

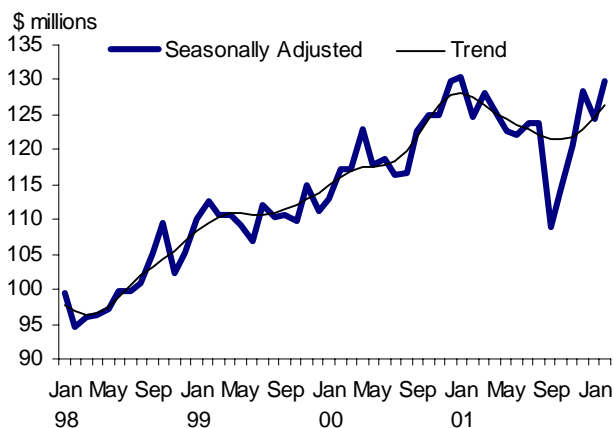
## Tourism Sector Monitor ♦ May 2002

### Highlights

#### Room revenue

Room revenue in BC rose 4.5% (seasonally adjusted) in **February**. Revenue was up in most regions led by strong gains in Vancouver Island/Coast (6.4%) and Mainland/Southwest (5.0%). Kootenay (-1.5%) and Cariboo (-2.4%) were the only regions that experienced a decrease in revenues. North Coast had no change in revenues.

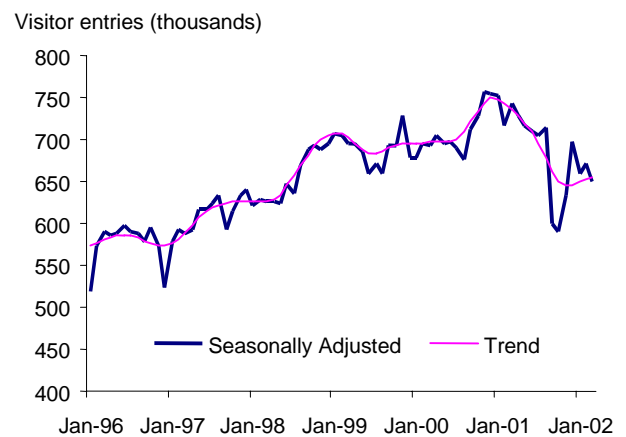
#### Room revenues increase in February



#### Visitor Entries

Visitor entries dropped 3.5% in **March** to 648,700. Entries from both the United States (-3.8%) and overseas (-2.1%) were down. Canadian re-entries fell (-1.2%) although re-entries from overseas increased by 1.7%. US same-day auto trips decreased 3.2% and entries from Oceania increased (+2.1%).

#### Visitor entries fall in March



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

Accommodation Type			
	Feb.02 (\$000)	Jan. 02 (\$000)	% change
Total	128,637	123,883	+3.8
Hotels	93,579	90,792	+3.1
Motels	16,886	16,087	+5.0
Other Acc.	18,172	17,004	+6.9
Regions (Top 3 performers)			
Vancouver Island/Coast	23,261	21,857	+6.4
Mainland Southwest	71,490	68,079	+5.0
Thompson Okanagan	18,796	17,913	+4.9

\*Seasonally adjusted room revenue

#### Other indicators

BC restaurant, caterer and tavern receipts slipped 1.7% in March. Both vehicle (-1.4%) and passenger traffic (-5.2%) on BC Ferries were down in March, compared to the same month of last year. Passenger traffic at the Vancouver airport also fell 7.0% over the same time period. The cost of a US \$ was \$1.581 Canadian in April, up from \$1.557 a year earlier.

#### A Look Ahead...

Preliminary estimates for March show room revenues up 0.1% (seasonally adjusted) over February. Unadjusted numbers show a 0.4% increase over the same month in 2001.

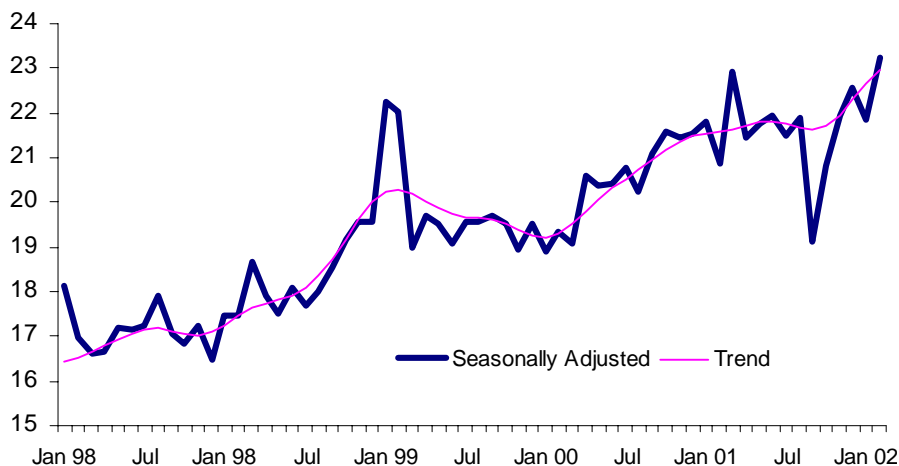
# Tourism Trends

## Room Revenue

Room revenue grew 4.5% in February. Mainland/Southwest experienced an increase of 5.0% and in Vancouver Island/Coast there was a jump of 6.4%. Thompson-Okanagan posted a gain (+4.9%) for the fifth consecutive month. Nechako came out of its recent slump growing by 1.9%. Kootenay (-1.5%) and Cariboo (-2.4%) were the only regions to see a decrease in room revenues. Room revenue in BC reached \$129.9 million in February which is an increase of over \$5 million compared to both January, and February of last year.

