

ALL THE NUMBERS YOU NEED TO KNOW – LATEST TOURISM STATISTICS

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VISITOR VOLUME STATISTICS

NOTE: All figures calculated as year-to-date 2016 over year-to-date 2015. Only key markets to Metro Vancouver are listed.

Metro Vancouver visits are UP: The number of total overnight visitors to Metro Vancouver for year-to-date 2016 is up by 9.4 per cent over year-to-date 2015 volumes.

Visitors to Metro Vancouver	February	YTD 2016	YTD 2015	% Change
Total Visitors	558,997	1,114,729	1,019,157	9.4%
Canada	314,212	636,138	600,880	5.9%
U.S.	159,287	307,047	266,290	15.3%
Europe	18,384	36,167	32,772	10.4%
Mexico	6,142	12,768	9,801	30.3%
Asia/Pacific	57,142	113,062	101,115	11.8%

Source: Tourism Vancouver's Visitor Volume Model, MNP (Data to February year-to-date 2016)

Visits to British Columbia are UP: Total international overnight travel to British Columbia is up by 15.3 per cent over year-to-date 2015 volumes.

Visitors to BC	February	YTD 2016	% Change
Total International**	282,248	534,646	15.3%
Total U.S.	313,474	596,923	14.5%
<i>U.S. Overnight</i>	189,605	349,211	16.7%
<i>U.S. Same day</i>	123,869	247,712	11.5%
Total Overseas	92,643	185,435	12.7%

** Includes U.S. Overnight & Total Overseas.

Source: Destination British Columbia Monthly Tourism Indicators

Overnight travel to Canada is UP: Total international overnight travel to Canada (including the US) is up by 13.5 per cent over year-to-date 2015 volumes.

Visitors to Canada	February	YTD 2016	% Change
Total International	881,682	1,668,210	13.5%
U.S. (Overnight)	613,377	1,139,390	15.5%
Europe	118,130	223,774	8.9%
Mexico	10,519	23,030	18.9%
Asia/Pacific	114,318	227,177	11.0%

Source: Destination British Columbia Customs Entries for BC & Canada

AIR PASSENGER STATISTICS

NOTE: All figures calculated as year-to-date 2016 over year-to-date 2015.

Passengers at YVR are UP: Enplaned and deplaned passengers on all scheduled flights through Vancouver International Airport (YVR) year-to-date 2016 have increased by 8.6 per cent compared to year-to-date 2015.

Air Passengers	February	YTD 2016	YTD 2015	% Change
Total Scheduled Enplaned & Deplaned Passengers	1,550,429	3,132,347	2,885,617	8.6%
Domestic	793,997	1,577,024	1,468,916	7.4%
U.S.	411,295	816,872	787,788	3.7%
Europe	68,104	142,328	124,350	14.5%
Asia Pacific	249,123	531,887	450,491	18.1%

Source: Vancouver International Airport Authority Traffic Reports

HOTEL OCCUPANCY & AVERAGE DAILY RATE STATISTICS

NOTE: All figures calculated as year-to-date 2016 over year-to-date 2015.

Metro Vancouver hotel room occupancy and average daily rate are UP:

Hotel Occupancy %	February	YTD 2016	YTD 2015	Points
Downtown Vancouver	69.6%	64.7%	60.7%	3.9
Metro Vancouver	70.4%	64.8%	61.0%	3.8

Occupancy = Rooms sold divided by rooms available.

Hotel Average Daily Rate (ADR)	February	YTD 2016	YTD 2015	% Change
Downtown Vancouver	\$161.48	\$158.45	\$146.10	8.5%
Metro Vancouver	\$140.23	\$138.07	\$129.90	6.3%

ADR = Room revenue divided by room sold.

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