

Tourism Sector Monitor ♦ October 2001

Highlights

Room revenue

In July, room revenue rose 2.0% in BC. Revenues grew in all regions except Vancouver Island/Coast where they were down 1.8%. The largest gains were made in Nechako (+10.1%) and Mainland Southwest (+3.3%).

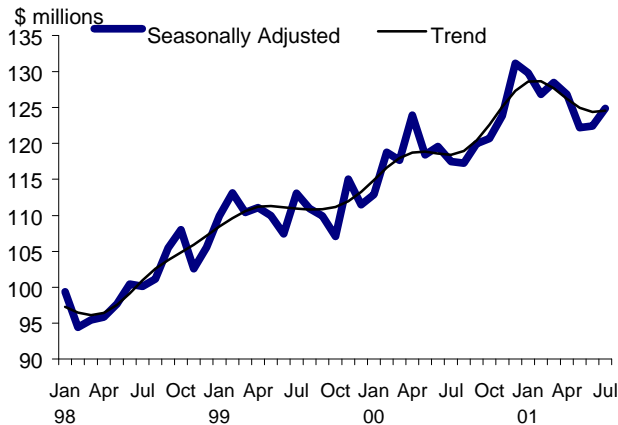


Table 1. Room Revenue* Summary

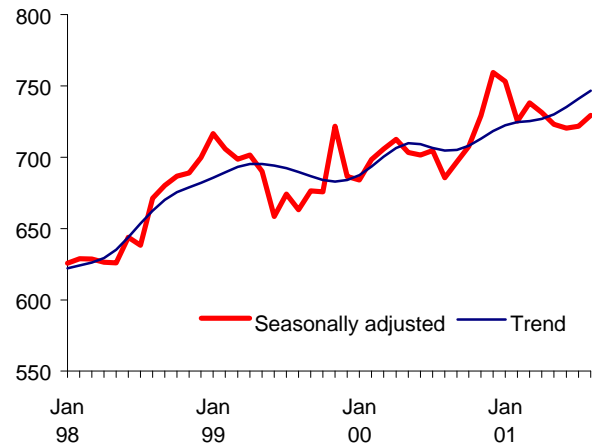
Accommodation Type			
	July 01 (\$000)	June 01 (\$000)	% change
Total	124,871	122,411	2.0
Hotels	94,685	91,963	3.0
Motels	15,724	15,351	2.4
Other Acc.	14,650	14,949	-2.0
Regions (Top 3 performers)			
Nechacko	779	707	10.1
Mainland Southwest	72,449	70,166	3.3
Kootenay	5,260	5,117	2.8

*Seasonally adjusted room revenue

Visitor Entries

Visitor entries to BC increased 1.0% in August, after four months of negative or low growth. Both entries from the United States (+0.9%) and from Overseas (+1.6%) grew.

Entries—seasonally adjusted (thousand)



Other indicators

In **August**, restaurant, caterer and tavern receipts were up 8.6% from the same period last year. Limited service restaurants (+7.3%) and full service restaurants (+10.8%) climbed.

Traffic at the Victoria (-15.3%), Prince George (-16.3%) and Kelowna (-12.6%) airports dropped in **September**. These declines almost certainly reflect the effect of the closure of North American airspace following September 11.

A Look Ahead...

Preliminary numbers for August show room revenues (seasonally adjusted) up 0.3%. Unadjusted numbers show a 5.5% increase over the same month of 2000.

Next Month: The impact of the events of September 11,2001 on the tourism industry in BC.

Tourism Trends

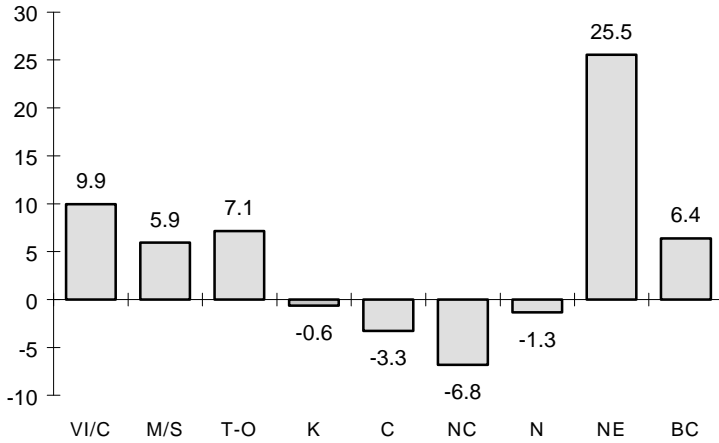
Room Revenue

After three months of stagnant growth, room revenues increased 2.0% in July. Vancouver Island/Coast was the only region to see a fall (-1.8%). Revenues in the Mainland Southwest rose 3.3% following two months of decline. Nechako made the highest gains (+10.1%). The Thompson Okanagan saw its fourth straight month of increase (+1.7%).

So far this year revenues have climbed 6.4%. The more populous regions including Vancouver Island/Coast (+9.9%), Mainland Southwest (+5.9%) and Thompson Okanagan (+7.1%) were the main driving force behind the growth. The North Coast has seen the largest decline, with revenues dropping 6.8%.

Year-to-date revenues are performing well.

July year-to-date percent change



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

Visitor Entries

In August, international visitor entries rose 1.0% because of increases in both American (+0.9%) and overseas (+1.6%) visitors. Overnight entries from the United States jumped 4.5% while same-day travel increased by 0.9%. Entries from Asia (+4.0%) and Europe (+1.4%) were also up.

