

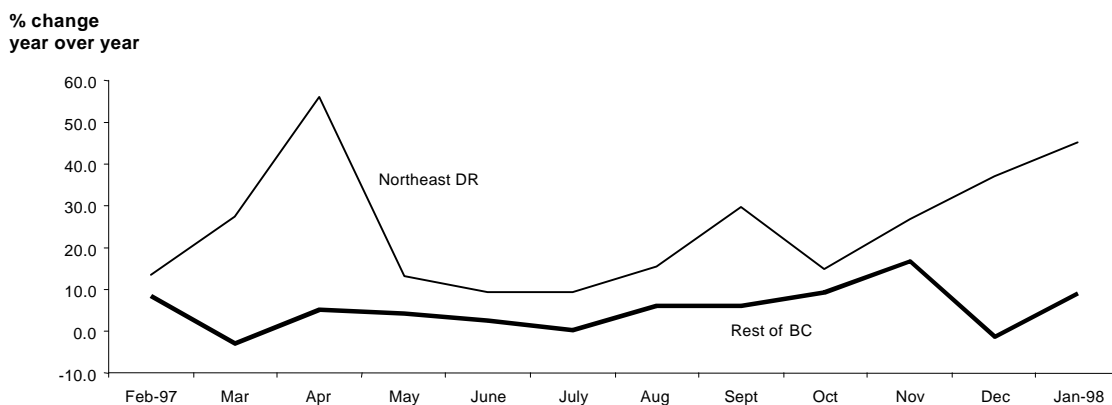
## Tourism Room Revenue ♦ JANUARY 1998

### January 1998 Highlights \*

- British Columbia experienced modest growth of 1.6% in room revenue in January. Total revenue was \$101 million, the second highest total achieved in the last 12 months.
- Cariboo led the regions with a 5.0% increase in revenue. This was the second consecutive month of strong growth for this area. Mainland Southwest (+3.2) rebounded from a December decline, while Thompson/Okanagan (+1.2%), and Kootenay (+0.8) exhibited moderate growth. Vancouver Island/Coast was unchanged from the previous month. North Coast (-18.3) and Nechako (-13.1) experienced sharp declines. Despite declining 2.2% in January, total revenue for Northeast was the second highest ever recorded in this region, which has been strong for most of the last 12 months.
- Strong growth in the large (+12.1%) and mid-range hotels (+8.9%) more than offset the slight declines in the smaller hotels (-1.0%), and vacation rentals (-0.9%). Motel revenue (+2.0%) reached its highest level in the last 12 months. However, revenue was down (-18.8%) in the miscellaneous accommodation category.

\* Note: all data reported in Highlights are seasonally adjusted using a statistical technique that removes normal seasonal fluctuations in the data. Seasonally adjusted data often give a better indication of **current** underlying trends than that provided by non-seasonally adjusted data. Tables 1 and 2 (on pages 4 and 5) show seasonally adjusted room revenue data.

### Revenues continue to boom in Northeast



### **Other Tourism Indicators \***

- The number of American visitors entering Canada through BC increased 11.5% to 311,041 in January. Total same-day trips by Americans rose 9.7%, while overnight entries increased 14.1%.
- Overseas visitor entries were up 3.3% in January. This increase was accounted for by a 16.7% growth in the number of visitors from Europe. Entries from Oceania were down 7.1%. Asian visitors to BC were down slightly (-0.1%) despite substantial increases in visitors from Hong Kong (+48.9%) and Taiwan (+36.7%). This decrease was due mostly to a 0.5% drop in visitors from Japan, who represent almost half of total Asian visitor entries.
- Passengers travelling through Vancouver International Airport in January totalled 1,116,810, an increase of 4.5%. While both US (+16.0%) and International (+9.3%) passenger traffic continued to increase, travel to and from points within Canada was down 2.6%. Total passenger traffic through Victoria International Airport reached 79,984, an increase of 3.9%.
- The low Canadian dollar contributed to a 20.6% decrease in the number of Canadians returning to Canada through BC in January. While the total number of Canadians returning from overseas destinations rose 12.3% (to 100,256), travellers returning from the US decreased a substantial 23.8% (to 685,382). There were 493,555 same-day automobile trips to the US in January, down 29.1%.
- The number of passenger vehicles on the Coquihalla Highway was 89,696, a decrease of 6.6%. This was the first decrease in traffic volume since September 1997.
- Ferry traffic slowed somewhat in January. Total vehicle traffic volume on BC Ferries decreased 8.2% (to 462,895), while passenger volume was down 4.7% (to 1,193,224).

\* *Note: all comparisons for January 1998 relative to January 1997.*

### **ROOM REVENUE TRENDS \*\***

#### **Unadjusted room revenue rebounds**

Unadjusted room revenue was up 11.3% in January compared to the same month of 1997.

The 13.7% increase in Mainland/Southwest Development Region was a rebound from December's decline and represents the continuing strength of revenue growth in this region. The only regional district in Mainland/Southwest with a revenue decrease was Sunshine Coast (-14.4%).

