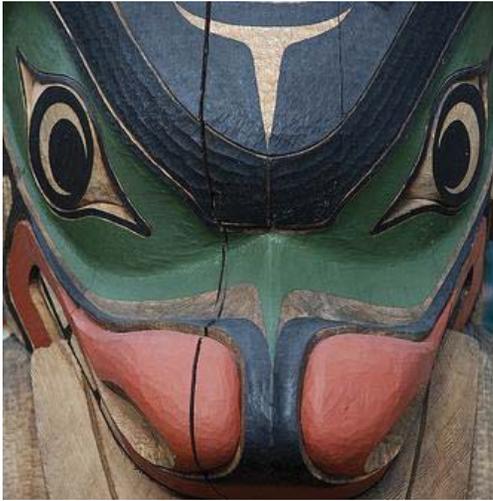


# Destination Spotlight

Research Report  
Quarter One





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Note: In the following pages, Q1 2012 references January, February and March 2012 data, while Q1 2013 references January, February and March 2013 data.



# Overview

## Welcome to the first Tourism Victoria Destination Spotlight research report.

Working closely with Lux Insights, an independent marketing research firm, Tourism Victoria has commissioned a series of quarterly reports that will showcase key intelligence pertaining to Victoria and our visitors.

Next to the United States, the top geographic markets from which overnight international visitors to British Columbia are coming from are China, Australia and the UK. In next quarter's digest, we will identify the geographic origin of visitors to Victoria, pinpointing visitor volume from both domestic and international markets.

Traffic to Tourism Victoria's website is primarily domestic with most visitors residing in Victoria, Vancouver and Toronto. Website visitors from the United States this quarter are coming from Seattle, Portland and New York. Next to the United States, the most international traffic is originating in Australia. We also know that the top mobile device being used to access TourismVictoria.com is an Apple iPad.

In this first quarter, we are seeing that Vancouverites and Seattleites are curbing their spending amid minor economic growth. Those living in Calgary and Edmonton are also seeing modest economic growth, but aren't feeling budgetary strains to the same extent. They feel now is a good time to make big purchases, such as a car or home.

For the first time, we have collected data on visitor volume arriving via Victoria's Inner Harbour confirming what a significant gateway it is to our destination. Most visitors to Victoria are independent travellers. This segment showed growth with an increase in both leisure and corporate visitors year-over-year in Quarter One, while group business was down.

Since the beginning of 2013, hotel occupancy is down slightly, but the average room rate and revenue per available room are up over the same period last year. Hotels considered to be in the upper tier and in the Downtown/Inner Harbour area enjoy the highest occupancy levels, have the highest average room rates and achieve the most revenue per available room. Next to these properties, hotels located in the Gorge Road/Esquimalt area achieve the highest occupancy, but have the lowest room rates and revenue per room, whereas hotels located in Sidney and on the Saanich Peninsula achieve the highest rate and revenue, second to the downtown properties.

While knowing how visitors are arriving to Victoria and where they are staying is important, it is also critical to understand what they are saying about the destination. Currently, Victoria is rated as the fifth most popular destination in Canada on TripAdvisor, and based on social media data and analysis, we are seeing that the experience visitors to Victoria are having is generally positive. Visitors are talking most about The Butchart Gardens, The Fairmont Empress and the Royal BC Museum, with the Gardens being the top reviewed attraction in Greater Victoria on TripAdvisor. Victoria's top reviewed hotel on TripAdvisor this quarter is Abigail's Hotel, while Café Ceylon is the top restaurant.

Using the Canadian Tourism Commission's market segmentation and research program called the Explorer Quotient (EQ), Tourism Victoria has identified two key traveller types to target to visit Victoria – the Free Spirit and the Cultural Explorer. In this digest, we will introduce you to both entities and then continue to provide layers of data about these travellers each quarter.

The Tourism Victoria Destination Spotlight research report is written and compiled by Lux Insights. To learn more about Lux, visit [www.luxinsights.com](http://www.luxinsights.com).

# Visitor Arrivals to British Columbia – Geographic Origin

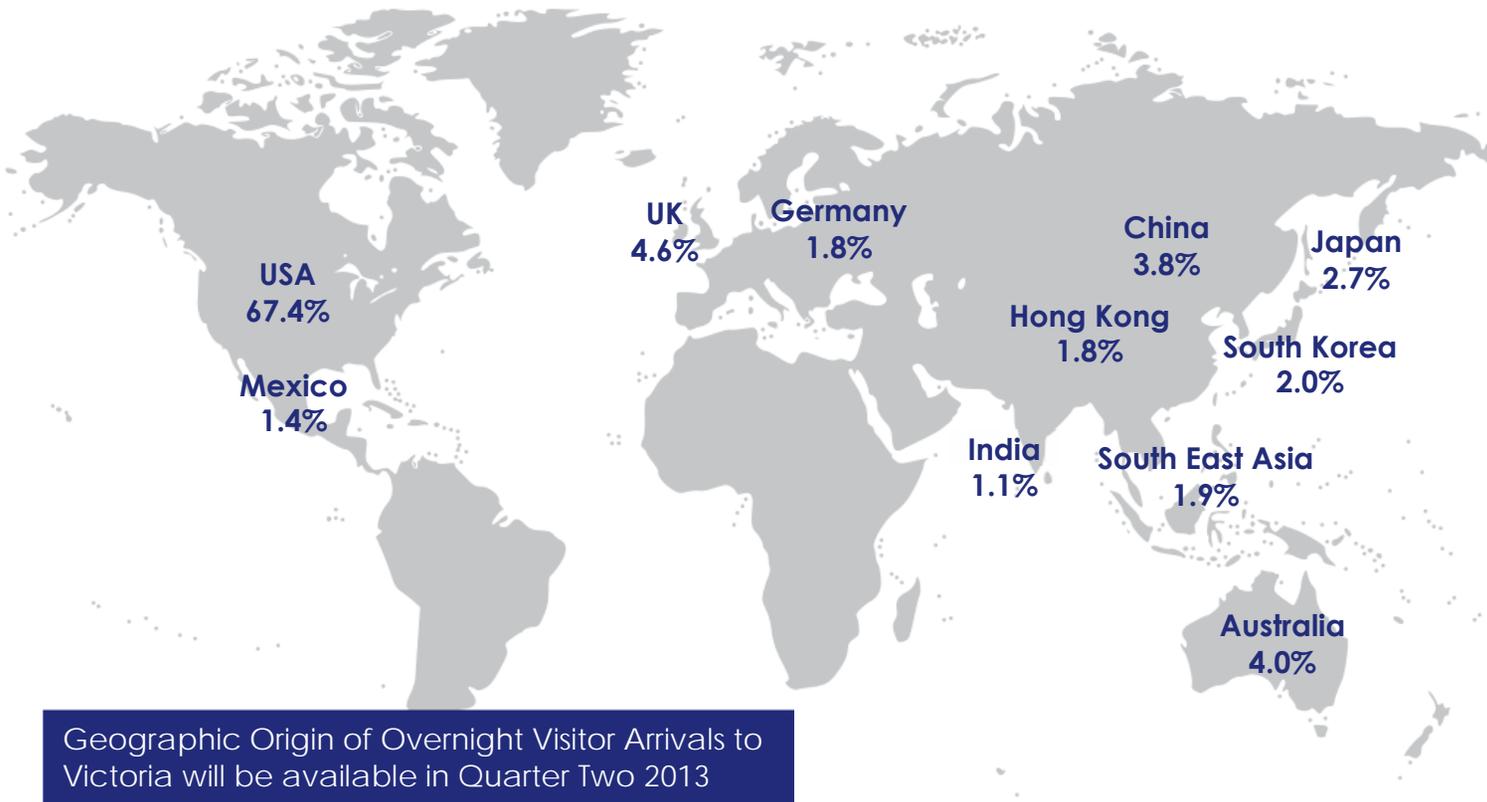
Total Overnight International Visitors to B.C. 2012:

