



# NORTHERN BRITISH COLUMBIA REGIONAL PROFILE

BUILDING TOURISM WITH INSIGHT

January 2010



This publication summarizes tourism indicators for the Northern British Columbia tourism region and provides a general overview of the area. The most recent annual data as well as historical trend data are presented, including visitor volume, accommodation and transportation indicators, and information about regional tourism products. Wherever possible, provincial data are provided to allow comparison between regional and provincial tourism performance.

## Visitor Volume Indicators

### REGIONAL CUSTOMS ENTRIES

- Year-end figures reveal significant decreases in the number of overnight entries from visitors from the United States (U.S.) (down 8.7% from 2007). However, the number of overnight entries from overseas visitors increased 10.4% from 2007). American visitors comprise 86.3% of all international visitors to the region. Overall, there was a decrease of 6.5% for all international entries to the region.
- Total international customs entries to the region had been steadily declining; however, the arrival of cruise ships to the region in 2004 reversed this trend. Consequently, the region posted an annual average growth rate in customs entries of 6.8%, from 2000 to 2008.
- Prince Rupert and Stewart comprise the vast majority of total regional customs entries volume (74.6% and 24.7%, respectively). Prince Rupert was the entry point for the greatest number of overseas visitors to the region, with 55.6% of the 18,911 overseas custom entries, as well as the greatest percentage of U.S. visitors to the region, with 77.7% of the 119,482 U.S. customs entries. It should be noted that regional customs entries can be misleading, as many international visitors to the Northern British Columbia tourism region initially enter through border crossings in other tourism regions, including those outside of the province.
- Decreases from 2007 were reported for both Prince Rupert and Stewart (1.8% and 19.6% respectively), however, volumes to Prince George increased by 115.7% (compared to 2007).

## 2008 Customs Entries for Northern British Columbia and British Columbia

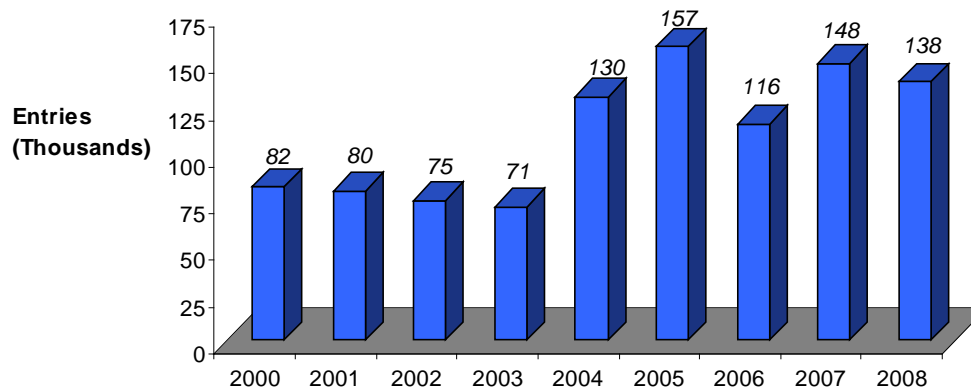
Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>Northern British Columbia U.S. Total*</b>	<b>2,798</b>	<b>39,355</b>	<b>73,869</b>	<b>3,460</b>	<b>119,482</b>
% change	-24.9%	-7.7%	-7.9%	-20.7%	-8.7%
<b>Northern British Columbia Overseas Total*</b>	<b>204</b>	<b>5,446</b>	<b>13,089</b>	<b>172</b>	<b>18,911</b>
% change	5.2%	12.4%	9.8%	3.6%	10.4%
<b>Northern British Columbia International Total*</b>	<b>3,002</b>	<b>44,801</b>	<b>86,958</b>	<b>3,632</b>	<b>138,393</b>
% change	-23.5%	-5.7%	-5.6%	-19.8%	-6.5%
<b>Provincial International Overnight</b>	<b>703,890</b>	<b>1,242,581</b>	<b>1,831,748</b>	<b>679,305</b>	<b>4,457,524</b>
Provincial % change**	-4.4%	-5.1%	-7.6%	-9.6%	-6.7%

Source: Statistics Canada

\* Includes all customs entries, including those staying less than 24 hours.

\*\*All % change figures are for changes from same period of 2007.

