18.8%)	(19.5%)	1.4%	(8.4%)	1.1%	5.5%	26.1%	7.4%	0.5%
Kootenay Rockies	12,260	5,678	11,404	19,772	36,854	39,313	38,938	21,387	99,638	148,752
% change	(1.9%)	4.7%	1.7%	11.8%	7.4%	0.9%	20.2%	7.7%	6.7%	
Northern BC	5,429	2,568	10,409	23,639	36,616	32,902	32,793	11,322	77,017	119,062
% change	2.9%	(18.7%)	(12.3%)	1.8%	(4.3%)	8.8%	15.5%	14.5%	12.4%	6.3%
CONVENTION CENTRES										
3rd Qrt										
4th Qrt										
YTD 2008										
1st Qrt										
2nd Qrt										
3rd Qrt										
4th Qrt										
Sep '09										
3rd Qrt										
YTD 2009										
TOTAL EVENT PARTICIPANT DAYS										
Victoria Conference Centre	18,392	56,835	162,942	26,993	46,247					73,240
Whistler Conference Centre	6,475	4,325	43,086	16,711	10,255					26,966
Vancouver Convention & Exhibition Centre	172,124	76,100	650,700	309,830	148,647					458,477
Penticton Trade & Convention Centre	28,449	27,767	113,128	21,781	53,283					75,064
Prince George Civic Centre	24,941	48,704	149,766	40,466	24,101					64,567
NON-RESIDENT DELEGATE DAYS**										
Victoria Conference Centre	15,636	41,135	97,882	9,474	38,474					47,948
Whistler Conference Centre	4,640	3,420	28,928	8,898	27,108					36,006
Vancouver Convention & Exhibition Centre	36,996	21,411	221,471	194,581	51,448					246,029
Penticton Trade & Convention Centre	20,055	2,271	39,512	2,129	14,726					16,855
Prince George Civic Centre	720	2,560	16,135	3,440	4,512					7,952

**All non-local delegates days attending Non -Resident Conventions (all events with one or more non-local delegate in attendance and two or more show days)