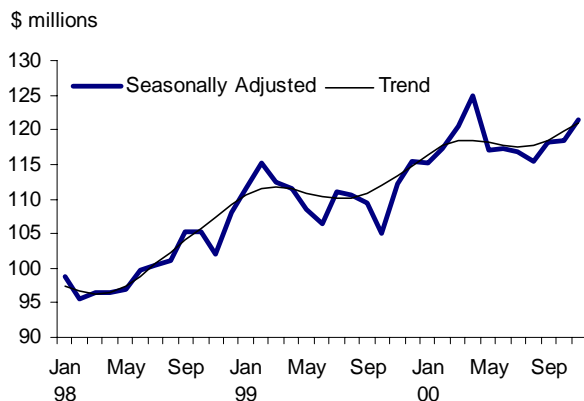


## Tourism Sector Monitor ♦ March 2001

### Highlights

#### Room revenue

In **November**, room revenue (seasonally adjusted) in BC climbed 2.5% to \$121.4 million. Once again, the Kootenay region recorded the largest increase, rising 9.8% from October. The Northeast (+6.4%) also experienced strong revenue growth, while revenue in the North Coast dropped (-8.7%) for the fourth straight month.



**Text Table 1. Room Revenue\* Summary**

Accommodation Type			
	Nov. 00 (\$000)	Oct. 00 (\$000)	% change
Total	121,437	118,518	2.5
Hotels	93,569	91,461	2.3
Motels	15,414	14,958	3.1
Other Acc.	12,921	13,447	-3.9
Regions (Top 3 performers)			
Kootenay	6,160	5,608	9.8
Northeast	2,558	2,403	6.4
Mainland/Southwest	70,242	67,829	3.6

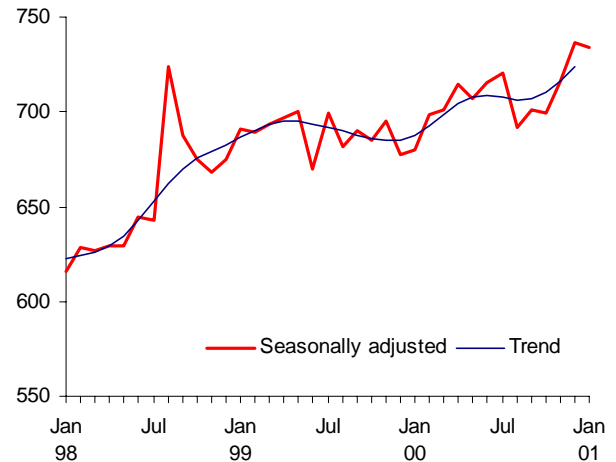
\*Seasonally adjusted room revenue

#### Visitor entries

International traveller entries fell slightly (-0.4%) in **January** (seasonally adjusted), after reaching an all-time high of 736,500 in December.

#### Visitor entries dip slightly in January

Entries—seasonally adjusted (thousand)




Overseas entries continue to increase, driven mainly by visitors from Asia. Levels of visitors from Asian countries had fallen off for a couple of years due to the effects of the “Asian flu”, but have since recovered.

#### Other indicators

In **January**, restaurant, caterer and tavern receipts were \$398.5 million, 18.6% higher than the same month in 2000.

**C E N S U S**

**May 15**



**Count  
yourself in!**

# Tourism Trends

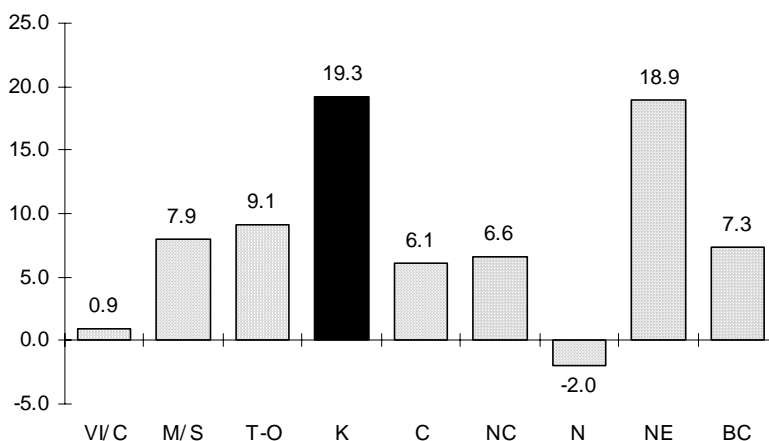
## Kootenay Region growth leader in tourism revenue

In November, room revenue (seasonally adjusted) in BC climbed 2.5% to \$121.4 million. For the second month in a row, the Kootenay region recorded the largest percentage gain (+9.8%). The Northeast region also experienced strong growth, increasing 6.4% over October. The North Coast region had the largest percentage drop, falling 8.7%, resulting in the fourth consecutive month with a decrease. Despite the large declines, room revenue in the North Coast region is up 6.6% year-to-date 2000 over the January to November period in 1999.