**4,219,669**

Total Overnight International Visitors to B.C. Q1 2013:

**409,488**

## Top Geographic Origin of International Visitors 2012



Country/Region	Percentage
USA	64.8%
China	5.4%
Australia	4.9%
UK	4.3%
Japan	3.2%
South Korea	2.6%
Hong Kong	2.5%
South East Asia	1.8%
Mexico	1.6%
Germany	1.3%
India	1.0%

Geographic Origin of Overnight Visitor Arrivals to Victoria will be available in Quarter Two 2013

Note: Q1 2013 references January and February 2013 data. March 2013 data was not available as of April 30, 2013. South East Asia includes: Malaysia, Philippines, Singapore and Thailand. International visitors do not include domestic visitors to British Columbia from Canada.

Source: International Visitor Arrivals, Destination BC, 2012 and 2013

# Key Market Intelligence – Primary Markets

## Vancouver



### Consumer confidence up slightly, but sentiment around making major purchases remains pessimistic.

- Q1 2013 inflation rates in Vancouver showed a 1.2% increase when compared to Q1 2012
- Overall consumer confidence in BC was up slightly in March 2013 from February 2013 in terms of employment outlook. January/February 2013 unemployment rates are down, showing a -0.2% change compared to the same months in 2012
- BC residents remain pessimistic about making major purchases, such as buying a home or car, which is being reflected in the current Vancouver housing market. It might also be an underlying indicator for travel
- Similar to housing sales in Q1 2012, sales were again below historical averages in Q1 2013, despite picking up slightly in March 2013
- The sales-to-active-listing ratio currently sits at 15.2%. Total housing starts were down -16.6% in January 2013 and -40.5% in February 2013, when compared to the same months the previous year. With the switch from HST to GST, sales tax on new home builds is lower, which may lead to some upward movement in new home sales in the coming months
- In terms of travel, Vancouver International Airport's passenger volume decreased by 1.6% in January/February 2013 compared to January/February 2012, but total cargo volume increased by 2.8%.
- Total Vancouver Convention Centre participants in 2012 reached 1.56 million, and total non-resident delegate days was 438,754

## Seattle

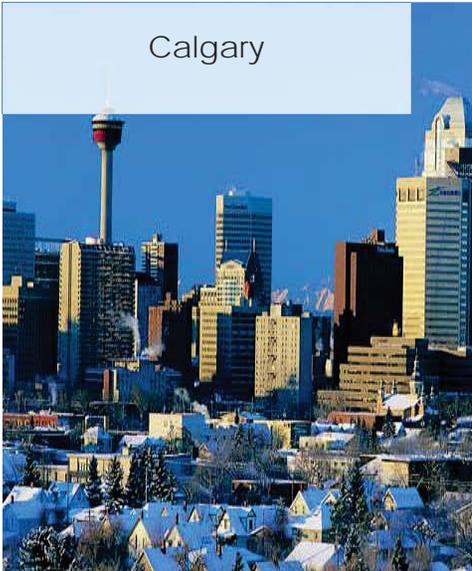


### Economy growing slowly while spending and consumer confidence are down.

- Between Q1 2012 and Q1 2013, Seattle has seen slow, but upwards economic growth with Q1 2013 inflation rates at 1.8%, down 0.9 points from Q1 2012
- Local bankruptcies declined in February 2013 by 17.5% compared to February 2012
- Seattle-Bellevue-Everett's unemployment rate in February 2013 was at approximately 6%, down 1.5 points from February 2012
- Comparing overall consumer confidence between March 2012 and March 2013, trending shows that while consumer economic conditions are up 1.7%, both consumer sentiment and expectations are down 5.7% and 11.6%, respectively
- Confidence around purchasing big-ticket items, such as a car, remains low
- February 2013 housing sales were up by 6.4%, while inventory was down by 38.7% compared to February 2012
- Sea-Tac passenger volume was up in January 2013 by 6.2% compared to January 2012, as is total cargo (up 14.4%)
- Convention Centre attendees were down by 9.9% in February 2013 from February 2012

