

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/Southwest	Thompson/Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2006	323,738	973,017	259,729	89,267	54,701	23,248	9,791	73,976	1,807,466
2007	351,481	1,044,528	293,352	105,572	61,896	27,790	11,246	68,504	1,964,369
2008	339,045	1,057,461	298,663	104,560	62,202	27,464	10,891	77,098	1,977,384
2009	307,348	919,947	267,704	92,372	54,355	23,939	9,864	67,575	1,743,103
2010	303,738	1,106,953	285,946	89,687	56,500	26,966	10,389	76,238	1,956,416
Annual growth rates									
2006	4.9	7.0	9.8	9.3	11.0	4.8	1.5	16.7	7.5
2007	8.6	7.3	12.9	18.3	13.2	19.5	14.9	- 7.4	8.7
2008	- 3.5	1.2	1.8	- 1.0	0.5	- 1.2	- 3.2	12.5	0.7
2009	- 9.3	-13.0	-10.4	-11.7	-12.6	-12.8	- 9.4	-12.4	-11.8
2010	- 1.2	20.3	6.8	- 2.9	3.9	12.6	5.3	12.8	12.2
Monthly data									
Dec-09	25,478	76,031	22,010	7,372	4,601	1,976	846	5,938	144,252
Jan-10	25,087	81,197	23,608	7,292	4,833	2,018	805	5,842	150,682
Feb-10	25,158	196,594	23,529	7,416	4,796	2,158	855	5,808	266,315
Mar-10	25,556	82,261	23,192	7,344	4,905	2,369	818	6,145	152,590
Apr-10	25,187	79,190	23,394	7,717	4,921	2,490	840	6,492	150,229
May-10	24,562	80,707	23,332	7,294	4,575	1,835	890	6,865	150,061
Jun-10	24,739	78,770	21,944	7,528	4,720	2,364	820	6,923	147,808
Jul-10	25,140	81,333	24,497	6,928	4,469	2,285	852	6,813	152,318
Aug-10	24,634	83,153	23,561	7,317	4,529	2,362	941	7,026	153,524
Sep-10	25,032	83,846	24,584	7,341	4,693	2,193	898	6,546	155,135
Oct-10	26,075	91,057	25,466	7,957	4,554	2,439	951	6,049	164,548
Nov-10	25,572	85,011	24,017	7,574	4,542	2,188	839	5,244	154,988
Dec-10	26,997	83,835	24,821	7,980	4,961	2,265	878	6,485	158,220
Month-over-month growth rates									
Dec-09	- 3.3	- 4.9	1.1	9.0	0.7	- 0.6	9.7	1.8	- 2.6
Jan-10	- 1.5	6.8	7.3	- 1.1	5.0	2.1	- 4.8	- 1.6	4.5
Feb-10	0.3	142.1	- 0.3	1.7	- 0.8	7.0	6.2	- 0.6	76.7
Mar-10	1.6	- 58.2	- 1.4	- 1.0	2.3	9.7	- 4.3	5.8	-42.7
Apr-10	- 1.4	- 3.7	0.9	5.1	0.3	5.1	2.6	5.7	- 1.5
May-10	- 2.5	1.9	- 0.3	- 5.5	- 7.0	-26.3	6.0	5.8	- 0.1
Jun-10	0.7	- 2.4	- 5.9	3.2	3.2	28.8	- 7.9	0.8	- 1.5
Jul-10	1.6	3.3	11.6	- 8.0	- 5.3	- 3.3	4.0	- 1.6	3.1
Aug-10	- 2.0	2.2	- 3.8	5.6	1.3	3.4	10.4	3.1	0.8
Sep-10	1.6	0.8	4.3	0.3	3.6	- 7.1	- 4.6	- 6.8	1.0
Oct-10	4.2	8.6	3.6	8.4	- 3.0	11.2	5.9	- 7.6	6.1
Nov-10	- 1.9	- 6.6	- 5.7	- 4.8	- 0.3	-10.3	-11.7	-13.3	- 5.8
Dec-10	5.6	- 1.4	3.3	5.4	9.2	3.5	4.6	23.6	2.1

