

OVERVIEW

In 2014, tourism in British Columbia generated 18.9^{**} overnight visits and \$9.2^{**} billion in related spending. The Cariboo Chilcotin Coast, one of six tourism regions in the province, represents 3% of provincial overnight visitation and 2% of related spending.

This profile provides a general overview of the region and summarizes the latest data available about overnight travellers visiting the Cariboo Chilcotin Coast.

TOP MARKETS FOR CARIBOO CHILCOTIN COAST

British Columbia residents make up the largest share of overnight visitation (73%) and spending (61%) in the Cariboo Chilcotin Coast region. Those familiar with the region will not be surprised that Germany is included in the top markets for visitation and spending, the only region to have the German market in their “top five” list.

Top five markets of origin (2014)	Share in Cariboo Chilcotin Coast	
	Visitation	Spending
1 British Columbia	73%	61%
2 Alberta	11%	8%
3 Washington	3%	6%
4 Germany	2%	2%
5 California	2%	12%

ABOUT THIS TOURISM REGION

British Columbia’s “Land Without Limits” covers 105,000 km² of the province, which includes the diverse landscape of three distinct worlds – deserts and sandstone canyons; evergreen timberlands, deciduous woodlands and forests; and ocean fjords, alpine mountains and glaciers. The population, the smallest resident population compared to other tourism regions, primarily live in the small cities and towns in the eastern area of the region, including Quesnel, Williams Lake, and 100 Mile House.



Cariboo Chilcotin Coast	2015	% change (2014-15)
Population ¹	65,491	-1%
Population as % of BC	1%	-0.03 points
Unemployment rate ¹	7%	+2 points

Age groups ¹	2015	% change (2014-15)
0-19 years	21%	-2%
20-44 years	26%	-4%
45-64 years	32%	-1%
65+ years	20%	4%

Tourism industry	2015	% of BC
Businesses ¹	291	2%
Employment ¹	1,900	1%
Campsites		
Private/municipal ²	1,912	7%
Provincial/National ²	559	5%
Customs entries ³	-	0%
Visitor centre parties ²	45,136	4%

Transportation	2016	% change (2015-16)
BC Ferries Passengers ⁴		
Route 10 departing Bella Coola	1,376	7%
Highway traffic volume (000s) ⁵		
Route 97	1,127	3%

¹A traveller may visit several locations on one trip to British Columbia
^{**}Due 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

The Cariboo Chilcotin Coast received 528,000 overnight visits in 2014 and generated more than \$168 million in related spending. Domestic overnight travellers accounted for 84% of visitation and 70% of related spending. International travellers accounted for 16% and 30%, respectively.

On average, travellers in the Cariboo Chilcotin Coast stayed 3.3 nights and spent \$99 per night during their trip. BC travellers in the Cariboo Chilcotin Coast stayed 3.5 nights and spent \$77 per night during their trip. Other Canadian travellers stayed 2.8 nights and spent \$86 per night. Other Canadian travellers stayed 2.8 nights and spent \$86 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 the Cariboo Chilcotin Coast	528	\$169,715	1,719	19%	24%	2%	100%	100%	100%
BC residents	384	\$104,185	1,359	25%	30%	22%	73%	61%	79%
Other Canadian residents**	62	\$14,679	170	-34%	-47%	-51%	12%	9%	10%
US residents**	53	\$36,976	124	136%	135%	65%	10%	22%	7%
Other international residents**	30	\$13,876	66	35%	5%	-53%	6%	8%	4%

	Average spending per visitor	Average nights	Average spending per visitor per night
All travellers in the Cariboo Chilcotin Coast	\$321	3.3	\$99
BC residents	\$272	3.5	\$77
Other Canadian residents**	\$238	2.8	\$86
US residents**	\$699	2.3	\$299
Other international residents**	\$464	2.2	\$212

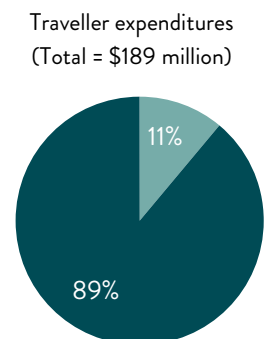
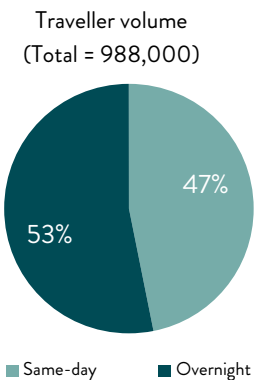
*Travellers main purpose of the trip to Cariboo Chilcotin Coast is classified as Leisure (51%), Visiting Friends and Relatives (31%), Business (7%), and Other (11%).

** 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 47% of visitor volume and 11% of visitor expenditures in the Cariboo Chilcotin Coast region.



ACCOMMODATION

More than a third of BC residents and a quarter of other Canadians visiting the Cariboo Chilcotin Coast stayed with friends and family. The most popular accommodation for other international visitors** was hotel, followed by camping/RV parks. US residents most often stayed in camping/RV parks, or with friends and family.

Primary accommodation*	BC residents	Other Canadians**	US residents**	Other international**
Friends and family	36%	27%	17%	5%
Hotel	10%	5%	5%	37%
Motel	2%	8%	15%	6%
Other commercial fixed roof***	5%	8%	6%	15%
Camping / RV parks	17%	13%	19%	25%

*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 the Cariboo Chilcotin Coast during the peak summer months (July to September). More than one-third of US residents and 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	15%	27%	0%	1%
April to June	22%	14%	45%	36%
July to September	54%	53%	51%	57%
October to December	9%	5%	4%	5%

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

TRIP ACTIVITIES

Overnight travellers who spent one or more nights in the Cariboo Chilcotin Coast took part in a number of outdoor activities during their trip*, including boating, wildlife viewing, visiting national/provincial parks, fishing, boating, and camping. Some cultural activities, including visiting historic sites and museums/art galleries, also ranked as top trip activities among non-British Columbia residents.

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

*Please note that the activities listed could have taken place anywhere on the trip, not just in the Cariboo Chilcotin Coast

**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 Cariboo Chilcotin Coast

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 Cariboo Chilcotin Coast.

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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 Twitter: [@CarChiCoa](https://twitter.com/CarChiCoa)

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SOURCES

1. BC Stats
2. Destination BC
3. Statistics Canada
4. BC Ferries
5. BC Ministry of Transportation

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