

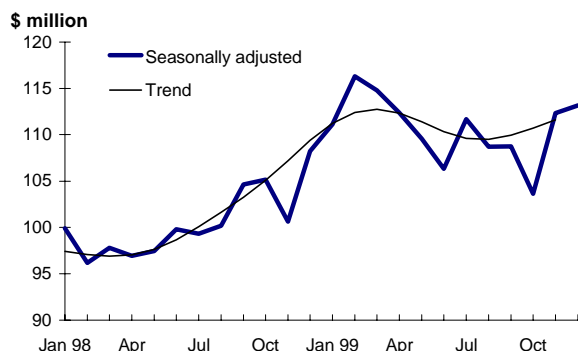
Tourism Room Revenue ♦ December 1999

Highlights

The Province

- In December, room revenue (seasonally adjusted) in BC edged up 0.7% to \$113.1 million. Following a slump through the spring and summer, room revenue in December was at its highest level since March.

Room revenue continues upward trend



- International traveller entries were down 2.3% in December (seasonally adjusted), with overseas entries slipping back after a strong gain in November. The number of Americans crossing the border on a same-day trip was off 1.4%, while overnight trips by Americans edged up 0.1% in December.

All data reported in Highlights are seasonally adjusted. All comparisons are to the month previous except where noted.

In the Regions

- Only two of the province's eight development regions posted an increase in room revenue during December. Thompson/Okanagan led with revenue rising 4.5% to \$14.3 million. Vancouver Island/Coast was up 3.1% over November, the first increase in that region since September.
- Mainland/Southwest's revenue was essentially flat (-0.1%), and declines in the other regions ranged from -0.4% in both Cariboo and North Coast to -16.0% in Nechako.

The Accommodation Types

- While the province's small hotels (1-75 rooms) had solid growth of 10.1% in December, the only other accommodation categories with increases were hotels with 76-150 rooms (+3.2%) and vacation rentals (+1.5%).

Text Table 1. Room Revenue Summary

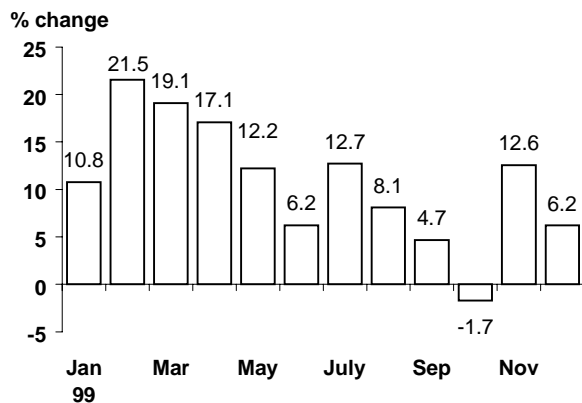
Accommodation Type			
	Dec. 99 (\$000)	Nov. 99 (\$000)	% change
Total	113,141	112,345	0.7
Hotels	84,621	83,512	1.3
Motels	14,298	14,417	-0.8
Other Acc.	14,574	15,093	-3.4
Regions (Top 3 performers)			
Thompson/Okanagan	14,254	13,646	4.5
Vancouver Isl./Coast	19,600	19,002	3.1
Mainland/Southwest	66,464	66,498	-0.1

Room Revenue Trends (Unadjusted)

December room revenue (unadjusted for seasonal variation) was \$72.0 million, up 6.2% compared to December 1998.

Total revenue for 1999 topped \$1.3 billion, up from \$1.2 billion the year before. The year started out strong, with five straight months of double-digit room revenue increases. While growth rates in July and November surpassed 12%, overall growth slowed in the latter part of the year. The only month with a decline was October (-1.7%).

Room revenue growth strong through most of 1999



Annual trends

Across BC's regions, changes in room revenue levels varied substantially during 1999. In Kootenay, every month of the year saw a double-digit revenue increase, with annual growth of 14.8% to lead the province's regions.

Mainland/Southwest also performed well in 1999, with revenue up 12.9% to \$773.5 million. The region earned 58% of BC's room revenue in 1999, up from 54% in 1990. No other region had an increase in market share over the ten year period.

No other regions in BC saw room revenue advance faster than the provincial average.

At the other extreme, Northeast ended 1999 with the province's biggest percentage decline (-11.5%). This drop came in spite of big jumps in revenue during November and December. Two other regions, Nechako (-1.0%) and Cariboo (-3.1%), also saw revenue dip in 1999, following revenue declines in 1998.

Occupancy and room rates

December saw room rates up once again, rising 4.2% to \$110. Meanwhile, occupancy rates were off 2.6 percentage points to 41.0%. Room rates fell in 11 of the 12 months of 1999, while occupancy rates were down in 7 months of the year. On average, room rates were up 3.3% in 1999, while occupancy slipped one-tenth of one percentage point.