# Key Market Intelligence – Primary Markets

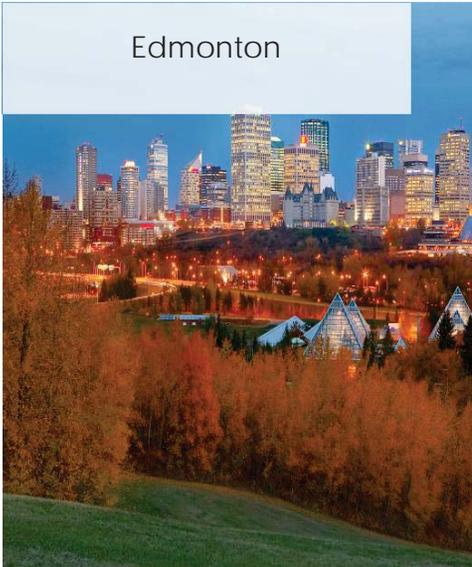
Calgary



## Consumer confidence is optimistic in considering the purchase of big-ticket items.

- Economic growth slowed in 2012, but is still on the incline with a 3.5% expected growth for 2013
- January/February 2013 inflation rate increased 1.1% from January/February 2012
- Calgary's unemployment rate remains unchanged from March 2012 to March 2013 at 5.1%. More households expect their budgets to improve in 2013
- More Prairie residents, including Calgarians, feel now is a good time to purchase big-ticket items, such as a house or car, perhaps an important underlying factor for travel
- January 2013 was strong for the City of Calgary's housing sales, with a 15.2% increase over January 2012 sales
- However, February sales show a 1.1% decline compared to February 2012, while March 2013 shows a 2.6% decline compared to March 2012
- March 2013 showed the lowest March levels of inventory in the past five years and is 2% lower than March 2012
- While total sales in the City of Calgary showed a 2.6% decrease in March 2013 compared to March 2012, total sales volume increased by 6.3%
- Calgary International Airport's total passenger volume in Q1 2013 increased by 2.9% in comparison to Q1 2012

Edmonton



## Job creation and low unemployment rates lead to stable economy; record volume seen at Edmonton International Airport.

- January/February 2013 inflation rate remains relatively low and showed little increase at 0.9% from January/February 2012
- Edmonton's economy is expected to grow by 3.2% in 2013
- The job market is looking good for Edmonton residents with a low unemployment rate at 4.4%
- Prairie residents, including Edmontonians, feel now is a good time to make a big-ticket purchase such as a car, home, and perhaps travel
- Housing prices and sales are up in Q1 2013 – it does not appear to be either a buyer's or seller's market
- Residential housing prices are up 4.3% and sales are up 1.1%, on Q1 2013 however, inventory is down 15.4%
- The beginning of 2013 showed a strong pace in housing starts, slowing to a moderate pace in March – 732 units were started, a 16% decline from February 2013 and 5% decline from March 2012
- Edmonton International Airport's total passenger volume increased by 3.3% in Q1 2013 compared to Q1 2012, leading to the airport's strongest March on record

# Visitor Arrivals to Victoria – Transportation

## Arrivals to Victoria - 2012



BC Ferries  
(visitors and residents)  
**2,308,102**



## Arrivals to B.C. - 2012

BC Ferries  
(visitors and residents)  
**19,861,362**



Victoria International  
Airport  
(visitors and residents)  
**1,491,431**



Passenger Volume 2012 – Regional Airports	
Seattle	33,223,111
Vancouver	17,599,537
Kelowna	1,441,132
Abbotsford	490,636
Prince George	418,589
Comox	327,908



Inner Harbour\*  
(visitors only)  
**829,712**

\*Inner Harbour Includes traveller counts from: Victoria Clipper, Black Ball Ferry Line - Coho, Harbour Air, Kenmore Air, passengers arriving by private boats and planes. Also includes Washington State Ferries.

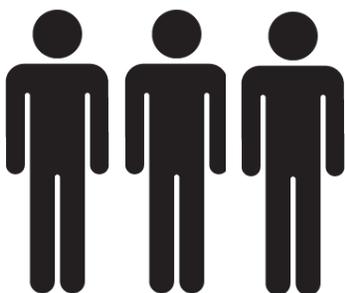
## Visitor Arrivals to Victoria – Booking Type

### Independent Travellers



Booking Type	Q1 2012	Q1 2013	Change
<b>Independent Travellers Total</b>	74.7%	81.0%	+6.3
Leisure	29.8%	37.2%	+7.4
Long Stay	10.0%	8.8%	-1.2
Corporate	12.3%	14.8%	+2.5
Government	12.6%	11.1%	-1.5
Tour & Travel	10.0%	9.0%	-1.0

### Group Travellers



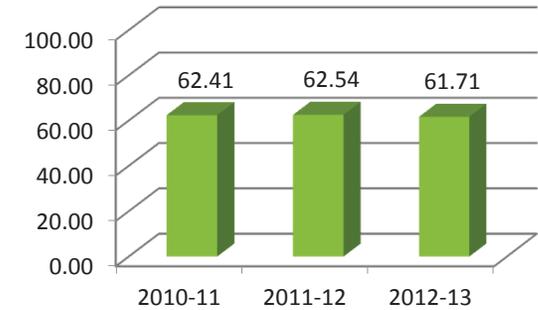
Booking Type	Q1 2012	Q1 2013	Change
<b>Group Travellers Total</b>	25.3%	19.0%	-6.3
Association	10.4%	8.3%	-2.1
Corporate	5.8%	2.6%	-3.2
Government	3.9%	2.9%	-1.0
Incentive	0.2%	0.1%	-0.1
Sports Teams	3.3%	1.9%	-1.4
Tour & Travel	1.3%	1.1%	-0.2
Other group	0.5%	2.3%	+1.8

