

Tourism Data for Metro Vancouver 2013 Results

Prepared by
Research and Business Planning
Tourism Vancouver -
The Metro Vancouver Convention and Visitors Bureau



The data collected and reported by Tourism Vancouver is a portrayal of the most relevant information for the destination on an overall basis. The degree of relevance of the data will vary between members and customers as each business has their needs and uses for statistical information. Data is subject to change depending on new source information.

METRO VANCOUVER TOURISM FACTS & FIGURES

General

	2010	2011	2012	2013
Total Number of Overnight visitors to Metro Vancouver ¹	8,415,366	8,290,685	8,342,941	8,569,470
Canadian Overnight visitors to Metro Vancouver ¹	5,206,224	5,173,214	5,190,294	5,271,092
American Overnight visitors to Metro Vancouver ¹	1,924,836	1,870,180	1,881,039	1,956,644
China Overnight visitors to Metro Vancouver ¹	106,158	122,116	144,294	181,975
UK Overnight visitors to Metro Vancouver ¹	187,190	177,345	173,525	171,882
Total Visitor Expenditures ²	\$3.57 billion	\$3.51 billion	\$3.36 billion	\$3.52 billion
Industry Output ³ (The sum total of all economic activity that has taken place as a result of visitor spending, including spin-off activity as those dollars move through the economy, includes initial visitor spending)	\$6.23 billion	\$5.97 billion	\$5.82 billion	\$6.1 billion
Wages and Salaries ³ (The amount of wages and salaries generated by initial visitor spending)	\$2.13 billion	\$2.04 billion	\$2.16 billion	\$2.26 billion
Employment ³ (includes part-time and full-time work generated by initial visitor spending)	75,887	68,462	65,775	66,558
Taxes (Federal, Provincial & Municipal) ³	\$1.52 billion	\$1.52 billion	\$1.54 billion	\$1.56 billion

Cruise

Number of Passengers ⁴	578,986	663,425	666,240	812,398
Passenger Expenditures in Vancouver ⁵	\$69 million	\$76 million	\$98 million	\$121 million

Air

Passengers Enplaned and Deplaned (YVR) ⁶	16,778,774	17,032,742	17,596,901	17,971,883
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Hotel

Number of Hotel Rooms in Metro Vancouver ⁷	24,879	25,210	24,441	24,241
Average Occupancy Metro Vancouver ⁸	68.0%	67.0%	67.1%	69.0%
Average Daily Rate Metro Vancouver ⁸	\$146.71	\$136.85	\$134.96	\$138.41
Room nights sold - All market segments (total) ^{9a}	6,184,320	6,149,987	5,996,173	6,153,682
Room nights sold - Meetings & Conventions ^{9b}	1,705,894	1,656,726	1,306,466	1,137,818
Room nights sold - Leisure Travel ^{9c}	1,353,265	1,773,233	1,871,787	1,959,552

Note: Data is subject to change depending on new source information.

Sources:

1. Tourism Vancouver's Visitor Volume Model - MNP

2. Adapted from: Statistics Canada, 2012 International Travel Survey Microdata and/or 2012 Travel Survey of Residents of Canada Microdata . All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

3. Industry Output, Wages and Salaries, Employment and Taxes derived from Tourism Economic Assessment Model - CTRI/Conference Board of Canada (TEAM Model updated 2013).

4. Port Metro Vancouver. (Total Revenue Passengers: including embarking and disembarking)

5. Vancouver-Alaska Cruise Passenger Survey. Excludes intransit passenger spending. 2007/08 expenditures are based on 2006/07 survey. 2009 to 2011 expenditures are based on 2009 survey. 2012 and 2013 expenditures are based on 2012 survey.

6. Vancouver International Airport Authority

7. Number of hotel rooms in Metro Vancouver as of December for each year. Tourism Vancouver's Volume Management Project - MNP. Does not include seasonal rooms, hostels, bed & breakfasts, long-term accommodations or time shares. Renovations and property closures account for a lower Metro Vancouver hotel room total.

8. PKF Consulting Ltd.

9. Tourism Vancouver's On-the-Books Project - MNP. 9 a). All market segments: Group Conventions, Group Corporate Meetings, Group Tour and Travel, Group Other, Individual Rack, Individual Corporate, Individual Package and Promotion