December month-over-month growth rates

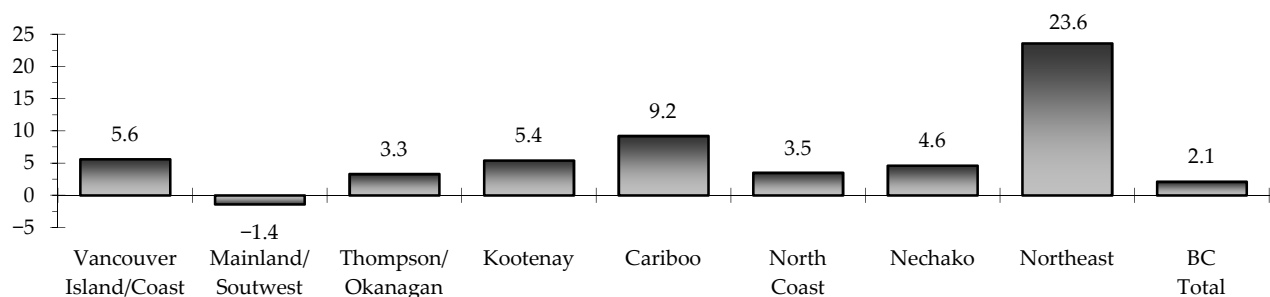


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2006	491,423	248,495	383,643	187,328	237,024	139,983	119,570
2007	520,022	266,820	431,796	200,558	248,730	157,817	138,626
2008	518,099	264,858	451,720	199,789	242,307	156,466	144,145
2009	443,442	230,982	423,371	181,479	208,228	125,329	130,272
2010	521,293	259,440	485,126	200,554	214,333	134,032	141,638
Annual growth rates							
2006	5.4	10.6	9.3	10.2	10.3	- 1.0	6.0
2007	5.8	7.4	12.6	7.1	4.9	12.7	15.9
2008	- 0.4	- 0.7	4.6	- 0.4	- 2.6	- 0.9	4.0
2009	-14.4	-12.8	- 6.3	- 9.2	-14.1	-19.9	- 9.6
2010	17.6	12.3	14.6	10.5	2.9	6.9	8.7
Monthly data							
Dec-09	36,493	19,873	35,275	15,169	16,707	9,681	11,034
Jan-10	38,402	21,496	37,446	15,567	17,494	9,564	10,742
Feb-10	82,884	41,188	64,741	23,917	21,350	18,792	13,447
Mar-10	39,191	20,432	38,241	15,934	17,324	10,099	11,378
Apr-10	37,381	19,552	37,595	15,801	17,332	10,578	11,913
May-10	39,091	18,921	37,409	15,769	17,040	10,543	11,323
Jun-10	38,233	19,046	36,548	15,623	16,765	10,085	11,551
Jul-10	38,355	19,692	39,148	15,827	17,630	10,623	11,082
Aug-10	40,582	19,408	38,398	15,723	17,002	11,096	11,339
Sep-10	40,288	19,535	38,889	16,006	17,592	11,278	11,563
Oct-10	45,539	20,001	39,844	16,945	18,501	11,374	12,332
Nov-10	41,847	19,490	37,980	16,379	17,915	9,350	11,991
Dec-10	39,500	20,679	38,885	17,063	18,388	10,650	12,977
Month-over-month growth rates							
Dec-09	- 4.9	2.0	- 3.2	- 5.4	- 0.8	- 2.4	0.9
Jan-10	5.2	8.2	6.2	2.6	4.7	- 1.2	- 2.6
Feb-10	115.8	91.6	72.9	53.6	22.0	96.5	25.2
Mar-10	- 52.7	- 50.4	-40.9	-33.4	-18.9	- 46.3	-15.4
Apr-10	- 4.6	- 4.3	- 1.7	- 0.8	0.0	4.7	4.7
May-10	4.6	- 3.2	- 0.5	- 0.2	- 1.7	- 0.3	- 5.0
Jun-10	- 2.2	0.7	- 2.3	- 0.9	- 1.6	- 4.3	2.0
Jul-10	0.3	3.4	7.1	1.3	5.2	5.3	- 4.1
Aug-10	5.8	- 1.4	- 1.9	- 0.7	- 3.6	4.5	2.3
Sep-10	- 0.7	0.7	1.3	1.8	3.5	1.6	2.0
Oct-10	13.0	2.4	2.5	5.9	5.2	0.9	6.6
Nov-10	- 8.1	- 2.6	- 4.7	- 3.3	- 3.2	- 17.8	- 2.8
Dec-10	- 5.6	6.1	2.4	4.2	2.6	13.9	8.2

