

## B.C. Tourism Room Revenue

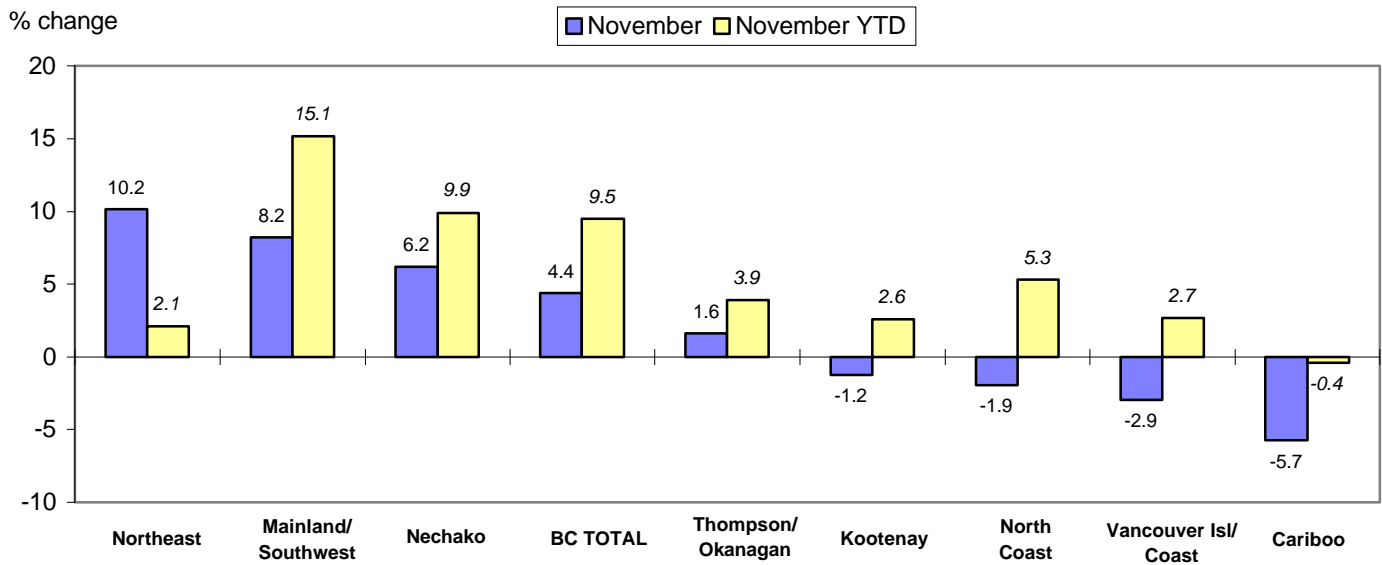
**November 1996**

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### November 1996 Highlights

- Room revenue in November amounted to \$52.6 million, an increase of 4.4% over November 1995.
- Hotels in aggregate showed a 4.2% increase in revenue, but only the largest hotels (250 or more rooms) had revenue growth above this rate (rising 8.3%). Fishing lodge, small hotel (75 or fewer rooms) and motel revenue fell from November 1995.
- The development regions with growth above the provincial rate were Mainland/Southwest (8.2%), Nechako (6.2%), and Northeast (10.2%). Revenue dropped from November 1995's level in the Vancouver Island/Coast (-2.9%), Kootenay (-1.2%), Cariboo (-5.7%), and North Coast (-1.9%) Development Regions.