**Market Origin of Overnight Visitors to Metro Vancouver
1994 - 2013**

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
British Columbia	2,182,603	2,285,658	2,391,521	2,399,084	2,364,684	2,527,218	2,546,214	2,508,391	2,497,101	2,466,526	2,613,992	2,639,083	2,685,193	2,747,337	2,684,814	2,581,456	2,667,493	2,623,018	2,602,368	2,624,125
Alberta	564,072	587,969	621,554	629,913	643,106	651,350	662,934	656,060	651,410	639,692	681,014	698,568	737,926	776,980	764,904	713,514	738,949	745,738	755,360	776,034
Ontario	677,377	731,151	825,082	845,742	860,540	880,732	908,306	878,900	848,507	838,095	905,351	935,004	967,486	1,012,670	1,023,517	952,149	986,726	992,091	1,011,106	1,033,347
Other Canada	580,109	619,879	683,098	696,938	706,155	725,417	745,485	726,898	708,713	699,360	751,783	772,338	800,648	836,517	836,962	787,973	813,056	812,367	821,460	837,586
TOTAL CANADA	4,004,161	4,224,657	4,521,255	4,571,677	4,574,485	4,784,717	4,862,939	4,770,249	4,705,731	4,643,673	4,952,140	5,044,993	5,191,253	5,373,504	5,310,197	5,035,092	5,206,224	5,173,214	5,190,294	5,271,092
Washington	438,835	461,993	466,875	480,144	532,412	572,106	574,601	582,903	601,306	562,316	578,685	560,332	547,516	542,043	488,701	482,114	484,888	472,067	475,365	494,596
Oregon	111,165	116,826	117,504	120,858	134,863	145,026	144,777	146,881	151,780	141,318	145,047	140,101	136,433	134,920	121,118	119,988	119,972	116,744	117,678	122,577
California	407,842	432,952	456,021	473,672	530,622	565,703	569,753	581,066	601,176	565,177	580,280	562,094	548,263	547,472	493,549	478,140	485,926	471,983	474,820	493,993
Other West U.S.	266,171	283,477	302,116	314,487	351,627	374,285	378,687	386,657	399,796	377,593	387,983	376,297	367,656	368,040	332,847	320,049	327,245	317,728	319,324	331,906
Other U.S.	402,161	429,673	464,839	485,722	545,590	578,626	586,101	599,395	620,519	586,847	602,674	584,111	570,103	572,398	517,277	493,966	506,805	491,658	493,852	513,572
TOTAL UNITED STATES	1,626,174	1,724,921	1,807,355	1,874,883	2,095,114	2,235,746	2,253,919	2,296,902	2,374,577	2,233,251	2,294,669	2,222,935	2,169,971	2,164,873	1,953,492	1,894,257	1,924,836	1,870,180	1,881,039	1,956,644
Japan	216,115	277,036	306,519	284,273	258,826	248,691	245,876	226,568	245,188	164,010	218,546	215,804	193,110	170,995	140,588	101,918	114,012	94,419	100,741	96,964
Hong Kong	63,471	94,206	116,501	85,175	89,987	82,648	78,879	78,218	77,413	59,407	65,210	63,803	63,789	68,066	80,355	65,616	66,257	67,469	67,266	72,468
South Korea	28,616	51,437	76,249	75,066	34,631	55,379	76,828	88,501	95,001	92,078	104,471	107,665	112,517	110,399	102,254	77,269	94,469	84,265	75,701	72,242
Taiwan	39,364	68,840	93,499	110,247	99,220	127,611	131,589	94,828	86,670	56,204	85,529	78,556	73,453	62,161	45,413	37,662	34,942	34,833	32,596	35,922
New Zealand	16,608	22,004	22,509	27,814	21,747	21,529	19,546	17,979	16,190	16,178	19,515	21,395	20,425	23,536	30,163	28,019	31,012	28,404	30,705	33,565
Australia	58,070	74,397	79,586	79,494	82,516	86,043	96,075	95,188	86,181	92,974	106,472	115,714	114,906	129,177	144,159	121,078	139,075	141,237	149,946	152,878
China	14,951	18,603	21,965	41,268	26,814	34,734	45,282	57,089	69,155	57,099	71,389	74,620	83,883	82,001	89,066	89,317	106,158	122,116	144,294	181,975
Malaysia	5,607	6,370	10,042	15,202	9,624	6,972	9,851	9,610	9,214	3,357	4,939	4,981	5,874	5,409	7,217	4,086	5,808	5,525	5,898	6,053
Singapore	12,035	14,299	16,665	21,505	14,554	14,027	16,529	15,413	13,622	10,213	13,149	14,463	12,911	12,919	12,990	10,483	11,966	14,374	15,054	17,121
India	n/a	n/a	10,516	18,036	12,275	18,479	17,832	18,953	18,275	18,545	17,528	19,476	21,621	28,230	31,451	32,686	38,682	38,912	41,710	44,613
Other Asia/Pacific	37,707	50,411	47,724	66,475	40,028	41,706	47,410	56,138	59,304	50,136	53,286	60,009	65,790	76,020	80,405	82,555	80,706	91,066	86,766	92,272
TOTAL ASIA/PACIFIC	492,544	677,603	801,775	824,555	690,672	737,819	785,897	758,485	776,213	620,201	760,034	776,486	768,279	768,913	764,061	650,689	723,087	722,620	750,677	806,073
France	13,854	13,102	16,738	16,935	15,026	19,387	14,908	13,154	11,164	10,490	12,873	14,419	14,907	15,817	18,823	19,122	22,795	21,338	20,228	18,959
Germany	103,948	118,793	120,112	108,649	98,985	100,048	92,664	84,919	65,541	66,645	74,101	74,309	72,175	73,524	72,581	72,839	74,655	70,939	68,435	73,571
United Kingdom	132,816	145,787	168,462	155,221	165,106	179,628	200,124	192,700	178,895	181,343	195,985	211,604	207,748	220,817	211,173	182,048	187,190	177,345	173,525	171,882
Italy	7,425	7,675	9,788	9,962	12,545	11,077	9,331	9,540	10,046	7,580	9,688	10,245	11,076	11,462	13,859	12,291	14,798	12,019	11,703	12,096
Netherlands	19,515	21,003	26,535	29,812	26,851	29,531	31,215	29,275	25,220	27,420	29,791	32,799	33,384	37,012	34,735	28,106	29,163	26,076	25,035	22,673
Austria	7,075	8,439	8,613	8,611	7,691	6,966	7,044	5,999	5,282	4,956	5,615	6,213	6,338	5,846	6,304	6,340	8,379	6,961	6,051	6,394
Spain	3,287	3,002	4,388	4,543	6,155	5,773	6,048	5,913	4,626	5,185	6,934	7,963	10,760	10,771	9,254	11,049	10,465	8,366	7,793	8,830
Switzerland	15,208	20,064	22,811	20,421	20,987	19,456	19,105	15,657	13,441	14,302	15,124	18,178	16,363	17,427	17,022	17,844	20,612	19,461	20,586	21,777
Other Europe	33,018	37,435	41,517	48,147	48,985	47,962	50,492	47,726	44,301	42,264	50,493	57,528	60,537	61,763	64,457	60,770	75,435	59,713	58,988	60,038
TOTAL EUROPE	336,146	375,300	418,964	402,301	402,331	419,828	430,931	404,883	358,516	360,185	400,604	433,258	433,288	454,439	448,208	410,409	443,492	402,218	392,344	396,220
Brazil	2,740	2,761	4,499	5,253	7,705	6,079	6,306	5,486	4,722	5,944	7,379	6,675	6,020	7,217	8,081	7,456	10,932	12,202	14,157	14,172
Mexico	19,655	14,267	21,091	28,422	38,434	41,840	44,583	49,642	47,682	52,156	55,129	61,896	63,954	78,483	82,940	57,501	46,069	55,318	59,352	65,642
Argentina	n/a	n/a	1,671	1,808	1,781	2,163	2,491	2,242	1,664	1,322	1,464	1,249	1,850	1,859	1,916	1,805	1,792	1,603	1,526	1,741
Other International	30,186	33,963	42,779	52,095	54,943	58,028	61,676	59,264	52,578	50,466	51,885	57,378	58,310	63,237	60,208	53,614	58,934	53,330	53,552	57,886
TOTAL OTHER INT'L	52,581	50,991	70,040	87,578	102,863	108,110	115,056	116,634	106,646	109,888	115,857	127,198	130,134	150,796	153,145	120,376	117,727	122,453	128,587	139,441
TOTAL VISITORS	6,511,606	7,053,472	7,619,389	7,760,994	7,865,483	8,286,220	8,448,542	8,347,153	8,321,683	7,967,198	8,523,304	8,604,870	8,692,925	8,912,525	8,629,103	8,110,823	8,415,366	8,290,685	8,342,941	8,569,470
Change (Year to Year)	6.4%	8.3%	8.0%	1.9%	1.3%	5.3%	2.0%	-1.2%	-0.3%	-4.3%	7.0%	1.0%	1.0%	2.5%	-3.2%	-6.0%	3.8%	-1.5%	0.6%	2.7%