## Northern British Columbia Customs Entries 2000 - 2008



Source: Statistics Canada

## VISITOR CENTRES

- A total of 119,214 visitor parties visited the Visitor Centres (VCs) in the region in 2008, representing 7.6% of those visiting VCs province-wide. The months of June, July, and August combined, represented 68.7% of total parties to the region in 2008. The number of visitor parties for the region peaked in July of 2008 (30,245).
- Provincially, Visitor Centre usage declined 5.8% from 2007. VC usage in Northern British Columbia followed this trend, with visitor parties to the region declining by 0.3% compared to 2007.
- From 2000 to 2008, visitation to Northern British Columbia VCs averaged a decline of 1.0% annually.
- Caution is advised when interpreting these figures as they reflect not only changes in visitation to the region, but also changes in the hours of operation for the VCs within the region.

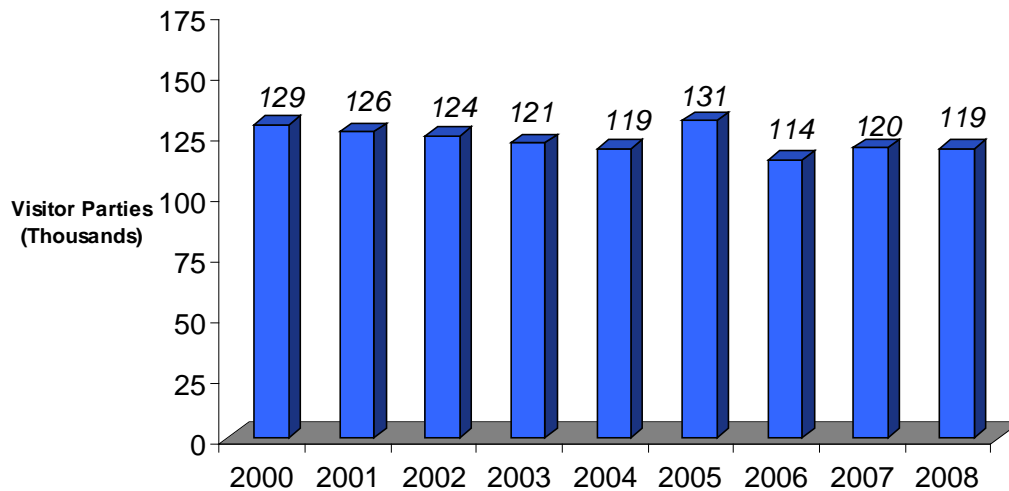
## 2008 Visitor Centre Visitor Parties – Northern British Columbia and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>Northern British Columbia</b>	<b>5,278</b>	<b>38,251</b>	<b>68,510</b>	<b>7,175</b>	<b>119,214</b>
% change	1.1%	4.5%	(4.5%)	19.8%	(0.3%)
<b>British Columbia Total</b>	<b>176,471</b>	<b>421,275</b>	<b>776,243</b>	<b>198,863</b>	<b>1,572,852</b>
% change	(4.9%)	(6.6%)	(8.2%)	5.6%	(5.8%)

Source: Tourism British Columbia

\*All % change figures are for changes from same period of 2007.

## Northern British Columbia Visitor Centre Use 2000 – 2008



Source: Tourism British Columbia

## Accommodation Indicators

### ACCOMMODATION TYPE AND CAPACITY

- Of the 2,309 fixed-roof accommodation properties listed in the *2009 British Columbia Approved Accommodation Guide*, 193 or 8.4% are located in the Northern British Columbia tourism region.
- Motels are the strongest accommodation product in the region by type, with 29.0% of all regional accommodation properties classified into this category. Provincially 10.7% of all motels and 10.6% of all hotels are located in the Northern British Columbia region. Hotels comprise 59.6% of regional capacity. Hotels and motels combined account for 56.5% of all properties in the region and 92.0% of all regional accommodation capacity.

## Fixed-Roof Accommodation Facilities – Northern British Columbia and British Columbia

	Northern BC	British Columbia	% of Provincial Total
<b>Number of Facilities</b>			
Inns and B&Bs	57	905	6.3%
Cabins	5	64	7.8%
Hotels	53	500	10.6%
Motels	56	525	10.7%
Resorts and Lodges	10	108	9.3%
Cottages	5	100	5.0%
Other*	7	107	6.5%
<b>Total</b>	<b>193</b>	<b>2,309</b>	<b>8.4%</b>
<b>Number of Units</b>			
Inns and B&Bs	265	3,700	7.2%
Cabins	28	435	6.4%
Hotels	3,526	51,091	6.9%
Motels	1,914	16,341	11.7%
Resorts and Lodges	129	4,091	3.2%
Cottages	16	698	2.3%
Other*	35	832	4.2%
<b>Total</b>	<b>5,913</b>	<b>77,188</b>	<b>7.7%</b>

Source: 2009 British Columbia Approved Accommodation Guide, Tourism British Columbia

\*Includes hostels, houseboats, houses and guest suites.

