

Tourism Sector Monitor ♦ May 2000 (formerly *Tourism Room Revenue*)

Highlights

Room revenue

In **February**, room revenue (seasonally adjusted) in BC rose 1.7% to \$116.8 million. Following a slump through the spring and summer of 1999, room revenue steadily recovered through the winter and in February reached record-high levels.

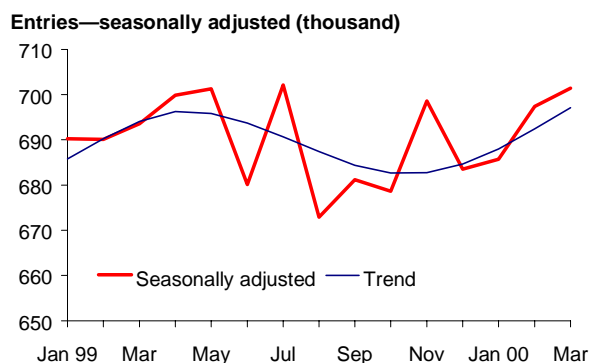
Room revenue hits record high in February



Visitor entries

International traveller entries were up 0.6% in **March** (seasonally adjusted), with gains in US entries driven by a 1.1% jump in overnight travellers and a 1.8% gain in the number of overseas entries to Canada via BC.

Visitor entries continue upward trend



Text Table 1. Room Revenue* Summary

Accommodation Type			
	Feb. 00 (\$000)	Jan. 00 (\$000)	% change
Total	116,829	114,905	1.7
Hotels	85,714	84,390	1.6
Motels	15,963	14,971	6.6
Other Acc.	15,887	15,972	-0.5
Regions (Top 3 performers)			
Northeast	2,477	2,283	8.5
Kootenay	4,998	4,656	7.4
North Coast	1,604	1,499	7.0

*Seasonally adjusted room revenue

Other indicators

In **March**, restaurant, caterer and tavern receipts were \$394.1 million. This was 4.1% higher than March 1999 and the second straight month with an increase. Drinking places continued their year-long revenue decline, with revenue 11.5% below the March 1999 level at \$30.2 million.

There were 112,000 workers in BC's food and beverage services industry in **March**, up 3.5% from a year earlier (unadjusted data). Employment in the industry has slowly increased in every month since January 1997.

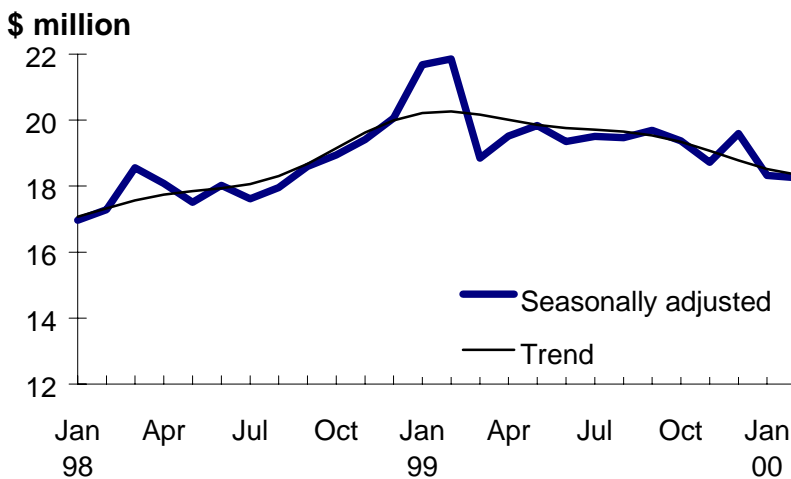
Tourism Trends

The tourism sector made modest gains in the early months of 2000.

Room revenue edges up in February

In February, room revenue (seasonally adjusted) in BC rose 1.7% to \$116.8 million. The Northeast Development Region continued to exhibit volatility in room revenue, leading the province with an 8.5% gain in February. Most of the other regions in the province also posted room revenue gains. The exceptions were Nechako (-4.3%), Vancouver Island/Coast (-0.4%) and Cariboo (-0.3%).

Vancouver Island/Coast room revenue dips in February



In Vancouver Island/Coast, revenue has been relatively steady since the peak in early 1999—a peak that coincided with Leonardo da Vinci exhibit at the Royal British Columbia Museum in Victoria. For the full year since the Leonardo exhibit closed, room revenue has averaged roughly \$19 million per month. Other indicators of travel to Vancouver Island are also showing a similar pattern: passenger volume on BC Ferries going to and from Vancouver Island has remained flat over the past year, and the number of passengers travelling through Victoria International Airport has been falling slowly (year-over-year) since June 1999.