Monthly Overnight Visitor Volume to Metro Vancouver 1994-2013

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
January	320,101	352,191	382,223	406,973	423,924	453,792	450,758	480,457	459,085	484,780	472,065	476,156	487,941	490,826	505,342	470,998	462,620	461,719	473,265	467,602
February	315,660	350,297	409,363	424,595	416,283	461,156	477,419	485,290	475,658	476,094	494,677	499,045	475,487	495,184	507,199	448,039	547,357	439,331	459,993	458,374
March	429,018	445,549	523,869	529,255	521,274	569,632	596,800	624,346	586,523	543,998	582,349	604,930	595,914	615,416	616,632	548,375	572,043	547,718	575,851	570,010
April	443,933	473,641	515,657	514,677	532,716	575,939	606,670	604,046	555,759	515,749	571,237	571,701	594,081	592,408	563,747	548,105	556,963	553,829	560,514	543,500
May	550,832	591,760	655,355	674,275	669,034	703,363	700,235	715,010	700,751	629,750	722,821	732,874	735,236	764,752	776,136	708,536	720,519	727,873	719,019	722,509
June	645,375	706,363	776,024	765,125	762,223	763,929	802,255	800,218	788,960	716,355	804,406	816,246	836,542	866,845	850,239	763,979	796,725	814,262	803,456	838,295
July	872,739	937,117	1,008,852	1,018,152	1,030,782	1,082,753	1,092,034	1,092,372	1,061,095	1,007,070	1,115,391	1,124,737	1,123,341	1,128,814	1,085,534	1,028,981	1,067,608	1,074,082	1,049,201	1,100,210
August	900,196	989,398	1,086,488	1,108,235	1,084,839	1,185,438	1,133,919	1,188,883	1,176,256	1,152,845	1,140,806	1,141,062	1,201,005	1,265,331	1,240,290	1,185,332	1,190,159	1,171,575	1,203,581	1,273,570
September	657,317	721,132	742,094	735,929	774,140	802,748	812,438	699,646	744,478	716,163	803,817	822,532	817,837	835,890	752,130	744,141	750,035	762,592	754,256	777,306
October	518,466	551,664	577,194	582,099	621,036	609,823	627,229	556,526	632,989	611,593	643,788	627,771	649,590	649,447	621,916	588,308	629,045	593,587	609,935	622,342
November	377,843	422,721	434,704	456,070	465,980	497,291	524,773	477,930	502,412	489,240	501,766	513,786	510,894	536,793	504,039	471,111	490,484	497,853	501,652	528,055
December	480,126	511,639	507,566	545,609	563,252	580,356	624,012	622,429	637,717	623,561	670,181	674,030	665,057	670,819	605,899	604,918	631,808	646,264	632,218	667,697
TOTAL	6,511,606	7,053,472	7,619,389	7,760,994	7,865,483	8,286,220	8,448,542	8,347,153	8,321,683	7,967,198	8,523,304	8,604,870	8,692,925	8,912,525	8,629,103	8,110,823	8,415,366	8,290,685	8,342,941	8,569,470

Source: Tourism Vancouver's Visitor Volume Model, MNP

Historical Overnight Visitor Volume to Metro Vancouver 1981-2013	
YEAR	OVERNIGHT VISITORS
2013	8,569,470
2012	8,342,941
2011	8,290,685
2010	8,415,366
2009	8,110,823
2008	8,629,103
2007	8,912,525
2006	8,692,925
2005	8,604,870
2004	8,523,303
2003	7,967,198
2002	8,321,683
2001	8,347,153
2000	8,448,542
1999	8,286,220
1998	7,865,483
1997	7,760,994
1996	7,619,389
1995	7,053,472
1994	6,511,606
1993	6,120,178
1992	5,949,036
1991	5,936,332
1990	5,997,668
1989	5,907,800
1988	5,708,555
1987	5,296,381
1986	5,810,347
1985	3,815,240
1984	3,748,540
1983	3,628,480
1982	3,528,430
1981	3,835,250

