

OVERVIEW

In 2014, tourism in British Columbia generated 18.9^{***} overnight visits and \$9.2^{***} billion in related spending. Northern British Columbia, one of six tourism regions in the province, represents 5% of provincial overnight visitation and 4% of related spending.

This profile provides a general overview of the region and summarizes the latest data available about overnight travellers visiting the Northern BC.

TOP MARKETS FOR NORTHERN BC

British Columbia residents make up the largest share of overnight visitation (76%) and spending (56%) in the Northern British Columbia region followed by visitors from Alberta. With the Alaska highway traversing this region, visitors from Alaska and other US states round out the top five.

Top five markets of origin (2014)	Share in Northern BC	
	Visitation	Spending
1 British Columbia	65%	47%
2 Alberta	12%	9%
3 Alaska	2%	1%
4 Washington	2%	2%
5 Nebraska	2%	4%

ABOUT THIS TOURISM REGION

British Columbia's largest tourism region covers 569,000 km² of the province, and has more than 60 provincial, national and marine parks, and wildlife refuges that offer access to globally unique ecosystems and priceless cultural heritage treasures. The population of Northern British Columbia has remained virtually unchanged from 2014 and continues to be characterised by a younger demographic than the province as a whole, with 59% aged 44 years or younger compared to the province average of 54%.



Northern British Columbia	2015	% change (2014-15)
Population ¹	263,486	0%
Population as % of BC	6%	n/a
Unemployment rate ¹	6%	n/a

Transportation	2016	% change (2015-16)
Airport passengers ⁴		
Fort St. John	241,411	-4%
Prince George	462,007	-2%
Smithers	72,497	-5%
Alaska passengers ⁵ Ferry	6,261	-15%
BC Ferries passengers ⁶		
Route 10	42,592	1%
Route 11	42,866	12%
Cruise Passengers ⁷	7,097	98%
Highway volume ⁸ traffic		
Route 16	1,048,384	-7%
Route 97	1,127,816	3%

Age groups ¹	2015	% change (2014-15)
0-19 years	25%	0%
20-44 years	34%	0%
45-64 years	28%	0%
65+ years	13%	1%

Tourism Industry	2015	% of BC
Businesses ¹	1,180	6%
Employment ¹	6,500	5%
Room revenue(000s) ¹	58,819	6%
Campsites		
Private/municipal ²	3,067	11%
Provincial/National ²	1,370	12%
Customs entries ³	47,294	1%
Visitor centre parties ²	105,848	8%

¹A traveller may visit several locations on one trip to British Columbia.

²Due to the use of pooled datafiles to produce regional profiles, visitation and spending estimates for BC will not match values published in other Destination BC reports

TRIP CHARACTERISTICS BY ORIGIN

Northern BC received 936,000 overnight visits in 2014 and generated over \$412 million in related spending. Domestic overnight travellers accounted for 80% of visitation and 64% of related spending. International travellers accounted for 20% and 36%, respectively.

On average, travellers in Northern BC stayed 4.4 nights and spent \$100 per night during their trip. BC stayed 3.8 nights and spent \$83 per night during their trip. Other Canadian travellers stayed 5.0 nights and spent \$104 per night.

	Total			% change (2013-2014)			Share of total		
	Overnight visitors (000s)	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
*All travellers in Northern BC	936	\$412,398	4,105	3%	6%	21%	100%	100%	100%
BC residents	604	\$192,491	2,310	-5%	-21%	4%	65%	47%	56%
Other Canadian residents	141	\$72,932	704	-11%	-10%	17%	15%	18%	17%
US residents**	149	\$114,955	704	88%	166%	118%	16%	28%	17%
Other international residents**	72	\$32,020	387	17%	37%	63%	4%	8%	9%

	Average spending per visitor	Average nights	Average spending per visitor per night
All Travellers in the Northern BC	\$441	4.4	\$100
BC residents	\$319	3.8	\$83
Other Canadian residents	\$517	5.0	\$104
US residents**	\$771	4.7	\$163
Other international residents**	\$771	9.3	\$83

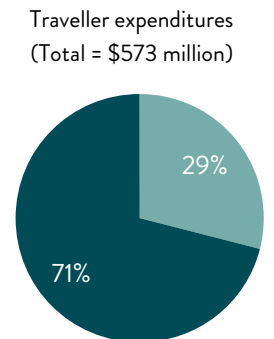
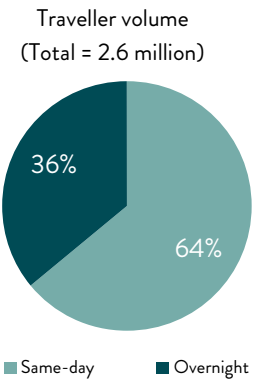
*Travellers main purpose of the trip to Northern BC is classified as either Leisure (38%), Visiting Friends and Relatives (32%), Business (13%), and Other (16%).

