***Tourism Vancouver Research e-News***

**all the numbers you need to know – latest tourism statistics**

*For updated tourism statistical tables please visit the* [*Members Extranet*](http://www.tourismvancouver.com/members/member-login/performance-monitoring/marketing-research/)

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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 10.4 per cent over *year-to-date* 2015 volumes.

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| --- | --- | --- | --- | --- |
| **Visitors toMetro Vancouver** | **April** | **YTD 2016** | **YTD 2015** | **% Change** |
| **Total Visitors** | **657,218** | **2,468,016** | **2,235,068** | **10.4%** |
| Canada | 405,293 | 1,474,302 | 1,388,425 | 6.2% |
| U.S. | 155,789 | 636,913 | 534,261 | 19.2% |
| Europe | 22,970 | 81,234 | 73,660 | 10.3% |
| Mexico | 7,517 | 31,690 | 22,466 | 41.1% |
| Asia/Pacific | 59,089 | 221,808 | 199,857 | 11.0% |

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

**Visits to British Columbia are UP:** Total international overnight travel to British Columbia is up by 18.2 per cent over *year-to-date* 2015 volumes.

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| --- | --- | --- | --- |
| **Visitors to BC** | **April** | **YTD 2016** | **% Change** |
| **Total International\*\*** | **328,006** | **1,172,637** | **18.2%** |
| Total U.S. | 374,055 | 1,319,623 | 17.1% |
|  *U.S. Overnight* | 225,076 | 789,622 | 20.7% |
|  *U.S. Same day* | 148,979 | 530,001 | 12.3% |
| Total Overseas | 102,930 | 383,015 | 13.5% |

*\*\* 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 14.7 per cent over *year-to-date* 2015 volumes.

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| **Visitors to Canada** | **April** | **YTD 2016** | **% Change** |
| **Total International** | **1,134,495** | **3,847,834** | **14.7%** |
| U.S. (Overnight) | 801,425 | 2,696,522 | 17.1% |
| Europe | 144,347 | 498,830 | 8.3% |
| Mexico | 16,555 | 61,129 | 25.7% |
| Asia/Pacific | 134,148 | 467,542 | 9.2% |

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 haveincreased by 7.7 per cent compared to *year-to-date* 2015.

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| --- | --- | --- | --- | --- |
| **Air Passengers** | **April** | **YTD 2016** | **YTD 2015** | **% Change** |
| **Total Scheduled Enplaned & Deplaned Passengers** | **1,604,236** | **6,476,194** | **6,015,330** | **7.7%** |
| Domestic | 826,060 | 3,292,150 | 3,067,924 | 7.3% |
| U.S. | 411,322 | 1,691,227 | 1,646,001 | 2.7% |
| Europe | 85,090 | 310,922 | 278,978 | 11.5% |
| Asia Pacific | 251,393 | 1,050,078 | 917,264 | 14.5% |

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:**

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| --- | --- | --- | --- | --- |
| **Hotel Occupancy %** | **April** | **YTD 2016** | **YTD 2015** | **Points** |
| Downtown Vancouver | 80.8% | 71.7% | 66.5% | 5.2  |
| Metro Vancouver | 78.2% | 70.7% | 65.4% | 5.3 |

*Occupancy = Rooms sold divided by rooms available.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hotel Average Daily Rate (ADR)** | **April** | **YTD 2016** | **YTD 2015** | **% Change** |
| Downtown Vancouver | $197.33 | $173.75 | $152.66 | 13.8% |
| Metro Vancouver | $164.48 | $148.50 | $134.25 | 10.6% |

*ADR = Room revenue divided by room sold.*

Source: CBRE Hotels *Trends in the Hotel Industry National Market Report*

<http://www.cbre.ca/EN/services/valuationservices/hotels/Pages/hotels-vas-disclaimer.aspx>

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