# Victoria Hotel Performance – All Properties

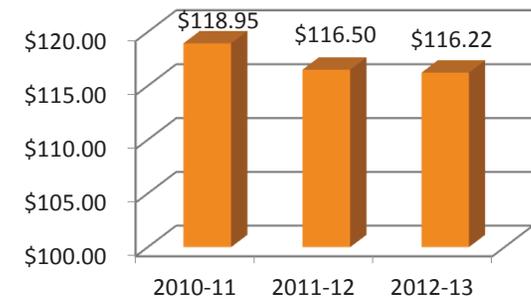
	2012									2013		
Occupancy	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
This year	63.32%	68.84%	73.42%	78.27%	84.46%	75.81%	59.85%	45.31%	43.32%	36.71%	51.78%	59.75%
Last year	62.17%	71.39%	75.36%	80.54%	81.68%	73.88%	61.11%	46.77%	45.17%	40.83%	54.05%	57.48%
% point change (yr/yr)	1.9%	-3.6%	-2.6%	-2.8%	3.4%	2.6%	-2.1%	-3.1%	-4.1%	-10.1%	-4.2%	4.0%
ARR	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
This year	\$ 104.82	125.59	133.58	145.00	146.66	135.58	109.31	98.17	101.00	93.17	99.68	102.11
Last year	\$ 104.98	130.15	137.27	148.18	149.29	134.44	110.59	97.19	97.87	93.08	96.17	98.82
% change (yr/yr)	-0.2%	-3.5%	-2.7%	-2.1%	-1.8%	0.8%	-1.2%	1.0%	3.2%	0.1%	3.7%	3.3%
RevPAR	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
This year	\$ 66.38	86.45	98.07	113.49	123.87	102.78	65.41	44.48	43.75	34.20	51.62	61.02
Last year	\$ 65.26	92.92	103.44	119.34	121.93	99.32	67.58	45.46	44.21	38.01	51.98	56.80
% change (yr/yr)	1.7%	-7.0%	-5.2%	-4.9%	1.6%	3.5%	-3.2%	-2.1%	-1.0%	-10.0%	-0.7%	7.4%

Definitions: ARR – Average Room Rate; RevPar – Revenue Per Available Room

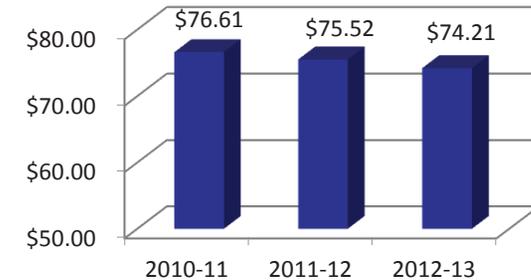
Average Annual Occupancy (Percent)  
(April 2012-March 2013)



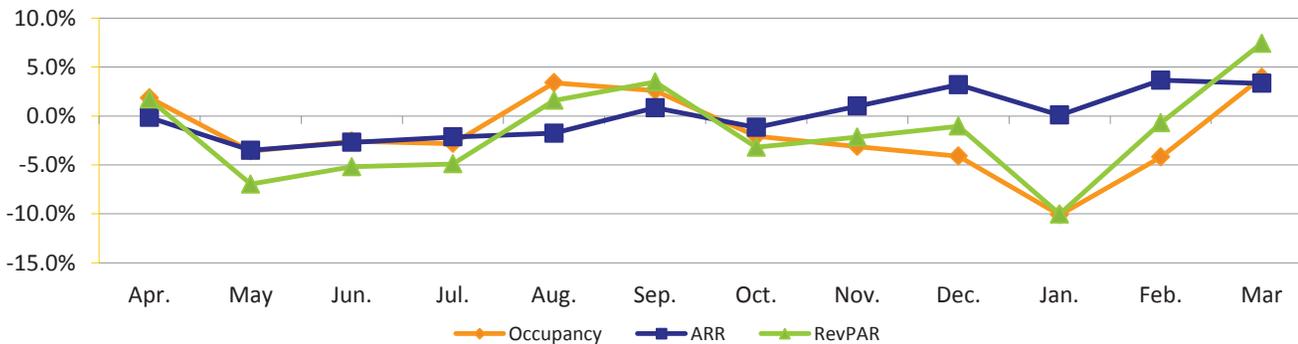
Average Room Rate (ARR) - Annual  
(April 2012-March 2013)



Revenue Per Available Room (RevPar)  
- Annual  
(April 2012-March 2013)



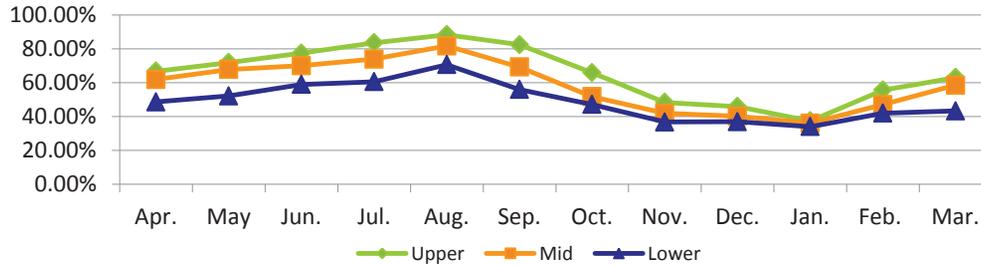
Victoria Accommodation Indicators Monthly Percent Change Compared to Previous Year  
(Apr. 2012-Mar. 2013)



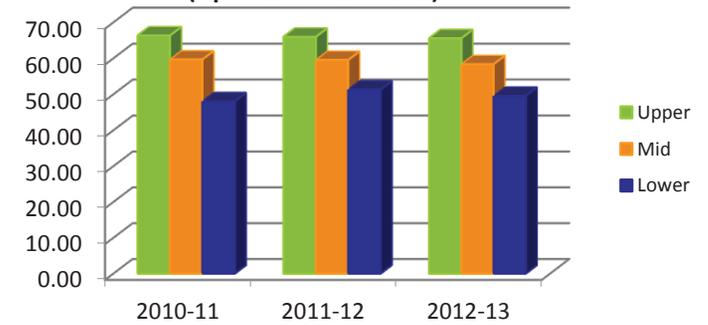
Source: The accommodation statistics and graphs presented on this page were prepared by Chemistry Consulting Group Inc. based on Victoria Tourism Bulletin data. No individual property data has been shared with third parties. Quotations and reproductions of these statistics are permitted with credit to Chemistry Consulting Group.