Source: Tourism Vancouver's Visitor Volume Model, MNP

Historical Visitor Volumes and Spending 2006-2013		
Year	Number of visitors	Total visitor spending
2013	8,569,470	\$3,522,669,172
2012	8,342,941	\$3,361,871,505
2011	8,290,682	\$3,505,948,291
2010	8,415,366	\$3,568,502,291
2009	8,110,823	\$3,519,270,154
2008	8,629,103	\$3,872,309,971
2007	8,912,525	\$3,757,966,166
2006	8,692,925	\$3,735,628,046

Sources:

Volumes - Tourism Vancouver's Visitor Volume Model, MNP

Spending - Adapted from: Statistics Canada, 2012 International Travel Survey Microdata and/or 2012 Travel Survey of Residents of Canada Microdata. All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

Note:

Data is subject to change depending on new source information.

From 2006 the Travel Survey of Residents of Canada (TSRC) represents the new baseline year for domestic tourism in Canada, replacing its predecessor - the Canadian Travel Survey (CTS), last conducted in 2004. TSRC estimates of domestic tourism values and characteristics are not directly comparable to historical estimates from the CTS. Therefore previous years' data are not comparable.

Visitor Expenditures by Industry Sector 2013			
Visitor Expenditures	% of spending	Average spending per person per trip	Total Spending
Accommodation	34.5%	\$143.14	\$1,214,168,692
Food and beverages (purchased in restaurants and stores)	29.8%	\$123.91	\$1,051,026,342
Retail, Other	15.1%	\$62.81	\$532,771,899
Private Transportation	9.0%	\$37.39	\$317,127,916
Recreation, Entertainment	9.1%	\$37.67	\$319,558,493
Public Transportation	2.5%	\$10.38	\$88,015,830
TOTAL	100.0%	\$415.30	\$3,522,669,172

Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

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Visitor Expenditures by Industry Sector 2012			
Visitor Expenditures	% of spending	Average spending per person per trip	Total Spending
Accommodation	34.5%	\$140.32	\$1,158,746,090
Food and beverages (purchased in restaurants and stores)	29.8%	\$121.47	\$1,003,050,624
Retail, Other	15.1%	\$61.57	\$508,452,704
Private Transportation	9.0%	\$36.65	\$302,652,123
Recreation, Entertainment	9.1%	\$36.93	\$304,971,753
Public Transportation	2.5%	\$10.17	\$83,998,212
TOTAL	100.0%	\$407.12	\$3,361,871,505

Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners.

Note: Data is subject to change depending on new source information.

Economic Impact of Overnight Visitors to Metro Vancouver - 2013	
Number of visitors ⁽¹⁾	8,569,470
Average spending per person per day ⁽²⁾	\$85.64
Average length of stay (days) ⁽²⁾	4.8
Average spending per person per trip ⁽²⁾	\$415.30
Total spending by overnight visitors ⁽²⁾	\$3,522,669,172
Economic Impact ⁽³⁾	
Industry output	\$6.10 billion
Wages and Salaries	\$2.26 billion
Taxes (all levels)	\$1.56 billion
Employment (Jobs)	66,558

Economic Impact of Overnight Visitors to Metro Vancouver - 2012	
Number of visitors ⁽¹⁾	8,342,941
Average spending per person per day ⁽²⁾	\$83.95
Average length of stay (days) ⁽²⁾	4.8
Average spending per person per trip ⁽²⁾	\$407.12
Total spending by overnight visitors ⁽²⁾	\$3,361,871,505
Economic Impact ⁽³⁾	
Industry output	\$5.82 billion
Wages and Salaries	\$2.16 billion
Taxes (all levels)	\$1.54 billion
Employment (Jobs)	65,775

Sources:

(1) Tourism Vancouver's Visitor Volume Model, MNP

(2) Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

(3) Tourism Vancouver's Tourism Economic Assessment Model (T.E.A.M.), Conference Board of Canada

Note:

Data is subject to change depending on new source information.

Economic Impact Definitions

Industry Output:

The sum total of all economic activity that has taken place as a result of visitor spending, including spin-off activity as those dollars move through the economy. It includes initial (visitor) spending.

Wages and Salaries:

The amount of wages and salaries generated by initial visitor spending

Taxes:

Taxes contributed to municipal, provincial, and federal levels of government relating to the initial visitor spending

Jobs:

Includes part-time and full-time work generated by initial visitor spending

Economic Impact of Overnight Visitors to Metro Vancouver 2008-2013

	2013	2012	2011	2010	2009	2008
Number of visitors ⁽¹⁾	8,569,470	8,342,941	8,290,682	8,415,366	8,110,823	8,629,103
Average spending per person per day ⁽²⁾	\$85.64	\$83.95	\$91.93	\$86.54	\$86.78	\$89.75
Average spending per person per trip ⁽²⁾	\$415.30	\$407.12	\$422.83	\$421.59	\$429.63	\$448.23
Average length of stay (days) ⁽²⁾	4.8	4.8	4.6	4.9	5.0	5.0
Average party size ⁽²⁾	1.6	1.6	1.6	1.6	1.6	1.6
Total spending by overnight visitors ⁽²⁾	\$3,522,669,172	\$3,361,871,505	\$3,505,948,291	\$3,568,502,291	\$3,519,270,154	\$3,872,309,971
Economic Impact ⁽³⁾						
Industry Output	\$6.10 billion	\$5.82 billion	\$5.97 billion	\$6.23 billion	\$6.17 billion	\$7.57 billion
Wages and Salaries	\$2.26 billion	\$2.16 billion	\$2.04 billion	\$2.13 billion	\$2.09 billion	\$2.87 billion
Taxes (all levels)	\$1.56 billion	\$1.54 billion	\$1.52 billion	\$1.52 billion	\$1.46 billion	\$1.24 billion
Employment (Jobs)	66,558	65,775	68,462	75,887	76,102	87,524

Sources:

(1) Tourism Vancouver's Visitor Volume Model, MNP

(2) Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

(3) Tourism Vancouver's Tourism Economic Assessment Model (T.E.A.M.), Conference Board of Canada

Note:

From 2006 the Travel Survey of Residents of Canada (TSRC) represents the new baseline year for domestic tourism in Canada, replacing its predecessor - the Canadian Travel Survey (CTS), last conducted in 2004. TSRC estimates of domestic tourism values and characteristics are not directly comparable to historical estimates from the CTS.