**The Northeast Development Region leads November revenue growth**



### **Other Tourism Highlights \***

- November hotel occupancy rates in BC, as reported by Pannell Kerr Forster, fell 0.7 percentage points to 53.9%. Province-wide room rates reported in the same survey climbed 6.1% to \$83.21.
- The number of Americans entering Canada via BC dropped 1.9% to 288,496. While entries by airplane rose 6.3%, entries via car and bus fell -2.8% and -47.7% respectively. Overnight entries from the U.S. totalled 122,560, a decline of 1.7%.
- Overseas entries totalled 56,224, growth of 16.5%. In spite of a 27.2% drop in the number of German entries, growth in the number of Europeans entering Canada via BC was up 26.4%, due in large part to a 72.1% increase in entries from the United Kingdom. Growth in entries from the Pacific Rim was slower, although still a healthy 11.2%. It is significant that none of the three major sources of Pacific Rim visitors (Hong Kong, Japan, and Australia) had increases exceeding the regional rate; most of the rise in the numbers of Pacific Rim visitors came from the smaller sources.
- Passenger arrivals and departures to and from Vancouver International Airport were up 8.3%, driven by a 13.1% increase in arrivals and departures to destinations within Canada. The United States destinations saw a decline in passenger traffic of 1.0%. Victoria International Airport, serving primarily domestic destinations, had a 26.5% increase in passenger traffic.
- For the fifth consecutive month, the number of same-day automobile trips by Canadians to the United States fell. In November, the decline was 7.5%. The total number of Canadians returning from trips to the USA was down 6.0% (totaling 870,447), while all trips from overseas destinations rose 22.4% to 50,382.
- The volume of passenger automobile traffic on the Coquihalla Highway dropped 12.1% in November. During 1996, only the months of March and August saw increases in the traffic on the highway.
- November saw the sixth decline in passenger volume on BC Ferries in the previous eight months. During the month, the number of passengers dropped 1.0%, and the number of vehicles fell 2.3%.

\* all comparisons for November 1996 relative to November 1995

### **ROOM REVENUE TRENDS**

#### **Fort St. John, Smithers, and Whistler show strong growth during an uneven month**

- Room revenue growth was not evenly distributed through the province in November. It appears there were no consistent trends in revenue growth or declines. For example, room revenue was up in the City of Nelson (7.7%) but down more sharply in the rest of the Central Kootenay Regional District (-13.3%). Of the other two regional districts in the Kootenay Development Region, Kootenay Boundary posted a healthy revenue increase (12.9%) while East Kootenay suffered a drop of 2.7%.
- The three urban centres with the strongest growth over November 1995 were Fort St. John (28.5%), Smithers (20.7%), and Whistler (19.6%).

#### **Large hotels in downtown Vancouver generate one-half of BC's revenue growth**

- The 14 large hotels (those with 250 or more rooms) in downtown Vancouver posted revenue growth of 9.3%, earning \$12.8 million during the month of November. This was \$1.1 million more than in November 1995, nearly one-half (49.3%) of the province's room revenue increase for the month.

#### **Seasonally adjusted revenue rises**

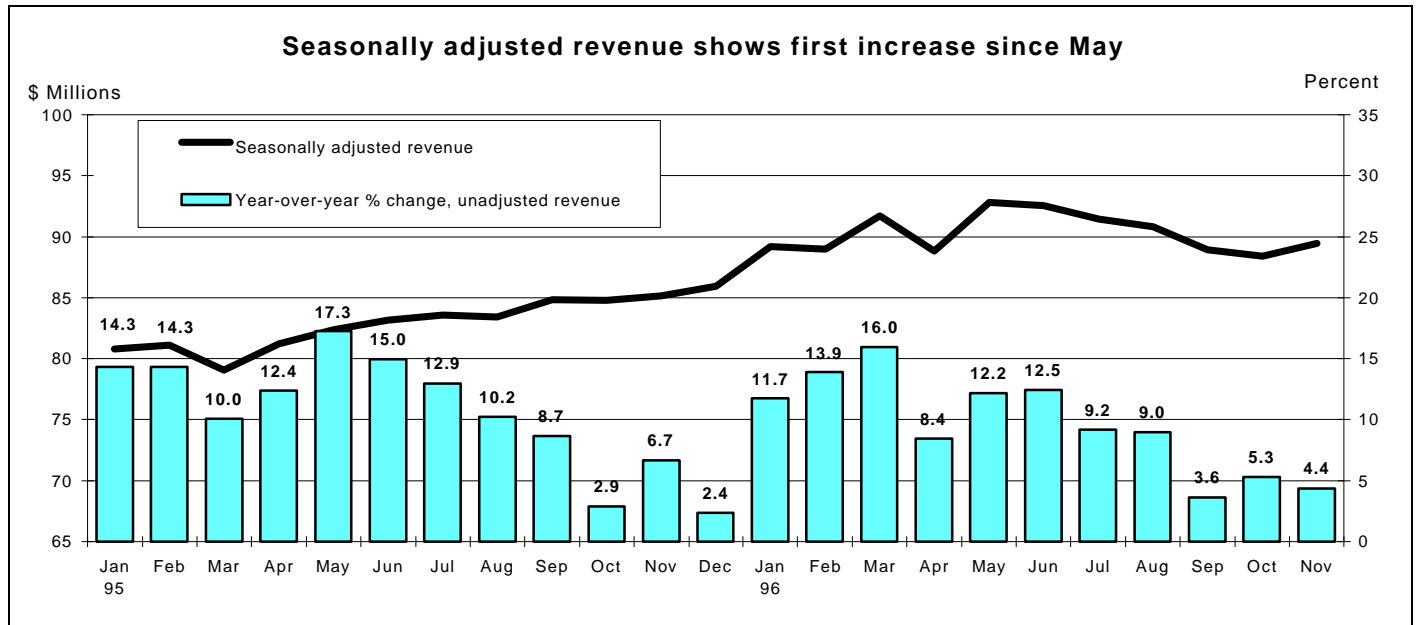
- Seasonally adjusted revenue rose for the first time since May, increasing 1.2% between October and November.