## ROOM REVENUE

- In 2008, total room revenue in the region increased 6.2% compared to 2007, totalling \$150 million. The region's 2008 room revenue total accounted for 7.6% of total provincial room revenue for the year. Room revenue in the region exhibited continuous growth from 2000 to 2008, with an average annual growth rate of 7.8%.

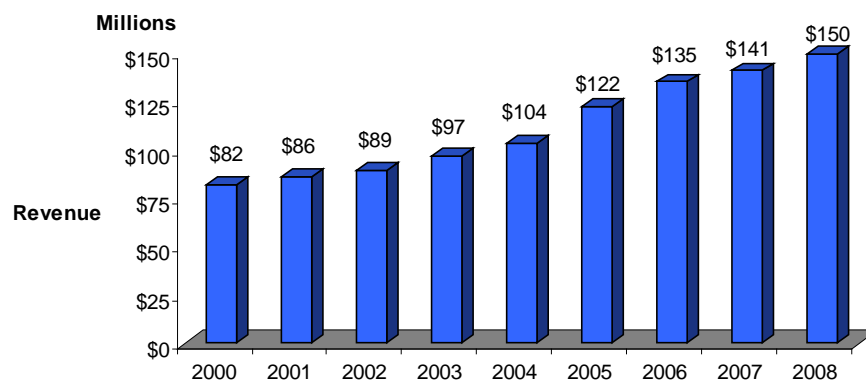
## 2008 Room Revenue – Northern British Columbia and British Columbia (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Northern British Columbia	32,047	37,315	46,846	33,633	149,841
% change*	1.8%	11.3%	2.4%	11.2%	6.2%
British Columbia Total	436,326	503,985	687,844	350,859	1,979,015
% change*	5.3%	3.2%	-1.6%	-4.1%	0.6%
% of BC Total	7.3%	7.4%	6.8%	9.6%	7.6%

Source: BC STATS

\*All % change figures are for changes from same period of 2007.

## Northern British Columbia Room Revenue 2000 – 2008



Source: BC STATS

- The majority of Regional Districts posted room revenue growth in 2008, compared to 2007, with the exception of Skeena-Queen Charlotte District (down 3.7%) and Bulkley-Nechako Stikine (down 3.0%). The greatest increase over 2007 was seen in the Peace River/Northern Rockies District (12.6%). The Peace River/Northern Rockies District generated half (50.7%) of the region's room revenue and 3.8% of the provincial total. Fraser-Fort George generated 26.6% of the region's room revenue and 2% of the provincial total.

## 2008 Northern British Columbia Room Revenue by Regional District\*\* (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>Skeena-Queen Charlotte</b>	<b>1,765</b>	<b>4,762</b>	<b>8,173</b>	<b>1,780</b>	<b>16,479</b>
% change*	4.8%	1.3%	-8.9%	1.6%	-3.7%
<b>Kitimat-Stikine</b>	<b>2,341</b>	<b>2,849</b>	<b>3,751</b>	<b>2,577</b>	<b>11,518</b>
% change*	21.7%	-3.0%	-6.0%	10.2%	2.9%
<b>Bulkley-Nechako/Stikine</b>	<b>1,986</b>	<b>3,025</b>	<b>4,355</b>	<b>2,663</b>	<b>12,029</b>
% change*	-1.7%	1.7%	-4.8%	-6.1%	-3.0%
<b>Fraser-Fort George</b>	<b>8,349</b>	<b>11,029</b>	<b>12,460</b>	<b>8,080</b>	<b>39,918</b>
% change*	5.5%	11.1%	-0.6%	-12.1%	0.9%
<b>Peace River/ Northern Rockies</b>	<b>18,811</b>	<b>16,825</b>	<b>20,845</b>	<b>19,512</b>	<b>75,994</b>
% change*	-2.2%	17.1%	12.7%	27.0%	12.6%

Source: BC STATS

\*All % change figures are for changes from same period of 2007.

\*\* Some regional districts straddle tourism regional boundaries; therefore, the sum of room revenue for the regional districts will not equal the tourism room revenue total, as reported in the previous table.