Economic Impact Definitions

Industry Output:

The sum total of all economic activity that has taken place as a result of visitor spending, including spin-off activity as those dollars move through the economy. It includes initial (visitor) spending.

Wages and Salaries:

The amount of wages and salaries generated by initial visitor spending

Taxes:

Taxes contributed to municipal, provincial, and federal levels of government relating to the initial visitor spending

Jobs:

Includes part-time and full-time work generated by initial visitor spending

Leisure Travel Expenditures by Industry Sector 2013

Expenditures	% of spending	Average daily spending per party	Average spending per person per trip	Total Spending
Accommodation	38.6%	\$88.31	\$166.35	\$173,047,462
Food and beverages (purchased in restaurants and stores)	26.6%	\$60.89	\$114.69	\$119,315,395
Retail, Other	12.1%	\$27.69	\$52.16	\$54,259,196
Private Transportation	8.8%	\$20.26	\$38.17	\$39,704,555
Recreation, Entertainment	12.1%	\$27.68	\$52.14	\$54,235,634
Public Transportation	1.8%	\$4.16	\$7.84	\$8,155,567
TOTAL	100.0%	\$228.99	\$431.34	\$448,717,809

Sources:

Tourism Vancouver's On-the-Books Project, MNP. Data to Dec 2013 (Includes: Group Tour & Travel and Individual Package & Promotion)
 Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

Note: Data is subject to change depending on new source information.

Leisure Travel Expenditures by Industry Sector 2012

Expenditures	% of spending	Average daily spending per party	Average spending per person per trip	Total spending
Accommodation	38.6%	\$86.56	\$163.07	\$162,026,979
Food and beverages (purchased in restaurants and stores)	26.6%	\$59.68	\$112.43	\$111,716,825
Retail, Other	12.1%	\$27.14	\$51.13	\$50,803,713
Private Transportation	8.8%	\$19.86	\$37.41	\$37,175,980
Recreation, Entertainment	12.1%	\$27.13	\$51.11	\$50,781,651
Public Transportation	1.8%	\$4.08	\$7.69	\$7,636,182
TOTAL	100.0%	\$224.46	\$422.84	\$420,141,330

Sources:

Tourism Vancouver's On-the-Books Project, MNP. Data to Dec. 2012 (Includes: Group Tour & Travel and Individual Package & Promotion)
 Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners.

Note: Data is subject to change depending on new source information.

Economic Impact of Leisure Travel in Metro Vancouver 2008-2013

	2013	2012	2011	2010	2009	2008
Total number of hotel room-nights ⁽¹⁾	1,959,552	1,871,787	1,773,233	1,353,265	1,156,372	1,268,202
Average daily spending per party ⁽²⁾	\$228.99	\$224.46	\$227.85	\$203.87	\$200.57	\$231.10
Average length of stay (days) ⁽²⁾	3.4	3.4	4	4	4	3.7
Total spending	\$448,717,809	\$420,141,330	\$404,031,199	\$275,890,223	\$231,933,571.89	\$293,081,394
Economic Impact ⁽³⁾						
Industry output	\$782,742,873	\$732,894,094	\$690,128,799	\$473,539,984	\$397,606,243	\$503,674,426
Taxes (all levels)	\$204,794,884	\$198,887,812	\$172,931,202	\$119,709,099	\$84,409,490	\$127,525,237
Employment (Jobs)	8,698	8,434	7,950	5,774	4,944	6,269

Sources:

(1) Tourism Vancouver's On-the-Books Project, MNP, data to Dec 2013 (Includes: Group Tour & Travel and Individual Package & Promotion)

(2) Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All imputations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

(3) Tourism Vancouver's Tourism Economic Assessment Model (T.E.A.M.), Conference Board of Canada

Note:

Data is subject to change depending on new source information.

From 2006 the Travel Survey of Residents of Canada (TSRC) represents the new baseline year for domestic tourism in Canada, replacing its predecessor - the Canadian Travel Survey (CTS), last conducted in 2004. TSRC estimates of domestic tourism values and characteristics are not directly comparable to historical estimates from the CTS.

Economic Impact Definitions

The sum total of all economic activity that has taken place as a result of visitor spending, including spin-off activity as those dollars move through the economy. It includes initial (visitor) spending.

Wages and Salaries:

The amount of wages and salaries generated by initial visitor spending

Taxes:

Taxes contributed to municipal, provincial, and federal levels of government relating to the initial visitor spending

Jobs:

Includes part-time and full-time work generated by initial visitor spending

Conventions Expenditures by Industry Sector 2013				
Expenditures	% of spending	Average daily spending per party	Average spending per person per trip	Total spending
Accommodation	53.4%	\$112.83	\$352.74	\$128,377,212
Food & beverages (purchased in restaurants and stores)	24.7%	\$52.08	\$162.82	\$59,258,529
Retail, Other	10.8%	\$22.76	\$71.15	\$25,894,193
Recreation, Entertainment	2.5%	\$5.34	\$16.70	\$6,076,663
Private Transportation	4.6%	\$9.69	\$30.29	\$11,024,216
Public Transportation	4.0%	\$8.47	\$26.49	\$9,642,214
TOTAL	100.0%	\$211.17	\$660.20	\$240,273,027

Sources: Tourism Vancouver's On-the-Books Project, MNP. Data to Dec. 2013 (Includes: Group Conventions & Group Corporate Meetings)
Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners. 2013 estimates are based on 2012 inflated to current dollars using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014).