December month-over-month growth rates

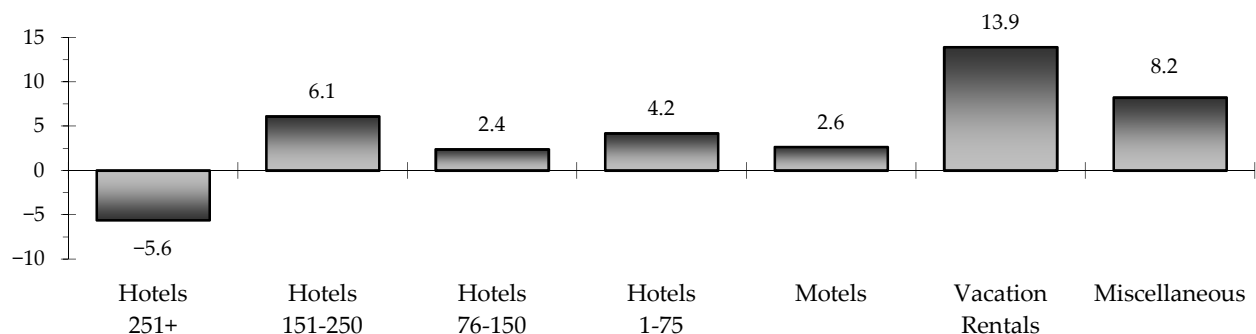


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Dec-10	YTD 10	Dec-09	YTD 09	Dec-10	Dec-09	Dec-10	Dec-09
Vancouver Island/Coast								
17 Capital								
All accommodation types	7,975	162,657	9.1	- 1.0	149	8	7,844	- 67
Hotels	6,331	135,289	4.7	- 2.4	57	- 3	5,282	-115
76-150 Rooms	1,440	31,417	3.5	- 0.2	16	- 2	1,592	- 89
1-75 Rooms	1,356	28,898	2.5	0.0	30	- 1	1,203	- 26
Vacation Rentals	226	2,402	105.9	- 22.7	33	12	245	77
Miscellaneous	726	11,885	41.0	10.5	39	3	1,288	139
19 Cowichan Valley								
All accommodation types	639	9,460	14.2	- 2.0	32	2	706	8
Motels	202	1,668	9.0	1.5	13	- 2	268	- 52
21 Nanaimo								
All accommodation types	2,036	39,444	13.8	- 2.5	60	- 1	2,309	- 6
Motels	419	7,414	- 4.0	- 6.5	22	- 2	643	- 7
Vacation Rentals	392	9,940	4.8	- 4.9	16	0	448	- 4
23 Alberni-Clayoquot								
All accommodation types	1,717	47,732	- 8.1	1.3	57	- 3	1,481	- 86
Hotels	485	14,425	- 5.3	6.9	11	0	516	1
Motels	113	4,112	2.4	- 0.9	17	- 2	321	- 54
Vacation Rentals	566	14,202	- 13.0	- 16.0	18	- 1	270	- 59
25 Comox Valley +								
26 Strathcona								
All accommodation types	2,099	30,843	3.4	- 6.0	70	8	1,971	108
Motels	390	6,335	- 3.2	- 4.7	23	0	704	0
Vacation Rentals	214	3,252	49.0	- 17.7	21	4	246	51
Miscellaneous	534	5,144	2.6	- 15.7	13	3	327	50
27 Powell River								
All accommodation types	258	4,635	14.6	0.3	23	5	408	41

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Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Dec-10	YTD 10	Dec-09	YTD 09	Dec-10	Dec-09	Dec-10	Dec-09
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	2,915	42,307	- 7.8	- 1.3	68	1	2,397	- 33
Motels	379	7,986	3.9	- 7.0	33	0	915	- 3
15 Greater Vancouver								
All accommodation types	41,364	851,934	14.3	23.3	240	9	28,710	1039
Hotels	39,087	802,384	13.7	23.2	164	2	23,565	716
76-150 Rooms	11,455	213,479	21.2	28.3	66	1	7,144	262
1-75 Rooms	2,424	50,766	22.7	33.8	51	1	2,373	102
Motels	1,589	31,331	12.2	20.0	34	- 2	2,007	169
Vacation Rentals	226	8,152	54.6	242.0	16	5	361	134
Miscellaneous	461	9,962	82.3	- 12.3	26	4	2,777	20
29 Sunshine Coast								
All accommodation types	460	8,522	14.8	10.2	26	4	408	12
31 Squamish-Lillooet								
All accommodation types	26,834	204,191	7.2	14.6	99	7	6,356	597
Hotels	19,515	154,863	3.6	11.7	36	1	4,131	52
1-75 Rooms	1,173	7,912	11.0	- 11.3	14	1	472	52
Vacation Rentals	5,443	35,723	4.4	19.9	34	2	1,180	27
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	1,537	55,516	20.1	3.6	102	15	3,447	130
Motels	370	19,028	4.2	- 2.3	58	4	1,442	63
Miscellaneous	363	12,283	150.4	27.3	20	6	823	33
33 Thompson-Nicola								
All accommodation types	4,847	73,091	24.8	12.6	135	13	5,475	602
Hotels	2,368	35,832	34.2	21.7	28	3	2,045	220
1-75 Rooms	746	9,400	145.7	92.4	16	2	646	139
Motels	1,084	23,146	15.3	5.1	73	2	2,272	92
Miscellaneous	383	6,658	45.5	6.0	18	7	740	327
35 Central Okanagan								
All accommodation types	2,767	81,192	15.4	11.7	56	6	3,761	420
Hotels	1,863	50,539	17.1	10.7	16	1	2,030	221
Motels	719	16,718	35.1	11.2	21	1	1,167	108
37 North Okanagan								
All accommodation types	2,601	25,206	12.5	6.1	37	1	1,738	147
Hotels	976	12,560	- 7.0	- 10.4	12	- 1	826	-120
Motels	161	3,458	21.5	- 3.9	13	- 1	392	- 15
39 Columbia-Shuswap								
All accommodation types	3,202	50,941	- 1.0	- 3.5	87	4	3,074	- 21
Motels	808	14,196	0.2	- 9.0	35	1	1,269	- 38
Miscellaneous	461	7,885	- 28.7	- 10.3	27	1	486	11