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

The Kootenay (+19.3%) and Northeast (+18.9%) regions have been exploding in terms of revenue growth in 2000 compared to a year earlier. In the Kootenay region, recent hard times in the mining and forest industries have forced communities to diversify economically and many have turned to tourism-related alternatives. The area has several quality ski hills that are attracting more visitors than ever before, as well as helicopter skiing in the Rockies. In fact, *Rolling Stone* magazine recently designated Fernie "Cool Town" and raved about its affordable skiing and bountiful snow. While it is unlikely that any of the Kootenay resorts will rival the popularity of Whistler, they do provide an inexpensive alternative and could continue to expand the region's tourist industry.

November year-to-date percent growth



VI/C = Vancouver Island/Coast  
M/S = Mainland/Southwest  
T-O = Thompson-Okanagan  
K = Kootenay  
C = Cariboo

NC = North Coast  
N = Nechako  
NE = Northeast  
BC = British Columbia

The Kootenay and Northeast regions have had substantial growth in 2000.

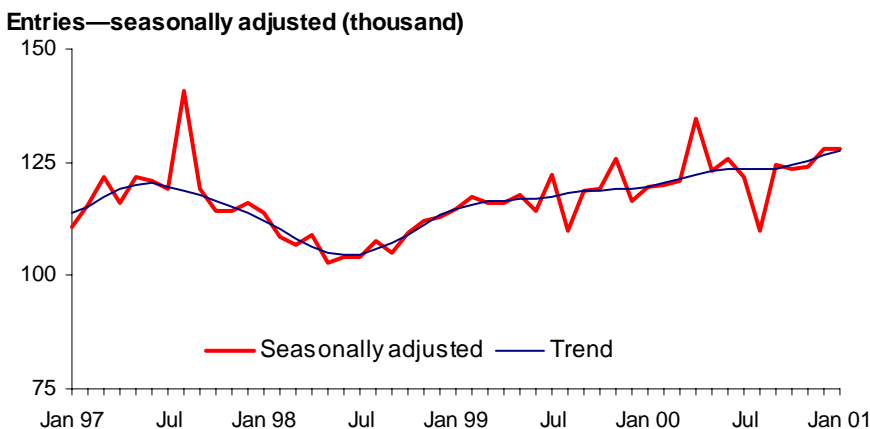
### Visitor entries dip slightly in January

International traveller entries to British Columbia fell slightly in January (-0.4%, seasonally adjusted) after reaching an all-time one-month high of 736,500 in December. Total entries from the United States were flat with an increase in same-day entries (+1.3%) offset by a drop in overnight stays (-3.3%).

The 133,700 traveller entries from overseas origins is the second highest monthly total ever. The January 1.9% increase marks the fifth consecutive month where growth has been recorded. Visitors from Asia have been the main force behind the increases. After reaching record levels in 1997, the downturn in the economies of Asian countries that was dubbed the “Asian flu” resulted in significantly fewer Asian visitors, but as those economies have improved, the number of Asian travellers through BC has correspondingly increased as well.

*Travellers from overseas are visiting in increasing numbers.*

### Overseas traveller entries continue to trend up



### Canadian travel increases significantly in January

After several months with low growth or declines, the number of Canadians returning from other countries via BC jumped 5.0% in January. A 7.3% increase in same-day automobile travel to the United States contributed to the growth. This is somewhat contrary to expectations as the Canadian dollar continues to depreciate against its American counterpart. This makes travelling to the United States more expensive for Canadians, so one would expect fewer Canadians to be travelling south.