Note: Data is subject to change depending on new source information.

Convention data is a subset of business in the International Travel Survey (ITS). In the TSRC, convention trips may be business or non-business related. Non-business conferences may include, for example, consumer home, boat or auto trade-shows, religious and affinity/hobby groups, etc.

Conventions Expenditures by Industry Sector 2012				
Expenditures	% of spending	Average daily spending per party	Average spending per person per trip	Total spending
Accommodation	53.4%	\$110.60	\$345.79	\$144,501,500
Food & beverages (purchased in restaurants and stores)	24.7%	\$51.05	\$159.62	\$66,701,451
Retail, Other	10.8%	\$22.31	\$69.75	\$29,146,526
Recreation, Entertainment	2.5%	\$5.24	\$16.37	\$6,839,898
Private Transportation	4.6%	\$9.50	\$29.69	\$12,408,867
Public Transportation	4.0%	\$8.31	\$25.97	\$10,853,284
TOTAL	100.0%	\$207.01	\$647.19	\$270,451,527

Sources: Tourism Vancouver's On-the-Books Project, MNP. Data to Dec. 2012 (Includes: Group Conventions & Group Corporate Meetings)
Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB96000). All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Partner Partners.

Note: Data is subject to change depending on new source information.

Convention data is a subset of business in the International Travel Survey (ITS). In the TSRC, convention trips may be business or non-business related. Non-business conferences may include, for example, consumer home, boat or auto trade-shows, religious and affinity/hobby groups, etc.

Economic Impact of Conventions in Metro Vancouver 2009-2013					
	2013	2012	2011	2010	2009
Total number of hotel room-nights ⁽¹⁾	1,137,818	1,306,466	1,656,726	1,705,894	1,056,317
Average daily spending delegate party ⁽²⁾	\$211.17	\$207.01	\$227.03	\$255.22	\$282.85
Average length of stay (days) ⁽²⁾	3.7	3.7	4.3	3.4	3.1
Total spending	\$240,273,027	\$270,451,527	\$376,126,504	\$435,378,267	\$298,779,263
Economic Impact ⁽³⁾					
Industry output	\$424,835,516	\$478,195,224	\$647,062,067	\$755,796,529	\$518,344,031
Taxes (all levels)	\$114,343,975	\$133,445,670	\$165,481,170	\$198,345,497	\$114,593,299
Employment (Jobs)	4,958	5,779	7,650	9,636	6,757

Sources:

(1) Tourism Vancouver's On-the-Books Project, MNP. Data to Dec. 2013 (Includes: Group Conventions & Group Corporate Meetings)

(2) Spending and length of stay information adapted from Statistics Canada, 2012 International Travel Survey Microdata (66C001) and/or 2012 Travel Survey of Residents of Canada Microdata (87M006XDB9600) inflated to current dollars (2013) using Tourism Price Index (CTRI - Conference Board of Canada) (TPI Updated June 2014). *

(3) Tourism Vancouver's Tourism Economic Assessment Model (T.E.A.M.), Conference Board of Canada

Note:

Data is subject to change depending on new source information.

Convention data is a subset of business in the International Travel Survey (ITS). In the TSRC, convention trips may be business or non-business related. Non-business conferences may include, for example, consumer home, boat or auto trade-shows, religious and affinity/hobby groups, etc.

Economic Impact Definitions

Industry Output:

The sum total of all economic activity that has taken place as a result of delegate spending, including spin-off activity as those dollars move through the economy. It includes initial (delegate) spending.

Wages and Salaries:

The amount of wages and salaries generated by initial delegate spending

Taxes:

Taxes contributed to municipal, provincial, and federal levels of government relating to the initial delegate spending

Jobs:

Includes part-time and full-time work generated by initial delegate spending

Cruise Ship Data for Metro Vancouver 1986-2013

Year	Sailings	% Change	Total Passengers	% Change
2013	235	23.0%	812,389	21.9%
2012	191	-4.0%	666,240	0.4%
2011	199	12.4%	663,425	14.6%
2010	177	-30.9%	578,986	-35.6%
2009	256	0.8%	898,473	5.1%
2008	254	-7.6%	854,493	-11.0%
2007	275	1.1%	960,554	14.6%
2006	253	-7.0%	837,830	-7.9%
2005	272	-4.9%	910,172	-2.1%
2004	286	-6.8%	929,976	-2.5%
2003	307	-10.2%	953,376	-15.3%
2002	342	3.3%	1,125,252	6.1%
2001	331	-1.5%	1,060,383	0.6%
2000	336	8.7%	1,053,989	11.2%
1999	309	5.1%	947,659	8.5%
1998	294	-1.3%	873,102	6.9%
1997	298	3.1%	816,537	16.4%
1996	289	2.1%	701,547	17.6%
1995	283	2.9%	596,724	0.9%
1994	275	17.0%	591,160	14.2%
1993	235	-0.4%	517,755	15.3%
1992	236	-7.8%	449,239	6.0%
1991	256	12.3%	423,928	9.2%
1990	228	18.1%	388,258	16.5%
1989	193	-7.7%	333,189	2.8%
1988	209	-0.9%	324,261	3.3%
1987	211	-9.4%	313,881	0.2%
1986	233	-	313,385	-