## SPECIAL FOCUS: TREND CHARTS

This month the Special Focus presents charts showing room revenue trends in revenue growth referred to earlier in this issue of the *Tourism Room Revenue* report.

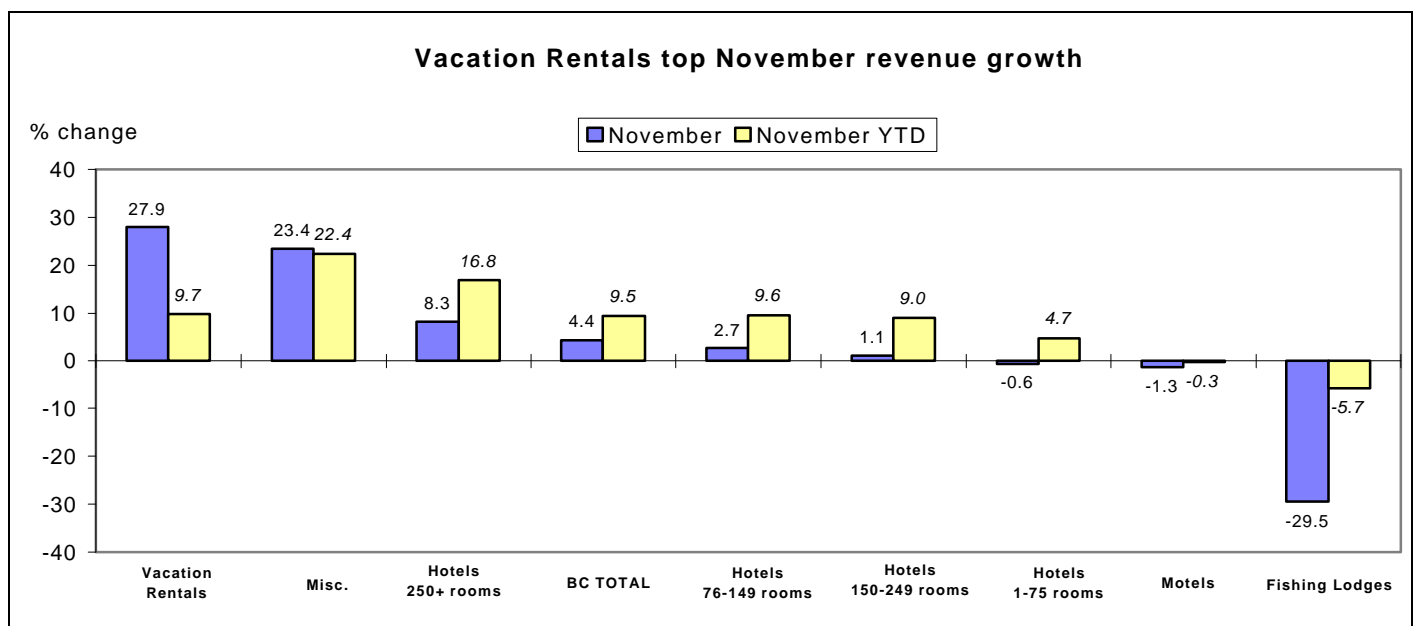
### Seasonally adjusted room revenue

Seasonal adjustment removes the regular pattern of changes that are characteristic of tourism volumes through the year. This allows other long term trends in room revenue to be identified. November's modest rise from October puts the end to a continual slide since May's peak.



### Accommodation categories

The province's vacation rentals led November growth rates, with revenue 27.9% above November 1995. Two other accommodation categories, miscellaneous accommodation and hotels with 250 or more rooms, also had revenue growth above the provincial rate during the month.



# CHART 1: Seasonally Adjusted Room Revenue by Accommodation Type