For the second straight month, Canadian re-entries grew (+0.5%). Same-day trips to the United States were up 2.2% but re-entries from overseas fell 0.6%.

Visitor Entries trending up

Entries—seasonally adjusted (thousand)

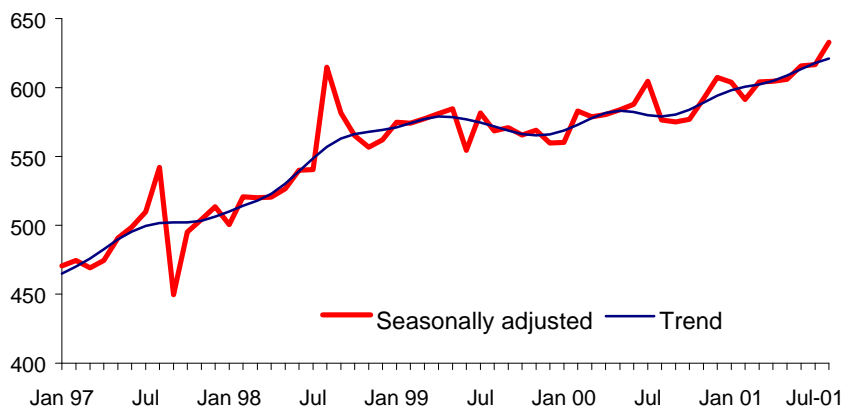


Table 2. Traveller Entries (seasonally adjusted)

	Aug-01 ('000)	Jul-01 ('000)	%chg from Jul-01
American visitors			
Total	609	603	0.9
Same-day	304	301	0.9
Overnight	326	312	4.5
Overseas visitors			
Total	120	118	1.6
Europe	36	35	1.4
UK	18	18	-1.5
Asia	68	65	4.0
Japan	24	25	-3.1
Taiwan	8	6	29.9
Oceania	11	11	-0.9
Canadian re-entries			
Total	770	766	0.5
From overseas	76	77	-0.6
From US same-day auto	456	447	2.2

(BC STATS & Statistics Canada)

Other Tourism Indicators

Restaurant, caterer and tavern receipts reached \$498 million in August, up 8.6% from the same month of last year. Full service (+10.8%) and limited service (+7.3%) restaurants continued to see growth. Receipts from drinking places (+5.1%) also rose.

Full service and limited service receipts continue upwards

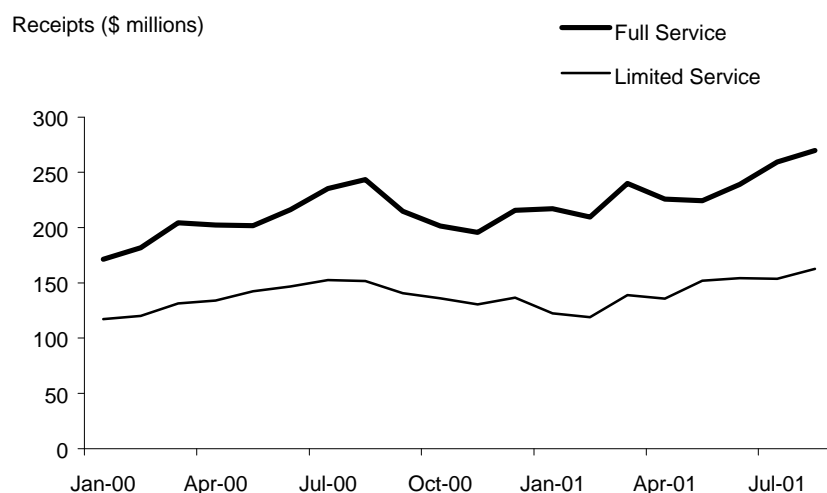


Table 3. Other Tourism Indicators

	Reference period	Total	Change from year ago
Hotel Industry			
Occupancy rate	Aug-01	79.9%	2.1 pp.
Average room charge	Aug-01	\$136.77	2.0%
<i>(Pannell Kerr Forster)</i>			
Airport Passengers		(000s)	(%)
Vancouver International Airport			
Total traffic	Jul-01	1,679	1.6
US	Jul-01	486	10.1
Other International	Jul-01	395	1.2
Canada	Jul-01	798	-2.7
<i>(YVR)</i>			
Victoria International Airport			
Total traffic	Sep-01	80	-15.3
<i>(Victoria Airport Authority)</i>			
Restaurant Receipts		(\$ millions)	(%)
Full service	Aug-01	270	10.8
Limited service	Aug-01	163	7.3
Drinking places	Aug-01	35	5.1
<i>(Statistics Canada)</i>			
Transportation		(000s)	(%)
Coquihalla Highway			
Passenger Vehicles	Sep-01	250	1.5
<i>(Ministry of Transportation & Highways)</i>			
BC Ferries			
Vehicle Volume	Sep-01	728	0.4
Passenger Volume	Sep-01	1,898	-2.9
<i>(BC Ferries)</i>			
Exchange Rates		C dn \$	Change from year ago
US \$	Sep-01	1.568	0.082
UK Pound	Sep-01	2.296	0.165
Japanese Yen	Sep-01	0.013	-0.001
Australian \$	Sep-01	0.791	-0.030
<i>(Statistics Canada)</i>			