- The majority of urban centres posted room revenue growth in 2008, compared to 2007, with the exception of Fort St. John (declined 6.6%) and Prince Rupert (down 1.0%). Dawson Creek witnessed the greatest increase in room revenue (41.7%). Of the urban centres, Prince George generated 20.4% of regional room revenue, followed by Fort St. John at 14.4% of regional room revenue. Prince George generated 1.5% of provincial room revenue and Fort St. John 1.1%.

## 2008 Northern British Columbia Room Revenue by Urban Centre\*\* (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>Prince George</b>	<b>6,387</b>	<b>9,066</b>	<b>8,707</b>	<b>6,446</b>	<b>30,606</b>
% change*	10.2%	18.3%	0.8%	-9.8%	4.7%
<b>Prince Rupert</b>	<b>1,538</b>	<b>2,343</b>	<b>3,728</b>	<b>1,376</b>	<b>8,985</b>
% change*	8.4%	4.7%	-6.4%	-4.4%	-1.0%
<b>Smithers</b>	<b>1,093</b>	<b>1,625</b>	<b>2,298</b>	<b>1,551</b>	<b>6,568</b>
% change*	8.8%	9.3%	-5.6%	2.8%	2.1%
<b>Fort St. John</b>	<b>5,786</b>	<b>5,055</b>	<b>5,496</b>	<b>5,271</b>	<b>21,609</b>
% change*	-30.7%	2.7%	4.6%	14.8%	-6.6%
<b>Terrace</b>	<b>1,429</b>	<b>1,731</b>	<b>1,989</b>	<b>1,463</b>	<b>6,611</b>
% change*	24.0%	-0.6%	-0.1%	1.5%	4.5%
<b>Dawson Creek</b>	<b>3,926</b>	<b>3,837</b>	<b>4,805</b>	<b>5,201</b>	<b>17,768</b>
% change*	27.5%	81.5%	36.7%	35.7%	41.7%

Source: BC STATS

\*All % change figures are for changes from same period of 2007.

\*\* Only the urban centres with data available from BC STATS are shown.

## HOTEL OCCUPANCY RATES

- In 2008, hotel occupancy rates in British Columbia averaged 65.7%, a 1.9 percentage point decrease over 2007. Annual hotel occupancy rates in Prince George for 2008 showed a decrease of 3.3 percentage points over 2007.

### 2008 Hotel Occupancy Rates Northern British Columbia and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>British Columbia</b>	<b>58.6%</b>	<b>70.0%</b>	<b>76.8%</b>	<b>57.5%</b>	<b>65.7%</b>
point change*	-0.6	-0.7	-3.1	-3.3	-1.9
<b>Prince George</b>	<b>60.6%</b>	<b>74.8%</b>	<b>68.0%</b>	<b>60.2%</b>	<b>65.9%</b>
point change*	-5.2	-0.7	-3.7	-3.5	-3.3

Source: Pannell Kerr Forster Consulting

\*All point change figures are for changes from same period of 2007.

## AVERAGE DAILY ROOM RATES

- Provincial average daily room rates grew by 3.9% to \$134.69 in 2008, compared to 2007. In 2008, annual average daily room rates for Prince George increased by 8.1%.

### 2008 Average Daily Room Rates – Northern British Columbia and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>British Columbia</b>	<b>\$126.87</b>	<b>\$135.35</b>	<b>\$148.81</b>	<b>\$127.74</b>	<b>\$134.69</b>
% change*	6.2%	6.1%	2.0%	1.9%	3.9%
<b>Prince George</b>	<b>\$99.24</b>	<b>\$105.88</b>	<b>\$105.43</b>	<b>\$103.61</b>	<b>\$103.54</b>
% change*	7.3%	11.2%	7.6%	6.4%	8.1%

Source: Pannell Kerr Forster Consulting

\*All % change figures are for changes from same period of 2007.

## Transportation Indicators

### REGIONAL TRANSPORTATION STATISTICS

- Over six hundred thousand passengers travelled through the three airports in the Northern British Columbia tourism region in 2008. The passenger statistics presented in the adjacent table largely reflect recent changes in regional airline schedules and air seat capacity.
- Travel statistics show an increase in overall passenger volume for Prince George and Fort St. John Airport's (9.9% and 2.8% respectively for 2008 as compared to 2007). Passenger volumes through Smithers Airport decreased by 10.7% over 2007.