### *Room revenue in Vancouver Island/Coast jumped up in February*

Room Revenue - seasonally adjusted (millions)



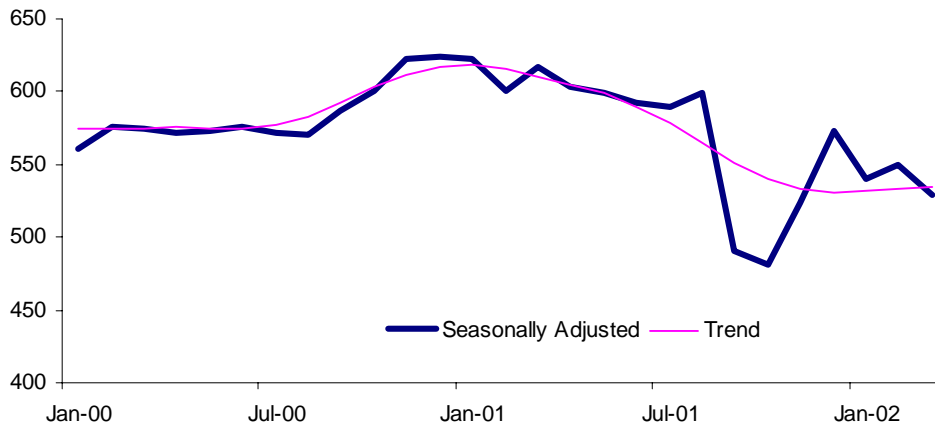
All types of accommodations in BC saw room revenues rise in February. Large hotels rebounded (+6.7%) after slumping in January while motel revenues (+5.0%) were up for the third month in a row. Vacation rentals posted a 2.6% jump marking the seventh straight month of growth.

## Visitor Entries

Visitor entries fell 3.5% in March, after an increase of 2.2% in the previous month. Entries from the United States were down 3.8% as a result of a slide in both same-day (-4.1%) and overnight (-3.0%) visitors. The number of visitors entering BC from overseas also decreased (-2.1%). Asian entries dropped 2.8% and European entries fell 1.4%. The only bright spot was a 2.1% increase in entries from Oceanic countries such as Australia.

### ***Decreased entries from the US helped to cause BC's lower visitor entry levels in February***

US visitor entries (thousands)



There was a 1.2% decrease in the number of Canadians returning to the country via BC. Same-day auto trips to the US were down 3.2% but more Canadians (+1.7%) returned from overseas trips via BC.

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

	Mar-02	Feb-02	% chg from Feb-02
	('000)	('000)	
<b>American visitors</b>			
Total	531	552	-3.8
Same-day	225	235	-4.1
Overnight	307	316	-3.0
<b>Overseas visitors</b>			
Total	118	120	-2.1
Europe	40	41	-1.4
UK	20	20	-3.1
Asia	63	64	-2.8
Japan	21	20	3.8
Taiwan	8	9	-10.7
Oceania	10	9	2.1
<b>Canadian re-entries</b>			
Total	579	586	-1.2
From overseas	77	75	1.7
From US same-day auto	290	299	-3.2
<i>(BC STATS &amp; Statistics Canada)</i>			

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## Other Tourism Indicators

BC restaurant, caterer and tavern receipts fell 1.7% in March. This was a result of declines at both drinking (-4.2%) and food (-10.2%) establishments. Canada-wide, receipts slipped 0.5%. Drinking places saw a 0.4% decline and food services had a 0.5% fall in receipts.

Both vehicle (-1.4%) and passenger traffic (-5.2%) on BC Ferries fell in March, compared to the same month of last year. Passenger traffic at the Vancouver airport also declined 7.0% over the same time period. While the number of passengers flying internationally (other than to or from the US) increased 2.4%, the number flying within Canada (-9.7%) and the US (-9.6%) dropped.

A devaluation of the Canadian \$ may have affected travel by Canadians. In April, Canadians paid \$1.581 for a US \$, up from \$1.557 a year earlier. The Canadian dollar also lost value compared with the pound sterling which cost Canadians \$2.282.

**Table 3. Other Tourism Indicators**

	Reference period	Total	Change from year ago
<b>Hotel Industry</b>			
Occupancy rate	Mar-02	58.9%	-5.0 pp.
Average room charge <i>(Pannell Kerr Forster)</i>	Mar-02	\$120.9	2.9%
<b>Airport Passengers</b>		<b>(000s)</b>	<b>(%)</b>
<b>Vancouver International Airport</b>			
Total traffic	Mar-02	1,181	-7.0
US	Mar-02	300	-9.6
Other International	Mar-02	293	2.4
Canada <i>(YVR)</i>	Mar-02	588	-9.7
<b>Victoria International Airport</b>			
Total traffic <i>(Victoria Airport Authority)</i>	Mar-02	95	-6.5
<b>Restaurant Receipts</b>		<b>(\$ millions)</b>	<b>(%)</b>
Full service	Mar-02	234	-2.6
Limited service	Mar-02	140	0.7
Drinking places <i>(Statistics Canada)</i>	Mar-02	29	-4.2
<b>Transportation</b>		<b>(000s)</b>	<b>(%)</b>
<b>Coquihalla Highway</b>			
Passenger Vehicles <i>(Ministry of Transportation &amp; Highways)</i>	Apr-02	169	-10.7
<b>BC Ferries</b>			
Vehicle Volume	Apr-02	639	-1.4
Passenger Volume <i>(BC Ferries)</i>	Apr-02	1,564	-5.2
<b>Exchange Rates</b>		<b>Cdn \$</b>	<b>Change from year ago</b>
US \$	Apr-02	1.581	0.024
UK Pound	Apr-02	2.282	0.047
Japanese Yen	Apr-02	0.012	0.000
Australian \$ <i>(Bank of Canada)</i>	Apr-02	0.847	0.066