Other regions to experience increases were Kootenay (+10.3%), Thompson Okanagan (+9.5%), and Cariboo with a more modest 5.9% revenue jump. Vancouver Island/Coast revenue dipped 3.5%, representing the first decline since January 1997.

#### **Northeast continues strong growth**

The Northeast development region experienced revenue growth of 46.0%, the sixth consecutive month of growth over 10.0%. This region has not experienced a decline in year-over-year growth since September of 1996.

Both North Coast and Nechako dipped after increases in December. In the North Coast, revenue fell 7.5% in January. This was primarily a result of the 20.0% drop in the Skeena-Queen Charlotte Regional District. While revenue in Nechako region dropped 12.5%, this was only the third month of revenue decline since February 1997.

\*\* *Note: all references in the "Room Revenue Trends" section are to unadjusted data, found in Table 3 (pages 8 through 12).*

## SPECIAL FOCUS: Room Revenue in BC's Tourism Regions

### Room revenue in BC's tourism regions

*Tourism Room Revenue* regularly reports on room revenue by development region, regional district and urban centre. While these geographic areas provide a great deal of detail, their boundaries do not correspond with those of Tourism BC's tourism regions. Because many tourism professionals use the tourism regions as a baseline for planning purposes, this article provides estimates of revenue by tourism regions for 1989 through 1997.

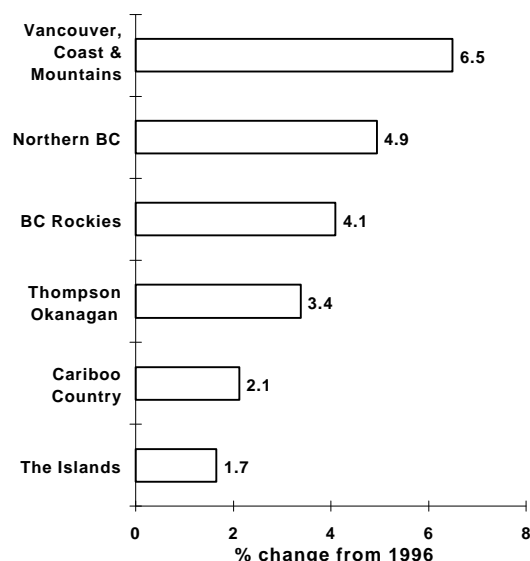
### Provincial room revenue up 5%

In 1997, accommodation properties throughout BC generated revenue of over \$1.1 billion, up 5.0% from 1996.

Over half this revenue was earned in the Vancouver, Coast & Mountains tourism region. The region also had the fastest growth in 1997, with revenue jumping 6.5% to \$664 million. Revenue growth was particularly strong in Whistler, up 11.6% over 1996.

Following Vancouver, Coast & Mountains in growth were Northern BC (+4.9%) and BC Rockies (+4.1%).

### Vancouver, Coast & Mountains led 1997 growth



The second largest region, The Islands, had the slowest growth (+1.7%) to stand at \$198 million. Most of the increase in revenue was outside the Victoria area. In 1997, revenue in the Capital Regional District was up only 0.2% to \$123 million.

### Annual Room Revenue by Tourism Region, 1989-1997

Region	Annual Revenue (\$ million)								
	1989	1990	1991	1992	1993	1994	1995	1996	1997
Vancouver, Coast & Mountains	344.4	396.1	390.9	401.6	416.6	473.8	539.2	623.4	663.9
<i>Greater Vancouver</i> <sup>1</sup>	290.7	327.7	317.2	325.7	339.5	381.1	429.2	502.6	531.5
<i>Whistler</i> <sup>2</sup>	32.0	42.6	48.4	49.4	49.3	62.6	76.8	87.4	97.5
The Islands	131.5	145.1	142.1	146.2	154.8	177.6	190.5	194.6	197.8
<i>Victoria</i> <sup>3</sup>	81.1	90.8	87.1	90.6	93.1	108.7	118.1	122.9	123.1
Thompson Okanagan	76.8	83.8	85.5	91.5	101.9	109.5	117.3	122.7	126.9
Northern BC	47.0	52.5	50.6	52.2	57.7	70.0	74.5	77.2	81.0
BC Rockies	41.9	43.6	44.0	44.2	49.6	53.0	57.3	58.8	61.2
Cariboo Country	10.8	11.2	11.8	12.0	13.6	14.8	16.7	16.7	17.0
<b>TOTAL</b>	<b>652.5</b>	<b>732.3</b>	<b>724.8</b>	<b>747.6</b>	<b>794.2</b>	<b>898.7</b>	<b>995.5</b>	<b>1,093.4</b>	<b>1,147.9</b>

**Notes:**<sup>1</sup> Greater Vancouver Regional District.

<sup>2</sup> District Municipality of Whistler.

<sup>3</sup> Capital Regional District.