#### 2008 Northern British Columbia Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>Smithers Airport</b>	<b>17,603</b>	<b>17,620</b>	<b>19,664</b>	<b>15,130</b>	<b>70,017</b>
% change*	16.7%	-5.4%	-16.4%	-28.6%	-10.7%
<b>Prince George Airport</b>	<b>112,037</b>	<b>110,196</b>	<b>92,627</b>	<b>102,624</b>	<b>417,484</b>
% change	13.2%	8.9%	-5.5%	25.4%	9.9%
<b>Fort St. John Airport (North Peace)</b>	<b>31,045</b>	<b>31,633</b>	<b>28,672</b>	<b>31,278</b>	<b>122,628</b>
% change*	0.9%	6.5%	5.0%	-0.8%	2.8%

Source: Regional airport authorities

\*All % change figures are for changes from same period of 2007.

### BC FERRIES

- BC Ferries routes in the region include the Inside Passage route, with service from Port Hardy on the northern tip of Vancouver Island to Prince Rupert, and the route servicing the Queen Charlotte Islands. The region experienced an overall annual increase of 2.4% in 2008. The second quarter was the only quarter with increased volume over the same period in 2007 (up 19.9%).
- Passenger volume on the Northern British Columbia routes has fluctuated since 2000; there has been an average annual decline of 2.4% in passenger volume from 2000 to 2008.

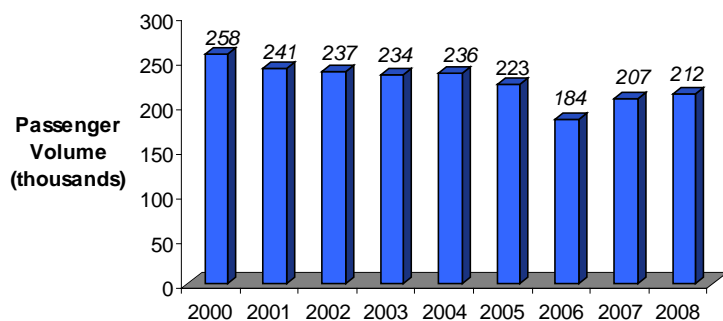
#### 2008 BC Ferries Passenger Volume on Northern British Columbia Routes

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
<b>Northern British Columbia</b>	<b>32,034</b>	<b>64,476</b>	<b>84,756</b>	<b>31,033</b>	<b>212,299</b>
% change* (Rts 10, 11 & 26)	-0.8%	19.9%	-2.3%	-9.9%	2.4%

Source: British Columbia Ferry Services Inc.

\*All % change figures are for changes from same period of 2007.

## Passenger Volume on BC Ferries' Northern British Columbia Routes 2000-2008



Source: British Columbia Ferry Services Inc.

## Regional Tourism Products

### CONFERENCE DELEGATE DAYS

- Information on the Prince George Civic Centre for 2008 indicates a total of 149,766 participants attending events, a significant increase of 37.3% over 2007; and 16,135 non-resident delegates attending events taking place in the centre, an increase of 9.9% over 2007.
- The volume for all participants is highest during the fourth quarter and for non-residents it is highest during the second quarter.

### 2008 Northern British Columbia Delegate Days

Prince George Civic Centre	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Total Event Participant Days*	39,618	36,503	24,941	48,704	149,766
% Change***	4.8%	39.1%	-1.0%	146.0%	37.3%
Non Resident Delegate Days**	3,035	9,820	720	2,560	16,135
% Change***	-54.4%	200.3%	-19.1%	-33.6%	9.9%

Source: Conventions BC

\* Total Event Participant Days consists of all participants attending events taking place in a centre.

\*\* Non-Resident Delegate Days consists of all non-local delegates days attending Non -Resident Conventions (all events with one or more non-local delegates in attendance and two or more show days).

\*\*\*All % change figures are for changes from same period in 2007.

### OVERVIEW OF TOURISM PRODUCT OFFERING

- The Northern British Columbia tourism region offers a diverse range of tourism products, including aboriginal arts and culture, fresh and saltwater fishing, canoeing, kayaking, white water rafting, and skiing.
- In 2001, there were approximately 2,193 nature-based tourism businesses in the province, of which, 18.3% operated in the Northern British Columbia tourism region. Nearly half (47%) of all provincial guide outfitters could be found in this region in 2001.