Text Table 2. BC Tourism Indicators

	Change from Dec. 98	Total Dec. 99
Hotel Industry		
Occupancy rate	-2.6 pp.	41.0%
Average room charge <i>(Pannell Kerr Forster)</i>	4.2%	\$109.89
Airport Passengers (%) (000s)		
Vancouver International Airport		
Total traffic	-3.6	1,167
US	-5.8	292
Other International	5.3	239
Canada <i>(YVR)</i>	-5.6	636
Victoria International Airport		
Total traffic <i>(Victoria Airport Authority)</i>	-8.9	89
Restaurant Receipts (%) (\$ millions)		
Full service	0.0	182
Limited service	3.2	131
Drinking places <i>(Statistics Canada)</i>	-12.5	28
Transportation (%) (000s)		
Coquihalla Highway		
Passenger Vehicles <i>(Ministry of Transportation & Highways)</i>	8.2	128
BC Ferries		
Vehicle Volume	7.9	585
Passenger Volume <i>(BC Ferries)</i>	5.8	1,524
Exchange Rates		
	Change from Dec. 98	Cdn \$
US \$	-0.069	1.473
UK Pound	-0.200	2.377
Japanese Yen	0.001	0.014
Australian \$ <i>(Statistics Canada)</i>	-0.011	0.944

All references in **Room Revenue Trends** are to unadjusted data. All comparisons for **BC Tourism Indicators** are for the reference month relative to the same month the previous year.

Traveller Entries to BC (seasonally adjusted): January 2000

The number of non-residents entering Canada via BC edged up 0.3% (seasonally adjusted) between December and January.

US entries dip in January...

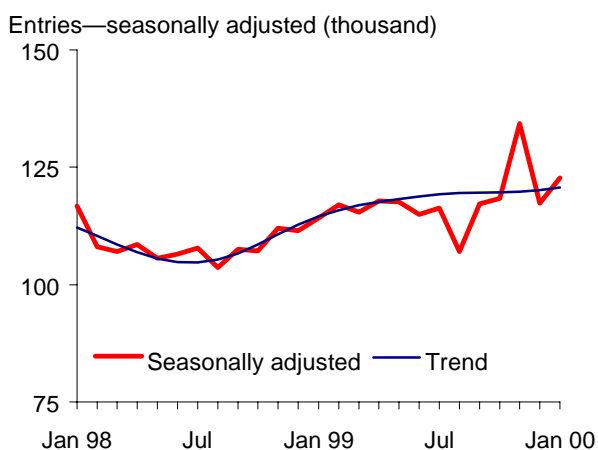
The modest increase in visitor entries occurred despite a 0.6% decline in the number of Americans crossing the border into BC. US entries have hovered around the 565,000 level since August.

Overnight trips from the US were down 0.2%, while the number of same-day trips made by Americans fell (-0.9%) for the third time in the last four months. Eight of every ten non-residents entering the province are from the United States.

...while overseas entries push upward

Entries from overseas recovered from a downturn in December, increasing 4.6% in January as Asian markets began to pick up. Overall, entries from Asia rose 1.8%, reflecting more arrivals from Hong Kong (+13.6%) and South Korea (+5.0%). Visits from Taiwan (-14.7%) continued to fall, while entries from Japan rose only marginally (+0.4%). The number of Europeans coming to Canada via BC dropped 3.4% in January, but this was offset by a 28.3% increase in entries from Australia, New Zealand and the South Pacific.

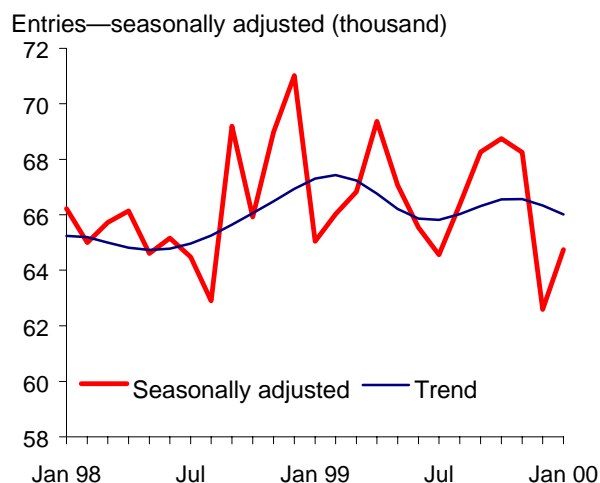
Overseas entries on slow upward climb



More Canadians travelling overseas

There were 746,500 Canadian resident re-entries to Canada through BC in January, down 2.6% from December. In January, 21,800 fewer travellers returned from the United States (-3.1%), but 2,100 more (+3.4%) returned from overseas destinations.

Canadian overseas travel is volatile



Text Table 3. Traveller Entries (seasonally adjusted)

	Jan. 00 (^{'000})	Dec. 99 (^{'000})	% chg from Dec. 99
American visitors			
Total	561	564	-0.6
Same-day	266	269	-0.9
Overnight	295	296	-0.2
Overseas visitors			
Total	123	117	4.6
Europe	39	40	-3.4
UK	16	16	-1.5
Asia	62	61	1.8
Japan	22	22	0.4
Taiwan	11	12	-14.7
Oceania	12	9	28.3
Canadian re-entries			
Total	747	766	-2.6
From overseas	65	63	3.4
From US same-day auto	446	455	-2.2

(BC STATS & Statistics Canada)

Note: All comparisons for Traveller Entries to BC are seasonally adjusted. All comparisons are to the previous month except where noted.