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms		
	(\$000)		% change from		(#)	# chg from	(#)	# chg from	
	Dec-10	YTD 10	Dec-09	YTD 09	Dec-10	Dec-09	Dec-10	Dec-09	
Kootenay									
01 East Kootenay									
All accommodation types	4,591	50,528	3.8	- 6.1	123	7	4,898	533	
Hotels	1,294	18,366	16.8	- 5.0	24	1	1,471	87	
Motels	429	7,710	24.2	- 2.7	37	2	899	34	
Vacation Rentals	1,763	12,040	- 8.8	- 15.5	36	3	1,497	317	
Miscellaneous	1,105	12,412	6.7	0.6	26	1	1,031	95	
03 Central Kootenay									
All accommodation types	1,145	22,802	21.8	2.0	67	8	1,580	41	
Motels	355	6,482	17.6	- 4.5	28	- 1	624	- 9	
05 Kootenay Boundary									
All accommodation types	2,243	16,357	- 0.7	1.1	40	1	1,633	31	
Motels	214	3,318	30.6	- 4.0	20	1	422	29	
Cariboo									
41 Cariboo									
All accommodation types	932	17,952	0.4	- 7.0	66	6	1,713	82	
Motels	344	6,648	5.0	- 10.1	32	1	893	41	
53 Fraser-Fort George									
All accommodation types	2,577	38,548	11.9	10.0	55	- 2	2,622	- 81	
Motels	829	12,971	- 1.4	5.6	31	- 1	1,191	- 17	
North Coast									
47 Skeena-Queen Charlotte									
All accommodation types	303	16,030	- 11.3	15.8	30	4	888	16	
49 Kitimat-Stikine									
All accommodation types	600	10,936	25.9	8.3	34	3	917	57	

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Dec-10	YTD 10	Dec-09	YTD 09	Dec-10	Dec-09	Dec-10	Dec-09
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	530	10,389	5.9	5.3	48	3	1,180	105
Northeast								
55 Peace River +								
59 Northern Rockies[†]								
All accommodation types	5,688	76,238	13.0	12.8	81	6	4,925	263
Hotels	3,971	56,307	8.3	11.9	37	3	2,764	178
76-150 Rooms	2,906	44,570	- 0.8	10.8	19	1	2,004	103
1-75 Rooms	1,065	11,738	44.9	15.9	18	2	760	75
Motels	978	12,970	8.1	10.4	25	1	843	21

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Dec-10	YTD 10	Dec-09	YTD 09	Dec-10	Dec-09	Dec-10	Dec-09
Vancouver Island/Coast	15,047	303,738	7.3	- 1.2	414	18	15,322	- 7
Victoria (C)	6,001	125,704	10.9	- 0.1	70	- 4	5,293	-136
Saanich Peninsula	-	-	-	-	14	2	530	14
Other CRD	-	-	-	-	65	10	2,021	55
Nanaimo (C)	1,050	17,683	6.4	- 4.9	22	1	1,054	45
Port Alberni (C)	-	-	-	-	10	- 4	293	- 87
Comox Valley	-	-	-	-	18	1	770	30
Campbell River	-	-	-	-	19	1	652	7
Tofino (DM)	1,208	34,270	-10.0	- 2.9	23	1	696	6
Ucluelet (DM)	265	8,367	2.1	26.8	18	1	436	9
Rest of Development Region	-	-	-	-	155	9	3,577	50
Mainland/Southwest	71,574	1,106,953	10.5	20.3	433	21	37,871	1,615
Downtown Vancouver (C)	23,339	519,566	18.0	23.8	82	1	13,474	587
Other Vancouver (C)	1,881	45,961	0.0	19.5	31	- 4	2,360	-422
Richmond (C)	9,233	151,904	17.5	30.4	29	4	4,922	510
Burnaby (C)	1,801	38,612	- 7.0	26.4	12	1	2,229	114
Other GVRD	-	-	-	-	86	7	5,725	250
Whistler (RM)	26,310	194,066	7.5	16.0	70	4	5,535	564
Abbotsford/Mission	-	-	-	-	12	- 1	697	- 43
Hope (DM)	-	-	-	-	19	0	424	- 6
Rest of Development Region	-	-	-	-	92	9	2,505	61
Thompson/Okanagan	14,954	285,946	14.1	6.8	417	39	17,495	1,278
Penticton (C)	633	25,941	- 2.9	2.5	37	4	1,556	47
Kamloops (C)	2,133	44,098	40.8	18.0	50	6	3,146	573
Kelowna (C)	-	-	-	-	42	3	3,011	359
Vernon (C)	1,004	17,478	35.9	9.0	24	1	1,345	147
Revelstoke (C)	1,433	17,566	12.9	4.6	19	0	764	- 48
Golden (T)	738	12,429	-16.8	- 2.7	31	0	1,109	- 4
Osoyoos (T)	396	16,878	106.8	7.6	24	3	1,092	20
Oliver/Okanagan Falls	-	-	-	-	15	3	275	26
Cache Creek (V)	-	-	-	-	11	1	239	12
Rest of Development Region	-	-	-	-	214	25	6,564	6,564
Kootenay	7,978	89,687	4.7	- 2.9	230	16	8,111	605
Cranbrook (C)	-	-	-	-	20	2	1,023	142
Fernie (C)	1,878	13,076	3.6	- 0.5	27	1	939	59
Nelson (C)	374	7,277	13.0	- 2.5	13	1	432	4
Kimberley	451	4,648	2.8	- 7.1	18	1	499	50
Columbia Valley	-	-	-	-	44	3	2,040	282
Rest of Development Region	-	-	-	-	170	12	5,717	400
Cariboo	3,508	56,500	8.6	3.9	121	4	4,335	1
Quesnel (C)	-	-	-	-	14	0	462	0
Williams Lake (C)	-	-	-	-	11	1	578	33
Prince George (C)	2,015	29,801	23.0	12.3	26	- 2	1,768	- 81
Valemount/Robson Valley	-	-	-	-	13	0	419	0
Rest of Development Region	-	-	-	-	70	5	1,527	49

