

Tourism Sector Monitor ♦ April 2002

Highlights

Room revenue

Room revenue in BC dropped 3.8% (seasonally adjusted) in **January**, after three months of growth. A slump in revenues in Mainland Southwest (-8.1%) and in Vancouver Island/Coast (-4.9%) pushed down overall growth for the province. Cariboo saw the largest increase (+11.8%), followed by North Coast (+9.8%). Thompson Okanagan also made gains (+6.4%).

After three months of growth, room revenues fall

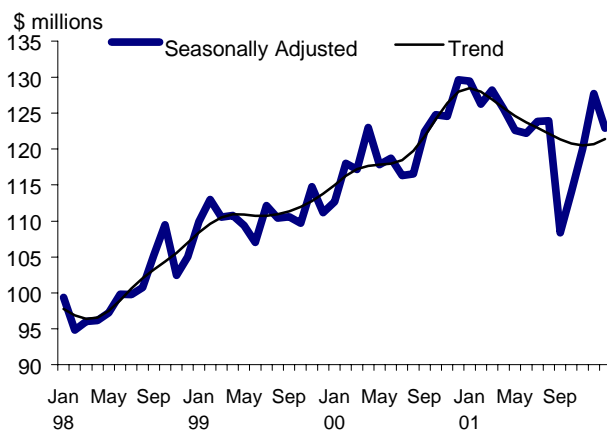


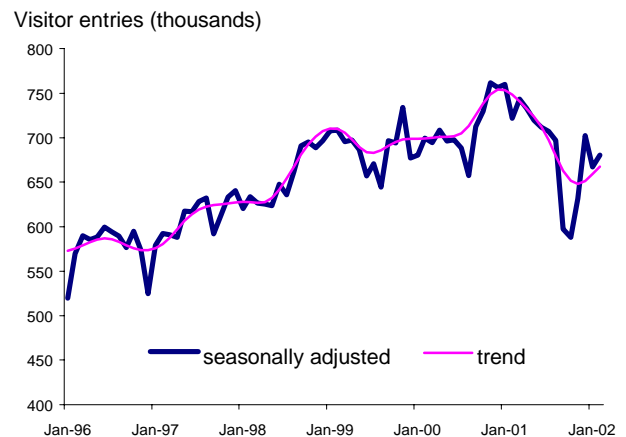
Table 1. Room Revenue* Summary

Accommodation Type			
	Jan.02 (\$000)	Dec. 01 (\$000)	% change
Total	122,897	127,720	-3.8
Hotels	89,396	93,842	-4.7
Motels	15,923	15,738	+1.2
Other Acc.	16,423	16,435	-0.1
Regions (Top 3 performers)			
Cariboo	4,018	3,595	+11.8
North Coast	1,567	1,427	+9.8
Northeast	3,442	3,191	+7.9

*Seasonally adjusted room revenue

Visitor Entries

Visitor entries rose 2.1% in **February** to reach 678,100. Entries from both the United States (+2.0%) and overseas (+2.2%) were up. The number of visitors entering BC from Asian countries grew 3.6%. Canadian re-entries increased 1.3% as same day trips to the US jumped 2.0% and overseas re-entries gained 0.7%.



Other indicators

In **March**, passenger traffic at the Victoria airport fell 6.5% compared to the same month of 2001. Passenger traffic was also down at the Kelowna (-3.0%) and Prince George (-23.8%) airports. Both vehicle (-1.3%) and passenger (-1.7%) traffic on the BC Ferries slipped in March, compared to March 2001. In **February**, passenger traffic at the Vancouver airport fell 9.2% compared to the same month of last year.

A Look Ahead...

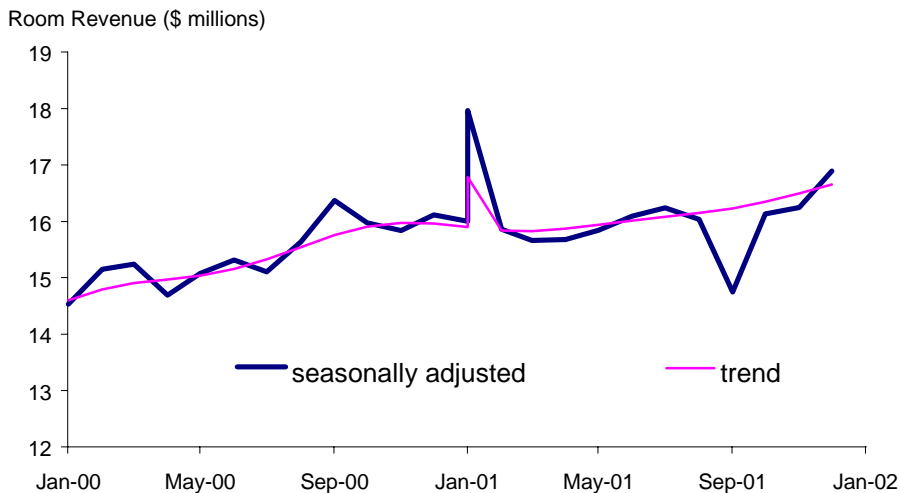
Preliminary numbers for February show room revenues up 4.2% (seasonally adjusted) over January. On a year over year basis, unadjusted numbers show a 3.8% gain over February of 2001.

Tourism Trends

Room Revenue

Room revenue fell 3.8% in January ending three months of growth. A downturn in Mainland Southwest (-8.1%) and in Vancouver Island Coast (-4.9%) kept provincial room revenue down. Cariboo posted the largest increase (+11.8%) followed by North Coast (+9.8%). Thompson Okanagan reported a gain (+6.4%) for the fourth consecutive month. The Nechako region experienced its second decline in as many months. Revenues in the Kootenay region rose 5.3% to reach \$6.6 million, a record high.