# Victoria Hotel Performance – By Tier

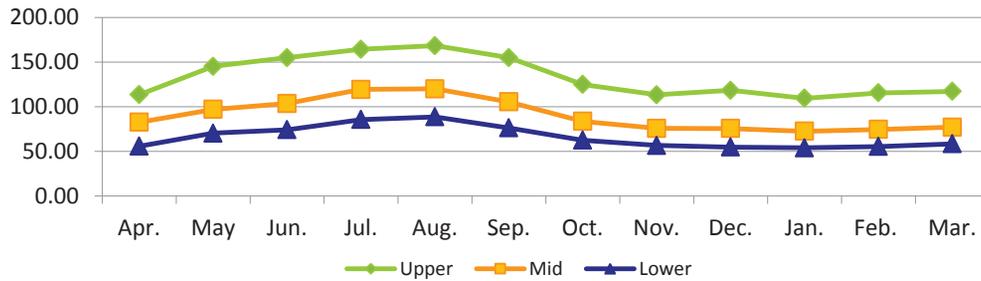
**Victoria Accommodation 12-Month Rolling Occupancy Rate by Tier  
(Apr. 2012-Mar. 2013)**



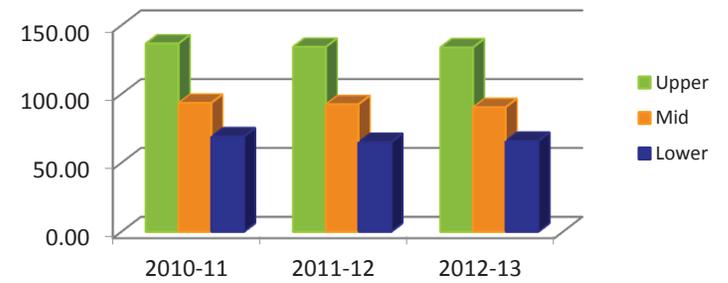
**12-Month Rolling Occupancy Rate by Tier  
(Apr. 2012-Mar. 2013)**



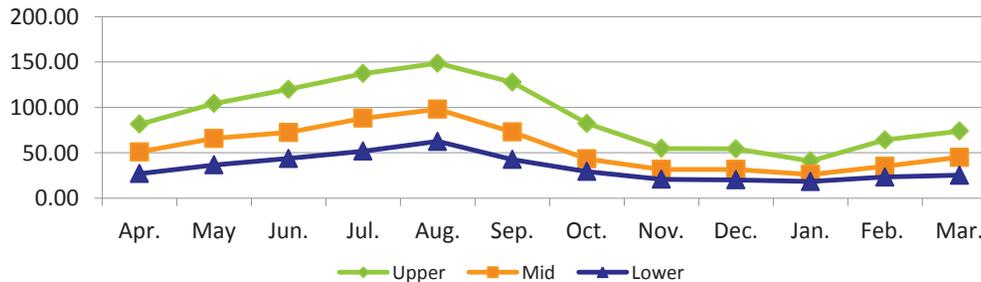
**Victoria Accommodation 12-Month Rolling ARR by Tier  
(Apr. 2012 - Mar. 2013)**



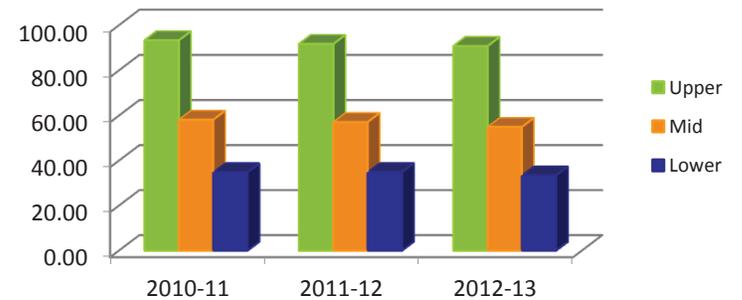
**12-Month Rolling ARR by Tier  
(Apr. 2012 - Mar. 2013)**



**Victoria Accommodation 12-Month Rolling RevPAR by Tier  
(Apr. 2012 - Mar. 2013)**



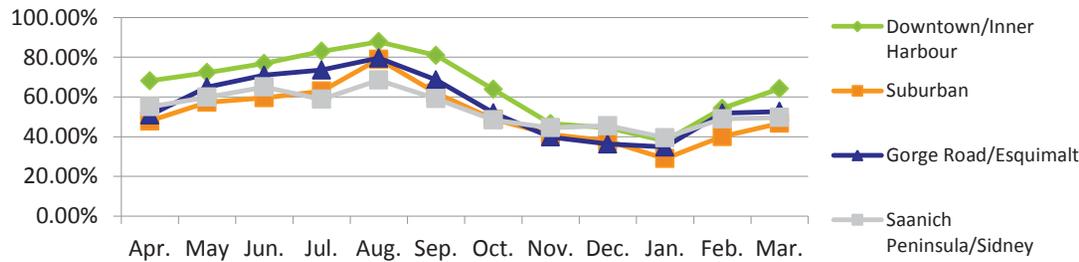
**12-Month Rolling RevPAR by Tier  
(Apr. 2012 - Mar. 2013)**



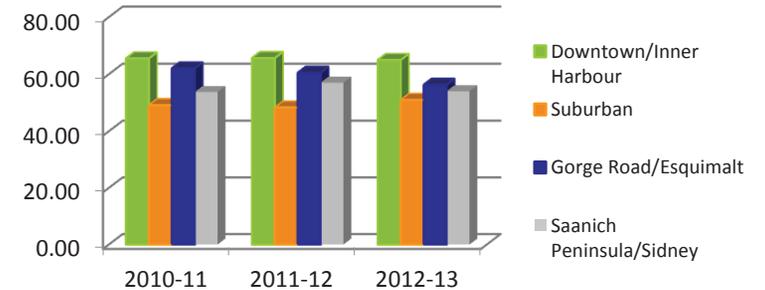
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# Victoria Hotel Performance – By Location

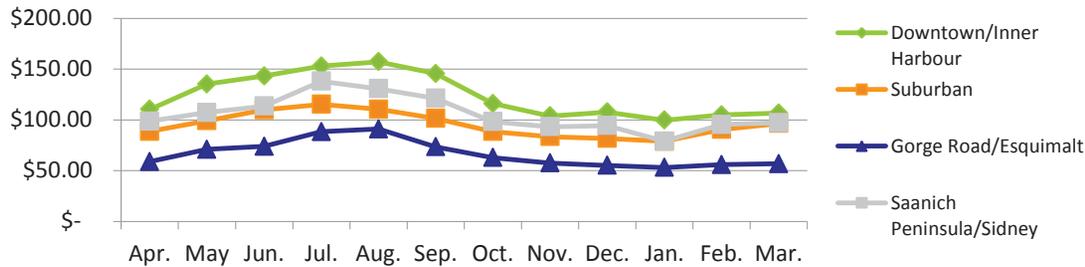
**Victoria Accommodation 12-Month Rolling Occupancy Rate by Location (Apr. 2012-Mar. 2013)**