Table 4: Room Revenue by Urban Centre, Unadjusted

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	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Dec-10	YTD 10	Dec-09	YTD 09	Dec-10	Dec-09	Dec-10	Dec-09
North Coast	903	26,966	10.4	12.6	64	7	1,805	73
Prince Rupert (C)	-	-	-	-	15	1	734	12
Terrace (C)	332	5,370	32.4	12.4	12	1	445	70
Rest of Development Region	-	-	-	-	37	5	626	- 9
Nechako	530	10,389	5.9	5.3	48	3	1,180	105
Smithers (T)	252	5,703	- 7.8	7.2	15	1	488	37
Rest of Development Region	278	4,686	22.4	3.1	33	2	692	68
Northeast	5,688	76,238	13.0	12.8	81	6	4,925	263
Dawson Creek (C)	-	-	-	-	15	1	656	63
Fort St. John (C)	-	-	-	-	15	0	1,166	0
Rest of Development Region	-	-	-	-	51	5	3,103	200

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Detail for urban centres not collecting AHRT will be released as soon as they are available.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/Southwest	Thompson/Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2006	323,738	973,017	259,729	89,267	54,701	23,248	9,791	73,976	1,807,466
2007	351,481	1,044,528	293,352	105,572	61,896	27,790	11,246	68,504	1,964,369
2008	339,045	1,057,461	298,663	104,560	62,202	27,464	10,891	77,098	1,977,384
2009	307,348	919,947	267,704	92,372	54,355	23,939	9,864	67,575	1,743,103
2010	303,738	1,106,953	285,946	89,687	56,500	26,966	10,389	76,238	1,956,416
Annual growth rates									
2006	4.9	7.0	9.8	9.3	11.0	4.8	1.5	16.7	7.5
2007	8.6	7.3	12.9	18.3	13.2	19.5	14.9	- 7.4	8.7
2008	- 3.5	1.2	1.8	- 1.0	0.5	- 1.2	- 3.2	12.5	0.7
2009	- 9.3	-13.0	-10.4	-11.7	-12.6	-12.8	- 9.4	-12.4	-11.8
2010	- 1.2	20.3	6.8	- 2.9	3.9	12.6	5.3	12.8	12.2
Monthly data									
Dec-09	14,023	64,782	13,106	7,619	3,231	818	500	5,033	109,113
Jan-10	11,820	69,479	14,503	7,779	3,202	908	467	5,876	114,032
Feb-10	14,393	191,724	16,369	9,610	3,358	1,392	549	6,011	243,405
Mar-10	19,415	84,737	18,386	8,624	4,390	1,526	649	7,129	144,857
Apr-10	20,342	66,310	15,335	5,406	4,312	1,242	566	5,129	118,642
May-10	26,539	82,864	22,097	5,525	4,885	1,714	815	4,987	149,426
Jun-10	32,089	89,922	26,694	7,045	5,808	3,897	1,004	7,357	173,816
Jul-10	44,074	103,587	47,263	9,998	6,184	4,939	1,170	7,279	224,495
Aug-10	47,456	115,119	49,692	11,228	6,622	4,782	1,475	7,745	244,118
Sep-10	34,906	94,770	30,253	7,776	6,204	2,805	1,334	7,110	185,158
Oct-10	22,752	79,051	19,085	5,200	4,580	1,682	1,202	6,670	140,223
Nov-10	14,905	57,815	11,316	3,519	3,446	1,177	628	5,257	98,062
Dec-10	15,047	71,574	14,954	7,978	3,508	903	530	5,688	120,182
Year-over-year percent changes									
Dec-09	- 1.2	- 8.4	- 3.8	- 8.9	- 6.7	-30.6	- 9.7	- 7.1	- 7.1
Jan-10	- 1.6	0.5	- 0.7	-11.4	1.4	- 5.4	18.9	-10.8	- 1.4
Feb-10	- 9.1	155.1	2.2	- 4.3	5.5	- 2.3	10.1	- 2.9	89.6
Mar-10	1.7	10.0	5.6	- 3.5	16.0	11.2	- 5.5	7.9	7.4
Apr-10	0.1	0.0	2.6	2.5	16.8	6.5	-10.8	22.5	1.8
May-10	- 3.9	8.7	6.3	- 4.1	5.8	-11.3	18.4	28.1	5.5
Jun-10	1.0	6.7	- 2.8	3.5	6.6	31.0	- 4.1	25.8	4.9
Jul-10	0.2	7.8	10.5	- 7.9	- 2.7	18.0	1.4	27.9	6.3
Aug-10	- 3.9	8.6	5.0	- 5.3	- 1.5	19.6	10.8	36.7	5.1
Sep-10	- 2.9	9.5	12.4	- 7.4	2.2	6.7	5.6	24.2	6.7
Oct-10	3.5	22.9	19.0	8.7	- 1.3	22.7	10.4	4.9	16.3
Nov-10	- 3.0	7.3	10.1	8.2	- 0.2	6.3	8.5	- 9.2	4.6
Dec-10	7.3	10.5	14.1	4.7	8.6	10.4	5.9	13.0	10.1