Source: Port Metro Vancouver

Note: Total passengers equals total revenue passengers

Economic Impact of Cruise Passengers in Metro Vancouver			
	2013	2012	2011
Number of revenue passengers (includes embarking, disembarking and intransit) ⁽¹⁾	812,398	666,240	663,425
Number of estimated individual passengers (excludes intransit) ⁽²⁾	807,440	658,568	652,297
Number of individual passengers that spent time and money in Metro Vancouver ⁽²⁾	670,175	546,611	489,223
Total spending by cruise passengers that spent time and money in Metro Vancouver	\$120,557,817	\$98,329,932	\$75,827,511
Economic Impact ⁽³⁾			
Industry output	\$210,117,541	\$171,377,054	\$129,298,543
Wages and Salaries	\$78,480,750	\$64,010,837	\$44,153,095
Taxes (all levels)	\$53,551,118	\$45,388,066	\$31,606,737
Employment (Jobs)	2,320	1,959	1,482

Sources:

- (1) Port Metro Vancouver
- (2) Based on data from the 2012 Vancouver Cruise Passenger Study
- (3) Tourism Vancouver's Tourism Economic Assessment Model (T.E.A.M.), Conference Board of Canada

Industry Output:

The sum total of all economic activity that has taken place as a result of cruise passenger spending, including spin-off activity as those dollars move through the economy

Wages and Salaries:

The amount of wages and salaries generated by initial cruise passenger spending

Taxes:

Taxes contributed to municipal, provincial, and federal levels of government relating to initial cruise passenger spending

Jobs:

Includes part-time and full-time work generated by initial cruise passenger spending

Room-Nights Sold (Room Demand) by Sector 2006-2013

Year	Annual Total Available Room-Nights	% Change (from year previous)	Annual Total Room-Nights Sold - All Sectors ¹	% Change (from year previous)	Unsold Inventory (room-nights)	Room-Nights Sold - Meetings & Conventions						Room-Nights Sold - Leisure Travel					
						Group Conventions	% Change (from year previous)	Group Corporate Meetings	% Change (from year previous)	TOTAL Meetings and Conventions ²	% Change (from year previous)	Group Tour & Travel	% Change (from year previous)	Individual Package & Promotion	% Change (from year previous)	TOTAL Leisure Travel ³	% Change (from year previous)
2006	8,950,689	-0.2%	6,447,216	3.7%	2,503,473	515,851	-6.9%	875,922	38.4%	1,391,772	17.3%	471,742	7.4%	1,094,964	-9.3%	1,566,706	-4.8%
2007	8,824,715	-1.4%	6,500,639	0.8%	2,324,076	478,221	-7.3%	638,502	-27.1%	1,116,723	-19.8%	415,797	-11.9%	1,171,585	7.0%	1,587,382	1.3%
2008	8,779,451	-0.51%	6,329,928	-2.6%	2,449,523	703,497	47.1%	836,585	31.0%	1,540,082	37.9%	140,075	-66.3%	1,128,127	-3.7%	1,268,202	-20.1%
2009	8,940,300	1.83%	5,779,375	-8.7%	3,160,925	435,786	-38.1%	620,530	-25.8%	1,056,317	-31.4%	204,176	45.8%	952,196	-15.6%	1,156,372	-8.8%
2010	9,092,460	1.70%	6,184,320	7.0%	2,908,140	978,026	124.4%	727,868	17.3%	1,705,894	61.5%	316,692	55.1%	1,036,574	8.9%	1,353,265	17.0%
2011	9,074,995	-0.19%	6,149,987	-0.6%	2,925,008	950,547	-2.8%	706,179	-3.0%	1,656,726	-2.9%	410,385	29.6%	1,362,848	31.5%	1,773,233	31.0%
2012	9,023,206	-0.57%	5,996,173	-2.5%	3,027,033	637,805	-32.9%	668,661	-5.3%	1,306,466	-21.1%	455,810	11.1%	1,415,977	3.9%	1,871,787	5.6%
2013	8,920,965	-1.13%	6,153,682	2.6%	2,767,283	505,515	-20.7%	632,303	-5.4%	1,137,818	-12.9%	412,033	-9.6%	1,547,519	9.3%	1,959,552	4.7%

Note: Percentage change is from year previous. Data subject to change.

2006-2013 Actual Room-Nights Sold.

¹ All sectors includes: Group Corporate Meetings, Group Conventions, Group Tour and Travel, Group Other, Individual Package and Promotion, Individual Rack, Individual Corporate, Individual Other.

² TOTAL Meetings and Conventions includes Group Conventions and Group Corporate Meetings.

³ TOTAL Leisure Travel includes Group Tour & Travel and Individual Package & Promotion.