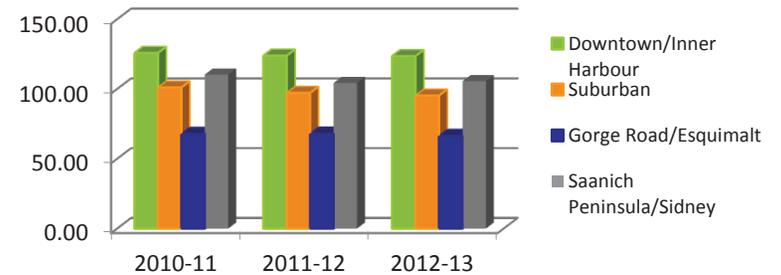
**12-Month Rolling Occupancy Rate by Location (Apr. 2012 - Mar. 2013)**



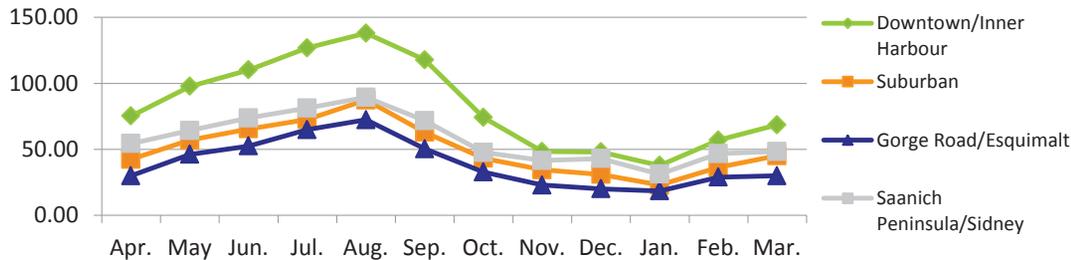
**Victoria Accommodation 12-Month Rolling ARR by Location (Apr. 2012-Mar. 2013)**



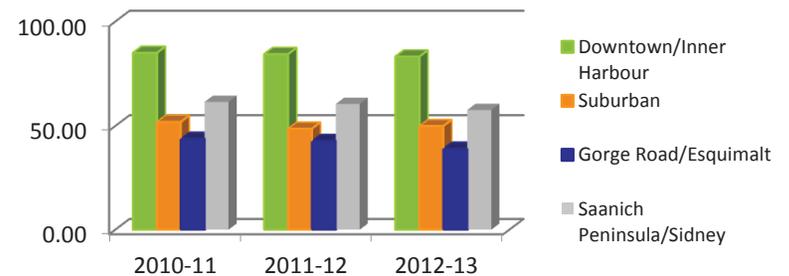
**12-Month Rolling ARR by Location (Apr. 2012-Mar. 2013)**



**Victoria Accommodation 12-Month Rolling RevPAR by Location (Apr. 2012-Mar. 2013)**

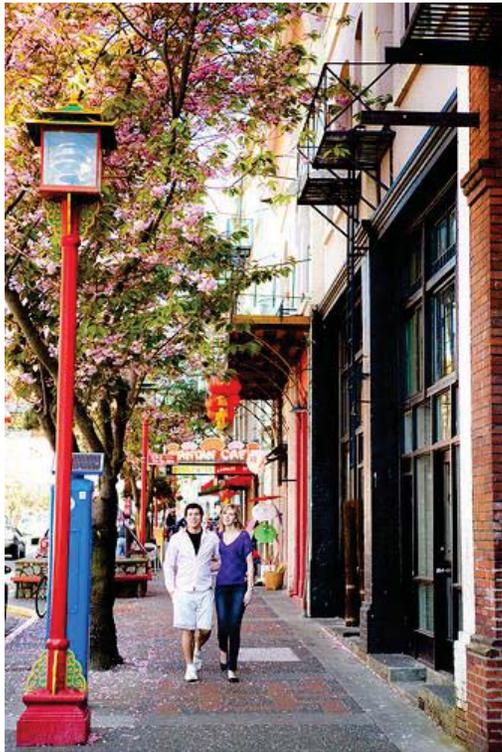


**12-Month Rolling RevPAR by Location (Apr. 2012-Mar. 2013)**



Source: The accommodation statistics and graphs presented on this page were prepared by Chemistry Consulting Group Inc. based on Victoria Tourism Bulletin data. No individual property data has been shared with third parties. Quotations and reproductions of these statistics are permitted with credit to Chemistry Consulting Group.

# Victoria Traveller Profiles: Who is visiting Victoria?



Source: CTC Explorer Quotient, Tourism Victoria

Two key traveller types visiting Victoria are:

## The Free Spirit and the Cultural Explorer

### The Free Spirit: Profile

#### Personality

- Young/young at heart
- Seeks exciting and exotic destinations
- Open-minded
- Ambitious
- Enthusiastic
- Fun-loving
- Adventurous
- Curious
- Social

#### Travel Style

- Stays at luxury hotels
- Likes tourism hot spots
- Eats at top restaurants
- Enjoys night clubs and group tours
- Likes to indulge, travel with like-minded people, explore, sample new things

### The Cultural Explorer: Profile

#### Personality

- Embraces and immerses self in local culture
- Positive
- Open-minded and curious
- Risk-taker
- Flexible
- Easy-going
- Energetic
- Creative

#### Travel Style

- Loves heritage sites and cultural events
- Visits museums
- Frequents festivals
- Stays in B&Bs and hostels
- Likes to balance of history and modern culture, learn, plan for next outing, travel with like-minded people

# Tourism Victoria Website Statistics

Total Number of Visitors Q1 2013:

**271,910**

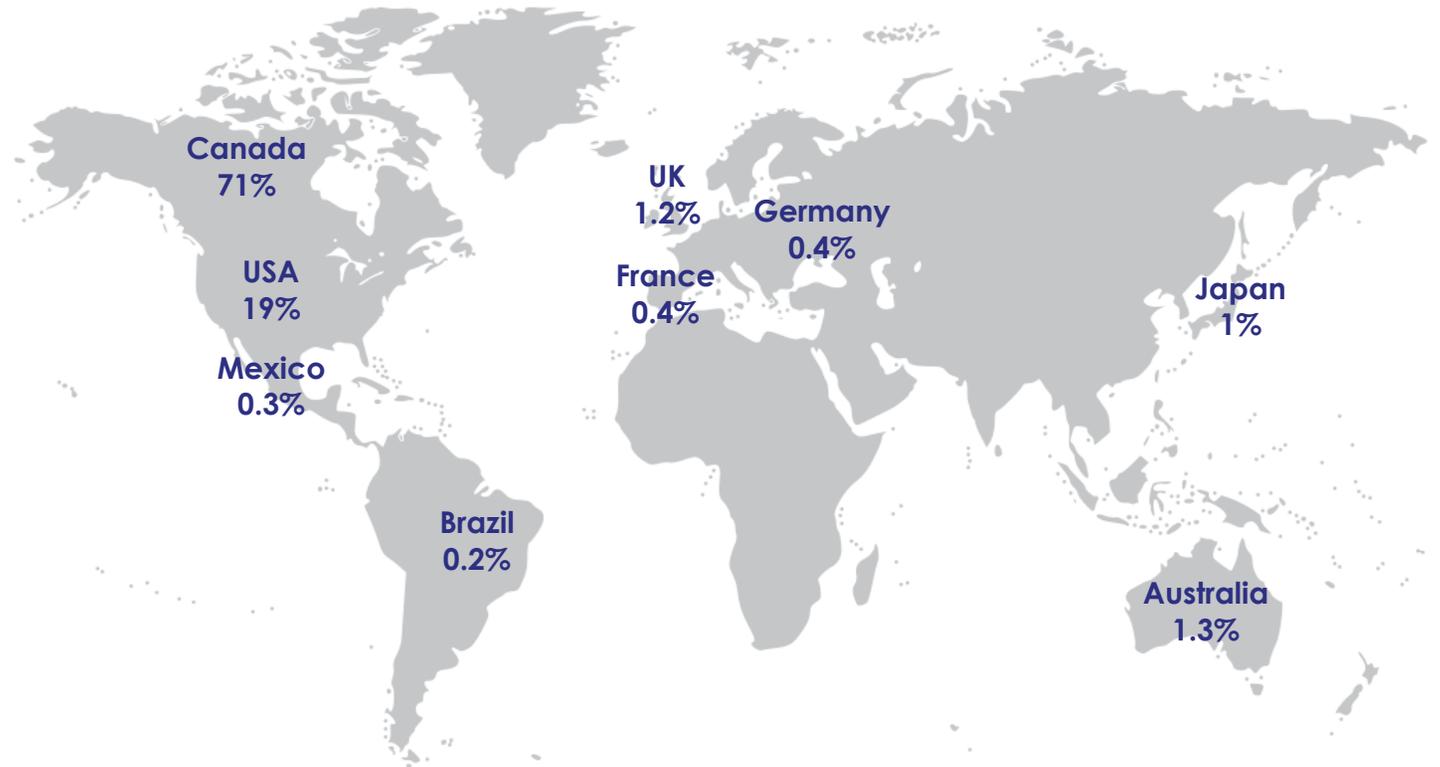
## Visitors from Canada – Top 5:

1. Victoria
2. Vancouver
3. Toronto
4. Calgary
5. Edmonton

## Visitors from USA – Top 5:

1. Seattle
2. Portland
3. New York
4. Los Angeles
5. Honolulu

## Geographic origin of website visitors – Top 10



Average # pages viewed per visit:  
**4.55**

Average length of time on site:  
**4.29 minutes**

Top mobile devices used to access site:  
**Apple iPad**  
**Apple iPhone**  
**Samsung Galaxy S3**  
**Apple iPod**

Top pages visited:  
**Dinearound/Menus**  
**Home Page**  
**Events/Calendar**

# Visitor Experience: What visitors have to say about Victoria, B.C. online

## Attitudes towards Victoria, B.C. in Q1 2013 are...



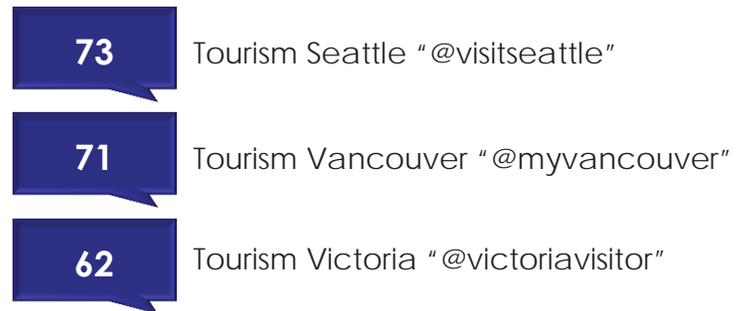
Positive attitudes are those that depict a good experience or like  
 Neutral attitudes are those that are neither positive nor negative  
 Negative attitudes are those that depict a bad experience or dislike



## Top content mentioned on social media in Q1 2013 about Victoria, B.C.:



## Klout Scores



Klout.com measures a person's or organization's social media influence, including social media presence and mentions. Klout scores range from 1-100. The higher the Klout score, the more influential the organization.