December year-over-year growth rates

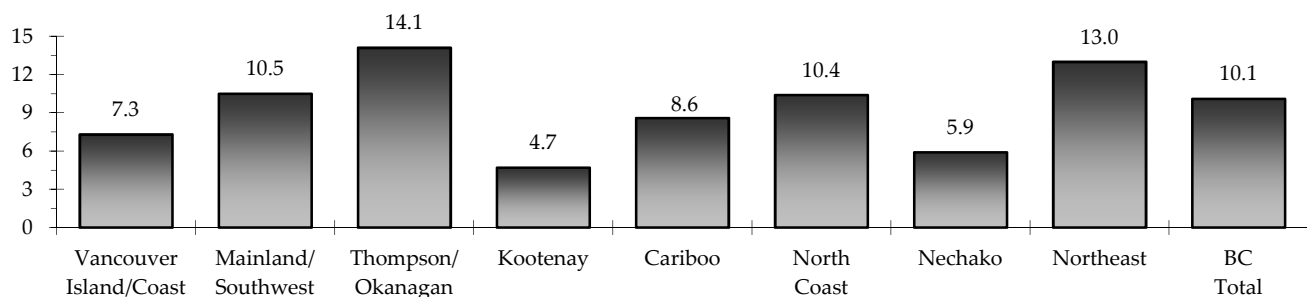


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other [†]
Annual data								
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,765	3,297	1,515	699	519	297
2008	5,989	4,476	1,432	3,044	1,513	673	514	326
2009	5,608	4,295	1,467	2,828	1,313	575	471	267
2010	5,806	4,373	1,491	2,882	1,433	635	511	287
Annual percent changes								
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.2	- 4.0	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.9	- 7.7	- 0.1	- 3.8	- 1.0	10.0
2009	- 6.4	- 4.0	2.4	- 7.1	-13.2	-14.5	- 8.5	-18.1
2010	3.5	1.8	1.7	1.9	9.1	10.4	8.7	7.3
Monthly data								
Jan-10	474	362	130	233	112	51	40	20
Feb-10	587	462	171	290	126	49	57	21
Mar-10	481	360	126	234	121	52	44	24
Apr-10	481	360	129	230	122	53	44	25
May-10	471	351	121	230	120	54	43	24
Jun-10	471	350	117	233	121	57	40	24
Jul-10	460	339	119	219	122	56	41	25
Aug-10	475	352	122	230	124	57	41	25
Sep-10	473	354	122	232	119	53	41	25
Oct-10	479	360	113	247	119	52	41	26
Nov-10	473	361	107	254	112	49	40	24
Dec-10	480	364	114	250	116	52	39	25
Jan-11	478	361	117	244	117	52	40	25
Month-over-month growth rates								
Jan-10	1.0	- 0.3	7.8	- 4.3	5.6	7.6	0.6	11.0
Feb-10	23.9	27.4	32.2	24.7	12.4	- 5.2	40.1	1.7
Mar-10	-18.1	-21.9	-26.4	-19.3	- 4.1	7.3	-21.9	17.5
Apr-10	0.1	- 0.2	2.5	- 1.6	1.0	2.6	- 1.2	1.5
May-10	- 2.2	- 2.5	- 6.6	- 0.2	- 1.4	0.3	- 2.3	- 3.6
Jun-10	0.1	- 0.3	- 3.2	1.2	1.1	6.8	- 5.5	0.3
Jul-10	- 2.3	- 3.1	2.0	- 5.7	0.1	- 2.6	2.0	3.5
Aug-10	3.2	3.8	2.2	4.7	1.6	3.1	0.8	- 0.3
Sep-10	- 0.4	0.8	- 0.1	1.2	- 3.6	- 7.4	- 0.3	- 0.3
Oct-10	1.2	1.6	- 7.3	6.3	0.0	- 2.2	- 0.6	5.6
Nov-10	- 1.2	0.3	- 5.2	2.8	- 5.6	- 5.7	- 2.9	- 9.4
Dec-10	1.3	0.7	6.2	- 1.6	3.3	5.3	- 1.8	8.0
Jan-11	- 0.4	- 0.8	3.0	- 2.5	0.7	1.4	1.0	- 1.4