Note: All comparisons for "Tourism Trends" are seasonally adjusted unless stated otherwise. All comparisons are to the previous month except where noted.

Vancouver Island/Coast room revenue has been relatively flat for a year.

Visitor entries: US up and down in March

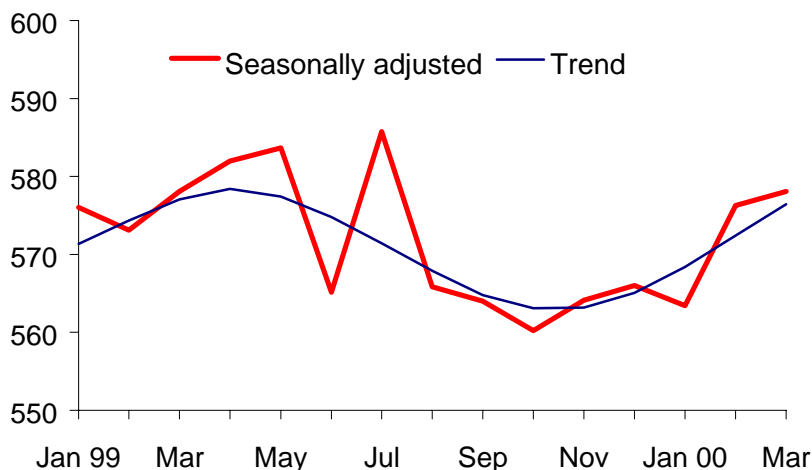
International traveller entries to British Columbia were up slightly (+0.6%) in March, the third straight month of modest increases.

US same-day travel dipped slightly (-0.2%), and was offset by a 1.1% gain in overnight travel. Overall, travel from the US has been slowly gaining the ground lost after tumbling in August 1999.

Americans who enter Canada via BC are split almost equally between same-day and overnight travellers. In 1999, the overnight travellers accounted for 52% of all Americans who crossed the border into BC.

US entries making up lost ground

Entries—seasonally adjusted (thousand)



Text Table 2. Traveller Entries (seasonally adjusted)

	Mar-00 (‘000)	Feb-00 (‘000)	% chg from Feb-00
American visitors			
Total	578	576	0.3
Same-day	272	273	-0.2
Overnight	305	301	1.1
Overseas visitors			
Total	123	121	1.8
Europe	39	40	-2.1
UK	16	18	-10.1
Asia	64	62	3.2
Japan	23	23	0.1
Taiwan	13	12	7.3
Oceania	11	11	-6.9
Canadian re-entries			
Total	791	804	-1.6
From overseas	66	66	0.0
From US same-day auto	470	476	-1.3

(BC STATS & Statistics Canada)

Overseas entries rebounded from February's dip, rising 1.8% (to 123,300). Taiwan (+7.3%) continued to lead growth in entries from overseas nations.

Canadian travel to the US dips

After February's jump in travel by Canadians to points outside the country, March again saw the number fall (-1.6%). This was the seventh time in the previous eight months that entries by Canadians had fallen.

Most trips by Canadians outside the country are to the United States. In 1999, only 8% of all Canadians returning to Canada via BC were coming home from overseas.

Text Table 3. Other Tourism Indicators

	Reference period	Total	Change from year ago
Hotel Industry			
Occupancy rate	Feb-00	62.3%	-2.3 pp.
Average room charge <i>(Pannell Kerr Forster)</i>	Feb-00	\$113.34	4.6%
Airport Passengers		(000s)	(%)
Vancouver International Airport			
Total traffic	Jan-00	1,283	-1.5
US	Jan-00	351	-3.9
Other International	Jan-00	276	5.7
Canada <i>(YVR)</i>	Jan-00	656	-3.0
Victoria International Airport			
Total traffic <i>(Victoria Airport Authority)</i>	Mar-00	98	-3.4
Restaurant Receipts		(\$ millions)	(%)
Full service	Feb-00	203	9.9
Limited service	Feb-00	131	-0.7
Drinking places <i>(Statistics Canada)</i>	Feb-00	30	-11.5
Transportation		(000s)	(%)
Coquihalla Highway			
Passenger Vehicles <i>(Ministry of Transportation & Highways)</i>	Mar-00	191	0.1
BC Ferries			
Vehicle Volume	Mar-00	636	0.8
Passenger Volume <i>(BC Ferries)</i>	Mar-00	1,679	1.3
Exchange Rates		Cdn \$	Change from year ago
US \$	Feb-00	1.468	-0.019
UK Pound	Feb-00	2.324	-0.069
Japanese Yen	Feb-00	0.014	0.001
Australian \$ <i>(Statistics Canada)</i>	Feb-00	0.876	-0.081