# Visitor Experience: TripAdvisor Reviews, Victoria, B.C.

## Top reviewed hotels on TripAdvisor:

---

1. Abigail's Hotel
2. Magnolia Hotel and Spa
3. Best Western Plus Inner Harbour
4. Hotel Rialto
5. Oak Bay Beach Hotel

## Top reviewed restaurants on TripAdvisor:

---

1. Café Ceylon
2. Brasserie L'école
3. Il Terrazzo
4. Ulla Restaurant
5. Blighty's Bistro

## Top reviewed attractions on TripAdvisor:

---

1. Butchart Gardens (Brentwood Bay)
2. Royal BC Museum
3. Inner Harbour
4. Victoria Butterfly Gardens (Brentwood Bay)
5. Galloping Goose Regional Trail

## Top 10 Rated Destinations in Canada (2012)

1. Vancouver, B.C.
2. Montreal, QC
3. Toronto, ON
4. Quebec City, QC
5. Victoria, B.C.
6. Whistler, B.C.
7. Calgary, AB
8. Ottawa, ON
9. Banff, AB
10. Niagara Falls, ON



## Appendix – Hotel Performance Data Tables

Occupancy By Tier												
2012										2013		
Occupancy	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Upper	66.82%	71.95%	77.45%	83.60%	88.37%	82.46%	65.91%	48.43%	45.93%	37.48%	55.68%	63.11%
Mid	61.91%	67.86%	70.03%	73.96%	81.78%	69.25%	51.75%	41.99%	40.19%	36.13%	47.09%	58.55%
Lower	48.63%	52.20%	59.02%	60.56%	70.68%	55.99%	47.20%	36.80%	36.99%	34.04%	42.05%	43.40%
All	63.3	68.8	73.4	78.3	87.1	75.8	59.9	45.31	43.32	36.7%	51.78%	59.75%

Average Room Rate By Tier												
2012										2013		
ARR	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Upper	113.45	145.01	154.80	164.15	168.23	154.84	124.83	113.22	118.24	\$109.44	\$115.45	\$117.12
Mid	82.49	96.95	103.46	119.20	119.95	105.25	83.54	75.61	75.43	\$72.42	\$74.55	\$76.92
Lower	55.66	70.20	74.20	85.55	88.50	76.09	62.39	56.48	54.72	\$53.83	\$55.39	\$58.31
All	104.82	125.59	133.58	145.00	146.05	135.58	109.31	97.73	101.00	\$93.17	\$99.68	\$102.11

Revenue Per Available Room By Tier												
2012										2013		
RevPAR	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Upper	81.59	104.34	119.89	137.23	148.66	127.68	82.28	54.84	54.31	\$41.02	\$64.28	\$73.91
Mid	51.07	65.79	72.46	88.16	98.09	72.88	43.23	31.75	31.75	\$26.16	\$35.10	\$45.04
Lower	27.06	36.65	43.79	51.81	62.56	42.61	29.45	20.79	20.24	\$18.32	\$23.29	\$25.31
All	66.38	86.45	98.07	113.49	123.87	102.78	65.41	44.48	43.75	\$34.20	\$51.62	\$61.02

Source: The accommodation statistics and graphs presented on this page were prepared by Chemistry Consulting Group Inc. based on Victoria Tourism Bulletin data. No individual property data has been shared with third parties. Quotations and reproductions of these statistics are permitted with credit to Chemistry Consulting Group.

## Appendix – Hotel Performance Data Tables

Occupancy By Location		2012								2013		
Occupancy	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Downtown/Inner Harbour	68.11%	72.23%	76.89%	82.96%	87.77%	80.90%	63.78%	46.54%	44.50%	37.77%	54.22%	64.21%
Suburban	47.89%	57.34%	59.58%	62.92%	78.99%	61.92%	48.81%	41.20%	37.80%	28.98%	40.04%	46.75%
Gorge Road/ Esquimalt	50.81%	64.97%	70.98%	73.50%	79.55%	68.57%	51.96%	39.82%	36.25%	34.76%	51.80%	52.65%
Saanich Peninsula/ Sidney	55.04%	59.86%	64.99%	58.83%	68.46%	59.13%	48.43%	44.45%	45.49%	39.43%	48.93%	49.63%

Average Room Rate By Location		2012								2013		
ARR	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Downtown/Inner Harbour	110.41	135.24	143.29	152.93	157.23	145.60	116.14	103.80	107.64	\$99.73	\$104.94	\$106.69
Suburban	88.58	99.18	109.86	115.33	110.55	101.55	88.47	83.47	81.68	\$78.89	\$90.51	\$96.42
Gorge Road/ Esquimalt	58.82	70.95	73.91	88.29	90.93	73.46	62.87	57.47	55.20	\$53.00	\$55.80	\$56.79
Saanich Peninsula/ Sidney	98.64	107.19	113.51	138.05	130.64	121.24	98.22	93.25	94.42	\$78.96	\$95.42	\$97.25

Revenue Per Available Room By Location		2012								2013		
RevPAR	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Downtown/Inner Harbour	75.20	97.69	110.17	126.87	138.00	117.79	74.07	48.31	47.90	\$37.67	\$56.90	\$68.50
Suburban	42.42	56.88	65.46	72.57	87.32	62.88	43.18	34.38	30.87	\$22.86	\$36.24	\$45.08
Gorge Road/ Esquimalt	29.89	46.09	52.47	64.89	72.33	50.37	32.66	22.89	20.01	\$18.42	\$28.91	\$29.90
Saanich Peninsula/ Sidney	54.29	64.17	73.77	81.21	89.43	71.69	47.56	41.45	42.95	\$31.14	\$46.69	\$48.27

Source: The accommodation statistics and graphs presented on this page were prepared by Chemistry Consulting Group Inc. based on Victoria Tourism Bulletin data. No individual property data has been shared with third parties. Quotations and reproductions of these statistics are permitted with credit to Chemistry Consulting Group.

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## Visitor Arrivals to Victoria – Booking Type Definitions

Independent Travellers	
Leisure	Room nights used by independent leisure travellers
Long stay	Room nights used by guests staying more than 7 days (leisure and business)
Corporate	Room nights used by independent corporate business travellers
Government	Room nights used by independent government business travellers (federal, provincial or local government)
Tour & Travel	Room nights used by independent travellers where tour operators make booking on behalf of guests
Group Travellers	
Association	Room nights used by travellers who are attending association-based conferences, board committee meetings, etc. where rooms are booked as a block
Corporate	Room nights used by group corporate business travellers
Government	Room nights used by group government business travellers
Incentive	Room nights used by group travellers as part of incentive programs where rooms are booked as a block
Sports Teams	Room nights used by school, amateur, or professional sports groups
Tour & Travel	Room nights used by group travellers where tour operators make booking on behalf of group
Other	Room nights used by specific group types other than those listed above

Social media data gathered by Lux Insights (2013). 150 social media postings about Victoria, B.C. by travellers and residents were randomly collected through sites such as Addictomatic and Trend Tracker. Attitudes, top content and hashtags were calculated based on the sample.



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