## Number of Commercial Nature-Based Tourism Businesses – Northern British Columbia and British Columbia

	Northern British Columbia (# of businesses)	British Columbia Total (# of businesses)	% of BC Total
<b>Lodge-Based</b>			
Destination Lodges	18	95	19.2%
Guest Ranches	11	71	16.0%
Guide Outfitters	111	236	47.0%
<b>Freshwater (FW) - Based</b>			
FW Fishing Lodges	42	145	29.0%
FW Fishing (No Lodge)	29	116	25.0%
River Rafting	15	79	19.0%
FW Kayaking/Canoeing	7	40	18.0%
<b>Marine/Saltwater (SW) - Based</b>			
SW Fishing Lodges	7	132	5.0%
SW Fishing (No Lodge)	9	71	13.0%
SW (Ocean) Kayaking	10	137	7.0%
Boat Charters (most SW)	48	298	16.0%
Scuba Diving	0	54	0.0%
Marine Wildlife Viewing	2	41	5.0%
Sail Cruising	9	85	10.0%
Pocket Cruising	0	10	0.0%
<b>Land - Based</b>			
Land-Based Summer*	73	407	18.0%
Mountain Biking	2	44	5.0%
Land-Based Winter**	5	100	5.0%
Heli-Skiing	3	32	9.0%
<b>Total</b>	<b>401</b>	<b>2,193</b>	<b>18.3%</b>

Source: *Characteristics of the Commercial Nature-Based Tourism Industry in British Columbia*, Tourism British Columbia

\*Includes cycling tours (other than Mountain Biking), ATV experiences, bird-watching, nature-based cultural tourism, education, hang-gliding/para-sailing, hiking/backpacking, horseback riding, llama trekking, rock-climbing, day sailing, and wildlife or nature observation, including photography.

\*\*Includes backcountry ski touring, cross country skiing, winter education, snowmobiling and cat skiing/snowboarding.

## CRUISE

- In 2008 the Port of Prince Rupert received 63 cruise ship calls and 103,524 passengers. Both passenger volumes and the numbers of vessels increased compared to 2007. Passenger volumes increased by 5.1% over 2007 and the number of vessels increased by 5.0% (up from 60 to 63 vessels in 2008).
- The increase in volume for the 2008 cruise season is due in part to new ports of call by new cruise lines, bigger ships on more days a week and longer length of stay (increase in shore excursions and expanded tour capacity).
- While the economic impact of the 2008 cruise season to the Prince Rupert area is not currently available, in 2005 the total industry, through passenger and cruise line spending, contributed an estimated eight million dollars to the region during the six-month season.

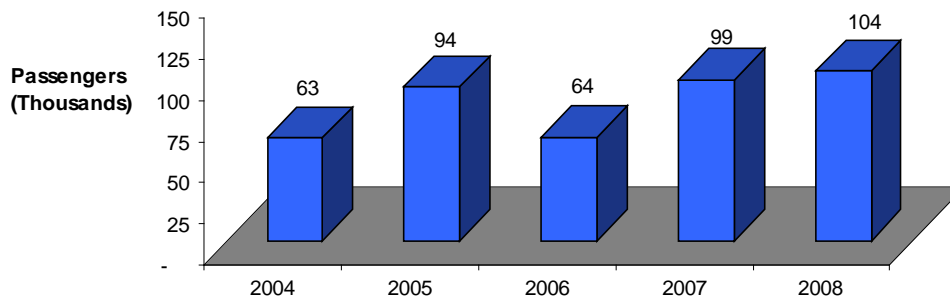
### 2008 Prince Rupert Cruise Ship Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Passengers	0	42,230	61,294	0	103,524
% change*	no change	7.0%	3.8%	no change	5.1%

Source: Prince Rupert Port Authority

\* All % change figures reflect change since 2007

### 2004 - 2008 Prince Rupert Cruise Ship Passengers



Source: Prince Rupert Port Authority

### FISHING

- Results from the *2005 Survey of Recreational Fishing in Canada* show that anglers spent an average of 12.5 days fishing in the region in 2005. The majority (71.6%) of those participating in recreational fishing in the region were from British Columbia. Anglers from other Canadian provinces represented 18.6% of all regional anglers, and anglers from the U.S. and other international countries comprised 9.8% of all regional anglers.
- Among regional anglers who reside outside of British Columbia, the survey results indicated that many made one or more trips to BC in 2005. Overall, 73.7% reported making a single trip, 23.4% reported making two to five trips, while 2.9% made six or more trips.
- The recreational fishing survey is conducted every five years by the Department of Fisheries and Oceans.