**Text Table 2. Traveller Entries (seasonally adjusted)**

	Jan-01	Dec-00	% chg from
	('000)	('000)	Dec-00
<b>American visitors</b>			
Total	624	623	0.1
Same-day	298	294	1.3
Overnight	308	318	-3.3
<b>Overseas visitors</b>			
Total	134	131	1.9
Europe	42	43	-3.1
UK	19	20	-5.0
Asia	67	65	2.9
Japan	24	24	-2.1
Taiwan	12	11	5.1
Oceania	12	13	-5.5
<b>Canadian re-entries</b>			
Total	799	761	5.0
From overseas	76	76	0.4
From US same-day auto	493	459	7.3

*(BC STATS & Statistics Canada)*

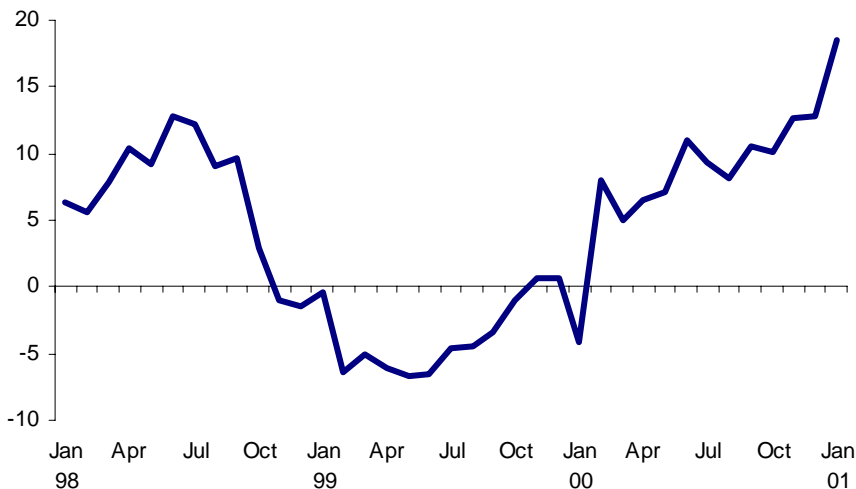
**Other tourism indicators: food and beverage revenue trending up**

After rising throughout 2000, there is no indication that revenue growth in the food and beverage industry is slowing down. Revenue jumped again in January (+18.6% over January 2000) marking the twelfth straight month with a year-over-year increase and the fifth month in a row with double-digit growth.

*Growth in revenue from food and beverage services shows no signs of slowing down.*

**Food & beverage services continue to climb**

**Year-Over-Year Percent Change**



The year-over-year growth figure should be used with caution,

however. In January 2000 the WCB smoking ban was introduced, which appears to have caused a temporary slowdown in the restaurant and tavern business. This means that the 18.6% growth figure is likely overstated, but even if January 2000 revenues hadn't been unusually low, there would still be strong growth recorded for this sector.

**Text Table 3. Other Tourism Indicators**

	Reference period	Total	Change from year ago
<b>Hotel Industry</b>			
Occupancy rate	Dec-00	42.8%	1.8 pp.
Average room charge	Dec-00	\$113.32	4.9%
<i>(Pannell Kerr Forster)</i>			
<b>Airport Passengers</b>		<b>(000s)</b>	<b>(%)</b>
<b>Vancouver International Airport</b>			
Total traffic	Dec-00	1,201	2.9
US	Dec-00	309	5.9
Other International	Dec-00	248	3.8
Canada	Dec-00	644	1.2
<i>(YVR)</i>			
<b>Victoria International Airport</b>			
Total traffic	Feb-01	84	1.3
<i>(Victoria Airport Authority)</i>			
<b>Restaurant Receipts</b>		<b>(\$ millions)</b>	<b>(%)</b>
Full service	Jan-01	218	27.1
Limited service	Jan-01	123	5.0
Drinking places	Jan-01	26	6.8
<i>(Statistics Canada)</i>			
<b>Transportation</b>		<b>(000s)</b>	<b>(%)</b>
<b>Coquihalla Highway</b>			
Passenger Vehicles	Jan-01	101	8.9
<i>(Ministry of Transportation &amp; Highways)</i>			
<b>BC Ferries</b>			
Vehicle Volume	Feb-01	485	-2.0
Passenger Volume	Feb-01	1,195	-2.2
<i>(BC Ferries)</i>			
<b>Exchange Rates</b>		<b>Cdn \$</b>	<b>Change from year ago</b>
US \$	Mar-01	1.559	0.098
UK Pound	Mar-01	2.251	-0.057
Japanese Yen	Mar-01	0.013	-0.001
Australian \$	Mar-01	0.784	-0.106
<i>(Statistics Canada)</i>			