** Due to small unweighted sample size, please use extreme caution when interpreting.

OVERNIGHT VS SAME-DAY TRAVEL

Same-day travel encompasses travellers who enter and leave a destination (i.e. region) in less than 24 hours.

Same-day travellers accounted for 64% of visitor volume and 29% of visitor expenditures in the Northern BC region.



ACCOMMODATION

More than two-fifths of BC residents and half of other Canadians visiting Northern BC stayed with friends and family. The most popular accommodation for other international visitors** was also with friends and family, followed by camping/RV parks. US residents most often stayed in camping/RV parks, motels or hotels.

Primary accommodation*	BC residents	Other Canadians	US residents**	Other international**
Friends and family	44%	50%	11%	39%
Hotel	9%	14%	16%	12%
Motel	1%	1%	17%	1%
Other commercial fixed roof***	16%	5%	7%	8%
Camping / RV parks	19%	15%	39%	16%

*Please note the sum will not equal 100% for each market as other accommodation is not included in the table.

**Due to small unweighted sample size, please use extreme caution when interpreting.

***Other commercial fixed roof could include B&Bs, wilderness lodges, or commercial vacation rentals.

SEASONALITY

Most people travelled in Northern BC during the peak summer months (July to September). Almost half of US residents and a quarter of Other international travellers visited the region during spring time (April to June). More Canadians from outside BC travelled from January to March compared to other markets of origin.

Season of travel	BC residents	Other Canadians	US residents*	Other international*
January to March	20%	24%	2%	4%
April to June	20%	21%	48%	26%
July to September	36%	47%	43%	66%
October to December	24%	8%	8%	3%

*Due to small unweighted sample size, please use extreme caution when interpreting.

TRIP ACTIVITIES

Overnight travellers who spent one or more nights in Northern BC took part in a number of outdoor activities during their trip*, including boating, wildlife viewing, visiting national/provincial parks, fishing, hiking and camping.* Some cultural activities, including visiting historic sites and museums/art galleries, also ranked as top trip activities among international travellers.

	BC residents	Other Canadians	US residents**	Other international**
1	Camping	Hiking or backpacking	National/provincial or nature park	National/provincial or nature park
2	Boating	Camping	Wildlife viewing or bird watching	Wildlife viewing or bird watching
3	Beach	National/provincial or nature park	Historic site	Hiking or backpacking
4	Fishing	Wildlife viewing or bird watching	Hiking or backpacking	Historic site
5	Hiking or backpacking	Beach	Museum or art gallery	Museum or art gallery

*Please note that the activities listed could have taken place anywhere on the trip, not just in the Northern BC

**Due to small unweighted sample size, please use extreme caution when interpreting.

***Please note that the following activities were not included in this analysis: visit friends or family, shopping, sightseeing, bar/night club, sport/outdoor activity unspecified.

Notes on data for travellers to Northern BC

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada.

The ITS and TSRC provide statistics on the volume and demographics of domestic and international travellers and on characteristics of their trips such as activities, expenditures, places visited, accommodations and length of stay. For more information, please visit www.statcan.gc.ca.

The data used in this profile are based on tabulations from the 2013 and 2014 ITS, and 2013-2014 and 2014-2015 pooled TSRC data for those who travelled in Canada and spent at least one night in Northern BC.

Other data sources are noted where appropriate and listed on page 4.

REGIONAL COMPARISONS

Travel characteristics by region	Total			% change (2013-2014)			Regional share of total		
	Overnight visitors (000s)*	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	18,944	\$9,221,492	84,961	1%	2%	5%			
Cariboo Chilcotin Coast	528	\$169,715	1,719	19%	24%	2%	3%	2%	2%
Kootenay Rockies	2,070	\$654,286	6,700	-3%	-10%	-8%	11%	7%	8%
Northern BC	936	\$412,398	4,105	3%	6%	21%	5%	4%	5%
Thompson Okanagan	3,721	\$1,405,721	13,430	-1%	-2%	-3%	20%	15%	16%
Vancouver, Coast & Mountains	9,225	\$4,812,306	43,179	3%	4%	9%	49%	52%	51%
Vancouver Island	4,430	\$1,767,065	15,828	8%	6%	13%	23%	19%	19%

*Please note the visitation of all regions will not equal the provincial total as travellers can visit multiple regions on one trip.

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SOURCES

1. BC Stats
2. Destination BC
3. Statistics Canada
4. Individual airports
5. BC Ferries
6. Alaska State Ferry
7. Cruise BC
8. BC Ministry of Transportation

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