2012 Overnight Visitor to Metro Vancouver - Visitor Profile

Total Visitors:	8,342,941	<u>GEOGRAPHIC ORIGIN:</u>	
Average Party Size:	1.6	Canada	5,190,294
Average Length of Stay (nights):	4.8	United States	1,881,039
Total Spending:	\$3,361,871,505	Asia/Pacific	750,677
Average Spending per Person per Night:	\$83.95	Europe	392,344
Average Spending per Party per Night:	\$132.64	Other International	128,587
Average Spending per Person per Trip:	\$407.12		
<u>SPENDING BY CATEGORY:</u>		<u>TRANSPORTATION USED (IN CANADA):</u>	
	per trip		
Accommodation	\$140.32	Car/Truck/Camper or RV (private or rented)	55.5%
Food & beverage, in restaurants & bars	\$95.23	Commercial airplane	22.3%
Food & beverage, in stores during trip	\$26.24	Bus	14.5%
Retail - Clothing	\$50.33	Rail	3.6%
Retail - Other	\$11.25	Ship/Boat	14.4%
Recreation & entertainment	\$36.93	Other	21.5%
Local transportation (city bus, subway, taxi)	\$10.17	Not stated	2.1%
Vehicle operation (incl. gas & repairs)	\$21.55		
Vehicle rental	\$15.10		
Average spending per person	\$407.12		
<u>AGE GROUPS :</u>		<u>PARTY COMPOSITION :</u>	
Under 15 (US and International visitors only)	2.9%	1 adult (Canada = 18+*US and International = 15+)	62.0%
15-19 (US and International visitors only)	1.4%	2 adults	23.8%
20-24 (US and International visitors only)	2.1%	3 adults	1.6%
18-24 (Canadian visitors only)	6.6%	4 adults or more	1.5%
25-34	17.9%	Total adults only	88.9%
35-44	15.4%	1 adult with children/teens	4.2%
45-54	18.8%	2 adults with children/teens	5.1%
55-64	16.9%	3 adults or more with children/teens	0.9%
65 years & over	16.8%	Total adults with children/teens	10.3%
Not stated	1.2%	Not stated	0.9%
<u>ACCOMMODATION USED:</u>		<u>PARTY SIZE :</u>	
All paid roofed accommodation	53.8%	1 person	62.4%
Hotel	48.9%	2 persons	25.9%
Motel	3.2%	3 persons	5.5%
Bed and breakfast (Canadian visitors only)	0.4%	4 persons	4.9%
Resort/Spa (Canadian visitors only)	0.1%	5 persons	0.7%
Boat or cruise ship (Canadian visitors only)	0.4%	6 or more persons	0.6%
Other paid roofed accommodation	1.0%		
Campground/RV park or back country camping	0.9%		
All unpaid accommodation	42.6%		
Home of friends/relatives	41.9%		
Other unpaid accommodation	1.0%		
Other/Not stated	4.9%		
<u>TRIP ACTIVITIES:</u>		<u>VISIT DURATION :</u>	
National, provincial or nature park (A)	27.7%	1 night	26.5%
Camping/Any camping nights (A)	2.6%	2 nights	27.6%
Boating/canoeing/kayaking (Net) (A)	6.1%	3 nights	11.7%
Boating (A)	5.7%	4 nights	9.3%
Fishing (A)	0.9%	5 nights	5.8%
Golfing (A)	2.2%	6-9 nights	10.8%
Hunting (A)	0.0%	10-16 nights	4.3%
Performance such as a play or concert (B,D)	7.2%	17-30 nights	2.3%
Festival or fair (B,D)	6.3%	31 or more nights	1.7%
Historic site (B,D)	17.3%		
Museum or art gallery (B,D)	16.6%		
Theme or amusement park (D)	3.8%		
Zoo or aquarium/ITS only botanical garden (D)	16.4%		
Casino (D)	3.6%		
Sports event as a spectator (D)	6.5%		
Downhill skiing or snowboarding (Net) (A,C)	2.5%		
Other activities (US/Int'l visitors only, includes shopping, visiting friends and relatives, sightseeing, bars/nightclubs)	57.3%		
None/no activities mentioned	21.5%		
Any Outdoor activity (Net "A")	37.9%		
Any Cultural activity (Net "B")	32.4%		
Any Winter Outdoor activity (Net "C")	2.6%		
Any Entertainment/Cultural activity (Net "D")	43.6%		
		<u>SURVEY QUARTER :</u>	
		1ST. QUARTER	18.10%
		2ND. QUARTER	25.00%
		3RD. QUARTER	36.00%
		4TH. QUARTER	20.90%

Sources:

Adapted from: Statistics Canada, 2012 International Travel Survey Microdata and/or 2012 Travel Survey of Residents of Canada Microdata. All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Project Partners. Tourism Vancouver's Visitor Volume Model, MNP.

Methodology Change for 2006 Data

The numbers in this report are **not** comparable to numbers published in previous years for two reasons:

As of 2006, Statistics Canada changed the way tourism by residents of Canada is defined and measured in a study supported by all of Canada's provinces and national tourism organizations, including the Canadian Tourism Commission. The new survey - the Travel Survey of Residents of Canada (TSRC) - relies on a different approach to defining *domestic tourism* and collects information from a *different portion* of the Canadian population than it did its predecessor - the Canadian Travel Survey (CTS), last conducted in 2004.

For these reasons, TSRC's estimates of domestic tourism value and characteristics cannot be compared to historical estimates. For every city, province, territory and for Canada as a whole, **2006** represents the **new baseline year** for domestic tourism in Canada.

The TSRC is conducted by Statistics Canada for its System of National Accounts and for national and provincial tourism authorities. It is a telephone survey among approximately 14,000 randomly selected household members each month. Respondents are drawn from Statistics Canada's Labour Force Survey's household sampling frame. Selected adults (18+ years) are asked to report out-of-town trips they took in the month immediately preceding the interview period. Details are obtained about each trip that qualifies as a tourism trip.

(Data for tourists from the United States and overseas are taken from the International Travel Survey [ITS]. Foreign travellers are asked to report on the characteristics of their trip to Canada, including lodging, activities, spending and travel party details. The ITS includes self-completion entry surveys and exit surveys at Canada's major airports among tourists in key overseas markets. Questionnaire data are projected to frontier counts [all ports of entry] as captured by Canada Border Security Agency [CBSA].

The second reason is that as part of ten Canadian cities Tourism Vancouver is using a different data management method than before. We are now aligned with the majority of national, provincial and regional tourism organizations in how we report our core tourism metrics in using Research Resolutions Consulting Ltd. for data management rather than Statistics Canada. Some of the differences in the two management processes include Research Resolutions Consulting Ltd. exclusion of airfares on domestic carriers from visitor spending and the method in which surveys with missing information are managed.