Room revenue in Thompson Okanagan has been growing for the past four months



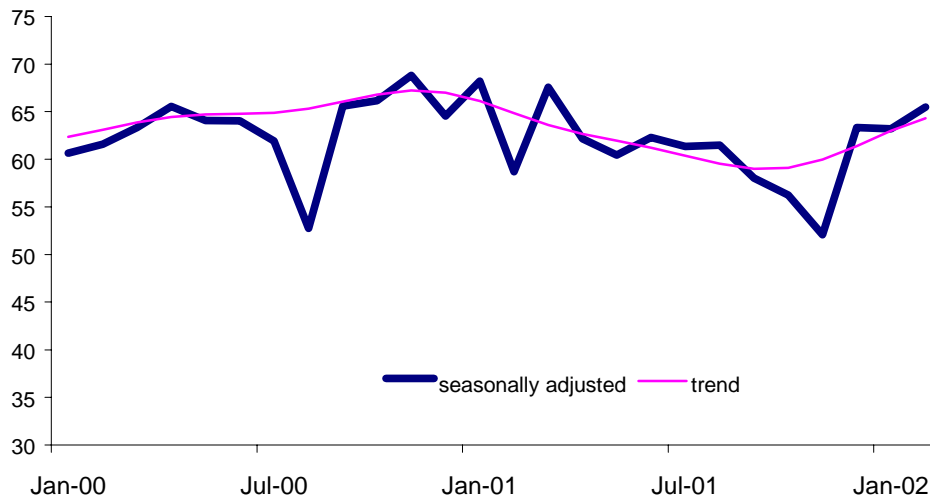
Hotels of all sizes saw declines in their revenue in January. Large hotels (+250 rooms) were hit the hardest (-9.1%). Motels experienced a 1.2% increase and revenue from vacation rentals inched up 0.6%.

Visitor Entries

Visitor entries rose 2.1% in February, after falling 4.5% in the previous month. Entries from the United States were up 2.0% as a result of increases in both same-day (+2.6%) and overnight (+0.4%) visitors. The number of visitors entering BC from overseas grew 2.2%. Asian entries climbed 3.6% and European entries inched up (+0.2%). The number of visitors entering BC from Oceanic countries remained fairly flat (-0.1%).

After a downward trend through most of last year, Asian entries are climbing up

Asian visitor entries (thousands)



There were 587,100 Canadians returning to the country via BC in February, a 1.3% increase over January levels. Same day car trips to the US were up 2.0% and the number of Canadians returning from overseas rose 0.7%.

Table 2. Traveller Entries (seasonally adjusted)

	Feb-02 ('000)	Jan-02 ('000)	%chg from Jan-02
American visitors			
Total	557	546	2.0
Same-day	237	231	2.6
Overnight	319	318	0.4
Overseas visitors			
Total	121	119	2.2
Europe	41	41	0.2
UK	20	20	3.1
Asia	65	63	3.6
Japan	20	21	-4.9
Taiwan	9	8	6.0
Oceania	9	9	-0.1
Canadian re-entries			
Total	587	579	1.3
From overseas	75	75	0.7
From US same-day auto	301	295	2.0
<i>(BC STATS & Statistics Canada)</i>			

Other Tourism Indicators

Restaurant, caterer and tavern receipts were up 1.0% (seasonally adjusted) in February. Food service establishments saw a 0.9% increase in sales while receipts at drinking places rose 2.1%.

Passenger traffic was down at the Prince George (-23.8%), Kelowna (-3.0%) and Victoria (-6.5%) airports in March. Both vehicle (-1.3%) and passenger traffic (-1.7%) fell on the BC Ferries. Coquihalla traffic was also down (-0.5%). Passenger traffic at the Vancouver airport fell 9.2% in February, compared to the same month of 2001. Traffic has been down every month since September partly because of cutbacks in airline schedules. Domestic passenger traffic decreased 11.4% and trans-border traffic was down 13.4%. All other international flights saw a 1.4% increase in passenger traffic.

Table 3. Other Tourism Indicators

	Reference period	Total	Change from year ago
Hotel Industry			
Occupancy rate	Jan-02	43.5%	-1.9 pp.
Average room charge	Jan-02	\$112.69	-1.7%
<i>(Pannell Kerr Forster)</i>			
Airport Passengers		(000s)	(%)
Vancouver International Airport			
Total traffic	Feb-02	1,041	-9.2
US	Feb-02	272	-13.4
Other International	Feb-02	248	1.4
Canada	Feb-02	521	-11.4
<i>(YVR)</i>			
Victoria International Airport			
Total traffic	Mar-02	95	-6.5
<i>(Victoria Airport Authority)</i>			
Restaurant Receipts		(\$ millions)	(%)
Full service	Feb-02	212	1.1
Limited service	Feb-02	123	3.7
Drinking places	Feb-02	26	-1.1
<i>(Statistics Canada)</i>			
Transportation		(000s)	(%)
Coquihalla Highway			
Passenger Vehicles	Mar-02	162	-0.5
<i>(Ministry of Transportation & Highways)</i>			
BC Ferries			
Vehicle Volume	Mar-02	609	-1.3
Passenger Volume	Mar-02	1,558	-1.7
<i>(BC Ferries)</i>			
Exchange Rates		C dn \$	Change from year ago
US \$	Mar-02	1.587	0.029
UK Pound	Mar-02	2.258	0.007
Japanese Yen	Mar-02	0.012	-0.001
Australian \$	Mar-02	0.834	0.049
<i>(Statistics Canada)</i>			