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)				Other Transportation (000s)		
	Vancouver			Victoria	BC Ferries		
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers
Annual data							
2006	16,925	8,712	4,253	3,961	1,390	8,530	21,689
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690
2008	17,853	9,345	4,335	4,172	1,538	8,227	20,992
2009	16,179	8,677	3,849	3,653	1,533	8,296	20,953
2010	16,778	8,781	4,132	3,864	1,514	8,165	20,960
Annual growth rates							
2006	3.1	4.4	3.6	- 0.1	5.4	- 0.1	- 0.5
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2
2009	- 9.4	- 7.1	-11.2	-12.4	- 0.4	0.8	- 0.2
2010	3.7	1.2	7.4	5.8	- 1.2	- 1.6	0.0
Monthly data							
Jan-10	1,371	735	331	306	127	688	1,760
Feb-10	1,417	739	353	325	117	633	1,793
Mar-10	1,393	740	340	313	130	678	1,761
Apr-10	1,397	739	345	314	127	684	1,727
May-10	1,403	739	340	324	128	688	1,743
Jun-10	1,393	734	335	324	127	683	1,715
Jul-10	1,384	725	334	324	128	700	1,768
Aug-10	1,338	708	319	311	125	685	1,736
Sep-10	1,387	719	339	329	127	679	1,721
Oct-10	1,445	732	375	338	125	686	1,749
Nov-10	1,433	731	371	331	126	676	1,721
Dec-10	1,416	740	350	326	128	687	1,768
Jan-11	1,412	736	340	336	129	675	1,723
Month-over-month growth rates							
Jan-10	- 0.5	- 0.5	0.3	- 1.3	- 3.8	- 0.4	- 1.1
Feb-10	3.3	0.6	6.6	6.3	- 7.8	- 8.0	1.9
Mar-10	- 1.7	0.1	- 3.8	- 3.5	10.7	7.1	- 1.8
Apr-10	0.3	- 0.1	1.4	0.2	- 2.1	0.9	- 1.9
May-10	0.4	0.0	- 1.3	3.2	0.6	0.6	0.9
Jun-10	- 0.7	- 0.6	- 1.6	0.2	- 0.5	- 0.8	- 1.6
Jul-10	- 0.7	- 1.2	- 0.1	- 0.1	0.8	2.5	3.1
Aug-10	- 3.3	- 2.4	- 4.5	- 4.2	- 2.5	- 2.2	- 1.9
Sep-10	3.7	1.6	6.3	5.8	1.5	- 0.8	- 0.8
Oct-10	4.2	1.8	10.6	2.8	- 1.2	1.0	1.6
Nov-10	- 0.9	- 0.2	- 1.1	- 2.0	0.6	- 1.4	- 1.6
Dec-10	- 1.2	1.3	- 5.7	- 1.6	1.4	1.5	2.7
Jan-11	- 0.3	- 0.6	- 2.9	3.2	0.9	- 1.7	- 2.5