### 2005 Average Days Fished and Spent in British Columbia

	Northern British Columbia Anglers	All British Columbia Anglers
Fished in British Columbia	12.5	13.1
Spent in British Columbia*	13.0	12.0

Source: *2005 Survey of Recreational Fishing in Canada*, Fisheries and Oceans Canada

\*Only data for persons not residing in BC are presented.

## 2005 Northern British Columbia Anglers

	% of Northern British Columbia Anglers	% of Provincial Anglers	% of Provincial Total 2005
<b>Origin of Angler</b>			
British Columbia	71.6%	79.2%	15.8%
Other Canadian	18.6%	10.1%	32.1%
United States and Other International	9.8%	10.7%	16.0%
<b>Number of Trips Made to BC in 2005*</b>			
1 trip	73.7%	71.9%	26.0%
2-5 trips	23.4%	22.9%	25.9%
6-10 trips	1.9%	3.1%	15.9%
11 or more trips	1.0%	2.1%	11.7%

Source: 2005 Survey of Recreational Fishing in Canada, Fisheries and Oceans Canada

\*Only data for persons not residing in BC are presented.

## SKIING AND SNOWBOARDING

- Northern British Columbia is a popular destination for skiers and snowboarders. Overall, the Northern British Columbia tourism region possesses 147 runs, representing 8.1% of the province's ski runs.
- Hudson Bay Mountain (Ski & Ride Smithers), 20 minutes outside of the community of Smithers, is the region's largest facility with 36 runs; Shames Mountain Ski Resort follows with 28 runs.

## 2008 Northern British Columbia Ski Facilities

Ski Hill	Total Runs	% of Province (1806 runs)
All Northern British Columbia	147	8.1%
Murray Ridge Ski Area	22	1.2%
Powder King Mountain Resort	24	1.3%
Purden Ski Village	25	1.4%
Shames Mountain Ski Resort	28	1.6%
Hudson Bay Mountain (Ski & Ride Smithers)	36	2.0%
Tabor Mountain Ski Resort	12	0.7%

Source: Murray Ridge Ski Area, Powder King Mountain Resort, Purden Ski Village, Shames Mountain Ski Resort, Hudson Bay Mountain (Ski & Ride Smithers) and Tabor Mountain Ski Resort.

## PARKS AND CAMPING

- Camping and wilderness areas offered in Provincial Parks are an important component of the provincial tourism product. The BC Provincial Park network consists of 972 provincial parks, protected areas, recreation areas, or ecological reserves, covering 14.26% of the total provincial land base (13.05 million hectares). This network includes 333 vehicle accessible campgrounds offering a variety of facilities, including 12,969 campsites, 136 boat launch areas, 24,301 day-use parking spots, 487 day-use areas (vehicle accessible), 250 parks with facilities for visitors with disabilities, and 3,000 kilometres of hiking trails. In 2006, there were 19,022,000 recorded visits to BC Provincial Parks. (Recorded visits are those recorded through campground registrations, trail and traffic counters, and visual counts).

- A total of 12.8% of all provincial campsites are located in the Northern British Columbia tourism region.
- Gwaii Haanas National Park Reserve and Haida Heritage Site, located in the Queen Charlotte Islands, is the only National Park in the Northern Region. This remote park, consisting of 138 islands, is accessible only by boat or float plane. Although visitors are permitted to camp in the park, there are no developed sites and services and facilities are limited where available.
- A total of 9.3% of all private/municipal campsites are located in the Northern British Columbia tourism region.

#### 2008 Park and Camping Facilities – Northern British Columbia and British Columbia

	Northern British Columbia	British Columbia	
<b>Provincial Parks*</b>			<b>% of Provincial Total</b>
Front Country Camping	34	166	20.5%
Back Country Camping	1	68	1.5%
Group Camping	3	39	7.7%
Youth Group Camping	3	39	7.7%
Marine Camping	0	37	0.0%
<b>Total Camp Sites**</b>	<b>1,658</b>	<b>12,969</b>	<b>12.8%</b>
<b>National Parks</b>			<b>% of National Total</b>
Number of Parks	1	7	14.3%
Front Country Camping	0	14	0.0%
Back Country Camping	0	27	0.0%
Group Camping	0	3	0.0%
Youth Group Camping	0	1	0.0%
Marine Camping	0	11	0.0%
Cabins/Huts	0	8	0.0%
Back Country Campsites	0	206	0.0%
<b>Total Camp Sites</b>	<b>0</b>	<b>1,268</b>	<b>0.0%</b>
<b>Private/Municipal Parks***</b>			<b>% of Private/Municipal Total</b>
Number of Parks	52	365	14.2%
<b>Total Camp Sites</b>	<b>2,089</b>	<b>22,409</b>	<b>9.3%</b>

Source: BC Parks; Parks Canada and *2009 British Columbia Approved Accommodation Guide*, Tourism British Columbia

\*2007 data: Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in provincial parks.

