

SPECIAL FOCUS: ROOM REVENUE BY TOURISM REGION

BC's nine tourism regions

The *Tourism Room Revenue* regularly reports room revenue by regional district and development region. The boundaries of the regional districts do not correspond with the boundaries of Tourism BC's tourism regions. While the regional districts provide a greater degree of geographic specificity, many tourism professionals use the tourism regions as a baseline for planning purposes.

In order to facilitate revenue comparisons between the tourism regions, this special focus presents room revenue by the nine tourism regions for the years 1989 through 1996.

Vancouver, Coast & Mountains dominates

In 1996, properties within the Vancouver, Coast & Mountains tourism region earned \$623.4 million, 57% of the provincial total. Room revenue in the second largest tourism region, Vancouver Island, was substantially less: \$194.6 million, 18% of the total. The third larg-

est tourism region is Okanagan-Similkameen, where 1996 earnings were \$70.7 million.

Strong growth in Vancouver, Coast & Mountains has meant that the share of provincial room revenue has increased from 53% in 1994.

Growth in Vancouver, Coast & Mountains above provincial average

Revenue growth was concentrated in Vancouver, Coast & Mountains during 1996. The region's growth rate of 15.6% was the only one above the provincial average of 9.8%, with High Country second at 6.2%.

Revenue growth through the rest of the province was modest. Vancouver Island had an increase of 2.2% over 1995. The Cariboo tourism region witnessed a dramatic change from 1995. That year, growth was 12.3%, above the provincial average and second only to Vancouver, Coast & Mountains. In 1996, however, the region shared the slowest growth rate with Kootenay Country (0.2%).

Room revenue by Tourism Region, 1989—1996
(\$ millions)

REGION	1989	1990	1991	1992	1993	1994	1995	1996
Vancouver Island	131.5	145.1	142.1	146.2	154.8	177.6	190.5	194.6
Vancouver, Coast & Mountains	344.4	396.1	390.9	401.6	416.6	473.8	539.2	623.4
Okanagan Similkameen	48.4	51.2	53.9	55.1	60.1	65.1	69.1	70.7
Kootenay Country	10.2	11.3	11.5	11.6	12.8	14.8	15.1	15.1
High Country	34.9	39.8	38.3	42.8	49.2	52.8	57.7	61.2
Cariboo	11.3	11.7	12.3	12.6	14.3	15.5	17.5	17.5
North by Northwest	34.2	37.2	35.4	39.5	42.7	47.8	52.2	54.3
Peace River / Alaska Hwy	11.2	13.6	13.4	10.8	12.6	19.5	19.2	19.9
BC Rockies	26.4	26.4	26.8	27.5	31.0	31.8	35.0	36.6
TOTAL	652.5	732.3	724.8	747.6	794.2	898.7	995.5	1,093.4