Data Source: Vancouver Airport Authority, Victoria Airport Authority and BC Ferries.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.4	133.8	83.5	115.1
2009	17.4	33.7	150.5	37.7	58.8	128.2	80.6	118.2
2010	17.1	33.8	149.7	36.2	60.3	136.8	84.7	123.3
Annual growth rates								
2006	3.7	6.9	4.9	6.8	1.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	0.9	4.9	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 2.2	4.5	3.0	2.6
2009	5.5	- 7.3	1.0	6.0	- 5.6	- 4.2	- 3.5	2.7
2010	- 1.8	0.2	- 0.5	- 4.2	1.5	6.7	5.1	4.3
Monthly data								
Jan-10	17.5	34.0	150.4	36.2	59.8	132.1	82.4	119.3
Feb-10	17.7	35.2	153.0	36.1	72.5	213.9	131.5	119.8
Mar-10	17.5	34.9	150.9	35.7	58.4	134.4	82.3	120.6
Apr-10	17.3	33.5	150.2	35.6	58.2	129.3	80.5	120.4
May-10	17.0	33.2	148.8	35.5	58.2	128.2	78.8	119.4
Jun-10	17.0	33.4	149.8	35.8	58.6	127.6	79.4	119.1
Jul-10	17.0	33.7	150.1	36.2	60.9	127.1	80.1	126.4
Aug-10	16.8	34.0	149.6	37.0	59.8	126.7	79.4	126.0
Sep-10	16.9	34.0	148.7	36.5	59.7	125.8	79.8	125.7
Oct-10	16.6	33.5	149.0	36.0	60.0	135.2	81.0	126.5
Nov-10	16.8	33.1	148.2	36.3	59.3	131.5	80.2	127.7
Dec-10	17.0	32.9	147.9	36.8	58.6	129.9	81.0	128.1
Jan-11	16.7	32.5	148.3	36.9	x	x	81.4	128.8
Month-over-month growth rates								
Jan-10	1.7	0.4	- 0.1	- 4.6	1.6	2.0	1.5	0.2
Feb-10	1.2	3.6	1.8	- 0.3	12.7	61.9	59.6	0.4
Mar-10	- 1.2	- 1.0	- 1.4	- 0.9	-14.1	-37.2	-37.4	0.7
Apr-10	- 1.0	- 4.0	- 0.5	- 0.2	- 0.2	- 3.8	- 2.2	- 0.2
May-10	- 1.5	- 0.9	- 0.9	- 0.3	0.0	- 0.9	- 2.1	- 0.8
Jun-10	- 0.2	0.7	0.6	0.8	0.4	- 0.5	0.8	- 0.3
Jul-10	- 0.3	1.0	0.2	1.2	2.3	- 0.4	0.9	6.1
Aug-10	- 0.9	0.7	- 0.4	2.2	- 1.1	- 0.3	- 0.9	- 0.3
Sep-10	0.3	0.1	- 0.6	- 1.5	- 0.1	- 0.7	0.5	- 0.2
Oct-10	- 1.3	- 1.3	0.2	- 1.2	0.3	7.5	1.5	0.6
Nov-10	0.8	- 1.3	- 0.5	0.9	- 0.7	- 2.7	- 1.0	0.9
Dec-10	1.4	- 0.6	- 0.2	1.2	- 0.7	- 1.2	1.0	0.3
Jan-11	- 1.7	- 1.4	0.3	0.3	x	x	0.5	0.5

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: PKF Consulting Inc and BC Stats.

x = Data currently not available.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,710	659	7,051	46,795	2,560	44,236
2009	7,796	655	7,141	47,096	2,555	44,542
2010	7,903	606	7,302	48,902	2,461	46,441
Annual growth rates						
2005	3.0	- 7.6	4.4	3.4	- 0.6	3.7
2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
2008	1.3	5.9	1.6	4.8	1.5	5.0
2009	1.1	- 0.7	1.3	0.6	- 0.2	0.7
2010	1.4	- 7.5	2.3	3.8	- 3.7	4.3
Monthly data						
Jan-10	653	x	x	3,994	210	3,784
Feb-10	729	61	662	4,049	216	3,833
Mar-10	653	51	604	4,050	210	3,840
Apr-10	644	49	598	4,034	206	3,827
May-10	647	49	599	4,053	205	3,848
Jun-10	650	50	599	4,080	204	3,876
Jul-10	646	49	601	4,064	199	3,866
Aug-10	651	x	x	4,040	202	3,837
Sep-10	656	48	609	4,097	202	3,896
Oct-10	655	47	609	4,137	203	3,934
Nov-10	651	49	604	4,114	201	3,913
Dec-10	666	x	x	4,190	203	3,987
Jan-11	665	x	x	4,169	202	3,967
Month-over-month growth rates						
Jan-10	0.2	x	x	- 0.7	0.2	- 0.7
Feb-10	11.6	x	x	1.4	3.1	1.3
Mar-10	-10.4	-15.8	- 8.8	0.0	- 2.8	0.2
Apr-10	- 1.4	- 3.7	- 1.0	- 0.4	- 1.8	- 0.3
May-10	0.4	0.8	0.1	0.5	- 0.8	0.6
Jun-10	0.5	1.5	0.0	0.7	- 0.3	0.7
Jul-10	- 0.7	- 1.5	0.3	- 0.4	- 2.7	- 0.3
Aug-10	0.8	x	x	- 0.6	1.8	- 0.7
Sep-10	0.9	x	x	1.4	- 0.2	1.5
Oct-10	- 0.1	- 1.7	0.1	1.0	0.5	1.0
Nov-10	- 0.7	3.0	- 0.8	- 0.6	- 0.8	- 0.5
Dec-10	2.4	x	x	1.8	0.7	1.9
Jan-11	- 0.2	x	x	- 0.5	- 0.2	- 0.5

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Category Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
<i>C</i>	City
<i>DM</i>	District Municipality
<i>RM</i>	Resort Municipality
<i>T</i>	Town
<i>V</i>	Village