\*\*2008 data: Total does not include various walk-in and wilderness sites for which no information is available.

\*\*\*Only includes facilities listed in the *2009 British Columbia Approved Accommodation Guide*, Tourism British Columbia.

Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in Private/Municipal Parks.

## Regional Geographic and Demographic Information

### GEOGRAPHY AND CLIMATE

- The land area of the Northern British Columbia region stretches from the Queen Charlotte Islands in the west, to McBride in the east, and north to the Yukon and Alaska borders, representing 61.8% of the province's total land area. The region is diverse in its geographic features with spectacular mountain ranges, heavily forested valleys, alpine meadows, hot springs, and glacial lakes.

#### Climate Information for Major Regional Centres in Northern British Columbia

City	Average Yearly Temp (°C)	Average Yearly Snowfall (cm)	Average Yearly Rainfall (mm)	Average Yearly Sunshine (hr)
Prince Rupert	7.1	126.3	2,468.5	102.4
Terrace	6.3	375.4	970.1	122.6
Kitimat	6.8	423.9	1,766.7	117.9
Fort St. John	2	185.6	312.6	180.4
Prince George	4	216.1	418.9	161.1

Source: Environment Canada. Based on a minimum 15 years of data during the period 1971-2000.

### DEMOGRAPHY

- The Northern British Columbia tourism region comprises well over half of the total provincial land area (61.8%), but contains only 6.1% of the province's total private dwellings and 6.2% of the provincial population. Prince George is the largest community in the region with a total population of 70,981.
- The population in the Northern British Columbia region has decreased 2.7% since the previous census in 2001. This population decrease occurred in all census divisions of Northern British Columbia except for Northern Rockies and Peace River, where the population increased by 7.5% and 5.8% respectively. The most significant decrease was in the Skeena-Queen Charlotte census division (down 9.4%), an area that contains the Queen Charlotte Islands.
- The regional population is quite young with 62.9% of the total regional population under the age of 45. Provincially 57.0% of the total population falls within this age range. Earnings in the region are higher than provincial averages; however, unemployment rates are higher than provincial figures with 9.1% reported as unemployed and seeking employment in 2006.

#### 2006 Census Information - Northern British Columbia and British Columbia

	Northern British Columbia	British Columbia	% of Provincial Total
Land Area (km <sup>2</sup> )	571,324	924,815	61.8%
Total Private Dwellings	108,868	1,788,474	6.1%
<b>Population</b>			
Population (2006)	253,690	4,113,487	6.2%
% Change (since 2001)	-2.7%	5.3%	n/a

	Northern British Columbia	British Columbia	% of Provincial Total
<b>Age</b>			
0-19	28.7%	23.2%	7.6%
20-44	34.2%	33.8%	6.2%
45-64	27.7%	28.4%	6.0%
65-84	8.7%	12.7%	4.2%
85+	0.7%	1.8%	2.5%
<b>Average Annual Earnings</b>			<b>Diff btwn regional &amp; provincial earnings</b>
All persons with reported income	\$28,044	\$25,722	\$2,322
Only persons reporting full-time/full year	\$46,255	\$42,230	\$4,025
<b>Labour Force*</b>			<b>Diff btwn regional &amp; provincial rates</b>
Labour Force Participation rate	71.8%	65.6%	6.2
Employment rate	65.3%	61.6%	3.7
Unemployment rate	9.1%	6.0%	3.1

Source: 2006 Census, Statistics Canada

\*Participation rates are calculated based on participation in the labour force (both employed and unemployed) among the total population in working ages (over the age of 15), employment rates consider only those currently employed among the total population in working ages, and unemployment rates refer only to those currently unemployed and seeking employment in the labour force.

Note: The Northern British Columbia tourism region includes the following Census Divisions: Bulkley-Nechako, Fraser-Fort George, Kitimat-Stikine, Northern Rockies, Peace River, Skeena-Queen Charlotte and Stikine.

## For More Information Contact

For more information about tourism in the Northern British Columbia Region, please contact:

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