



NORTHERN BRITISH COLUMBIA REGIONAL PROFILE

BUILDING TOURISM WITH INSIGHT

November 2008



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 increases in the number of overnight entries from visitors from the United States (U.S.) (up 25.8% from 2006) and overseas visitors (up 46.6% from 2006). American visitors comprise 88.4% of all international visitors to the region. Overall, there was an increase of 27.9% 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 8.8%, from 2000 to 2007.
- Prince Rupert and Stewart comprise the vast majority of total regional customs entries volume (71.0% and 28.7%, respectively). Stewart was the entry point for the greatest number of overseas visitors to the region, with 50.7% of the 17,130 overseas custom entries. Prince Rupert provided the entry point for the greatest percentage of U.S. visitors to the region, with 73.9% of the 130,900 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.
- Increases from 2006 were reported for both Prince George and Prince Rupert (48.1% and 52.9% respectively), however, volumes to Stewart declined by 9.1% (compared to 2006).

2007 Customs Entries for Northern British Columbia and British Columbia

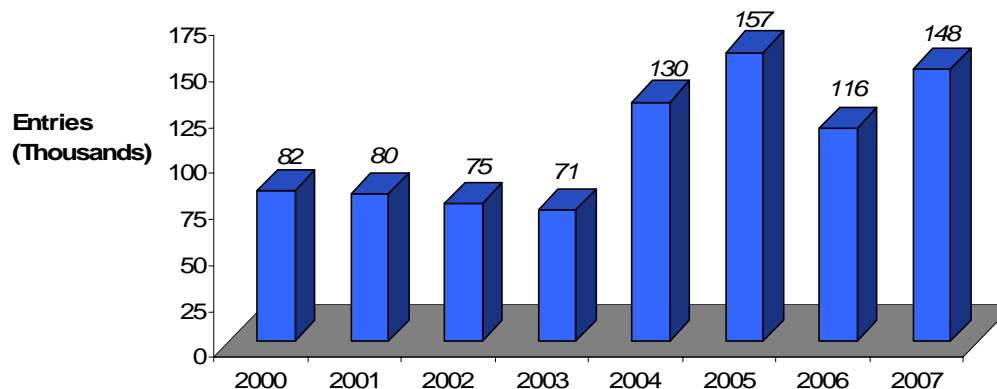
Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Northern British Columbia U.S. Total*	3,728	42,641	80,166	4,365	130,900
% change	-21.7%	35.2%	28.1%	-15.9%	25.8%
Northern British Columbia Overseas Total*	194	4,845	11,925	166	17,130
% change	45.9%	45.2%	48.7%	-15.3%	46.6%
Northern British Columbia International Total*	3,922	47,486	92,091	4,531	148,030
% change	-19.8%	36.1%	30.5%	-15.9%	27.9%
Provincial International Overnight	736,233	1,332,293	2,016,627	752,056	4,837,209
Provincial % change**	1.9%	0.9%	-1.8%	-3.6%	-0.8%

Source: Statistics Canada

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

**All % change figures are for changes from same period of 2006.

Northern British Columbia Customs Entries 2000 - 2007



Source: Statistics Canada

VISITOR CENTRES

- A total of 119,572 visitor parties visited the Visitor Centres (VCs) in the region in 2007, representing 7.2% of those visiting VCs province-wide. The months of June, July, and August combined, represented 70.1% of total parties to the region in 2007. The number of visitor parties for the region peaked in July of 2007 (31,746).
- Provincially, Visitor Centre usage declined 0.2% from 2006. VC usage in Northern British Columbia did not follow this trend, as visitor parties to the region increased by 4.4% compared to 2006; however, decreases for the same period of 2006 were evident in the first and fourth quarters.
- From 2000 to 2007, visitation to Northern British Columbia VCs averaged a decline of 1.1% 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.

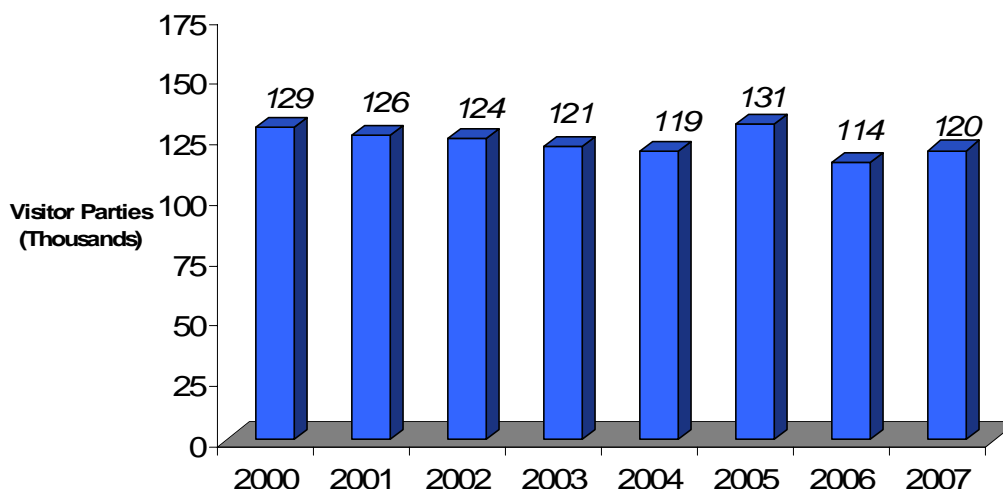
2007 Visitor Centre Visitor Parties – Northern British Columbia and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Northern British Columbia	5,221	36,596	71,764	5,991	119,572
% change	(13.7%)	8.6%	5.1%	(7.3%)	4.4%
BC Total	185,491	451,197	845,269	188,250	1,670,207
% change	(3.9%)	4.4%	0.4%	(8.8%)	(0.2%)

Source: Tourism British Columbia

*All % change figures are for changes from same period of 2006.

Northern British Columbia Visitor Centre Use 2000 – 2007



Source: Tourism British Columbia

Accommodation Indicators

ACCOMMODATION TYPE AND CAPACITY

- Of the 2,273 fixed-roof accommodation properties listed in the *2008 British Columbia Approved Accommodation Guide*, 188 or 8.3% are located in the Northern British Columbia tourism region.
- Motels are the strongest accommodation product in the region by type, with 29.8% of all regional accommodation properties classified into this category. Provincially 10.6% of all motels and 10.6% of all hotels are located in the Northern British Columbia region. Hotels comprise 58.7% of regional capacity. Hotels and motels combined account for 57.4% of all properties in the region and 91.9% of all regional accommodation capacity.

Fixed-Roof Accommodation Facilities – Northern British Columbia and BC

	Northern BC	BC	% of Provincial Total
Number of Facilities			
Inns and B&Bs	54	890	6.1%
Cabins	5	62	8.1%
Hotels	52	489	10.6%
Motels	56	527	10.6%
Resorts and Lodges	10	105	9.5%
Cottages	4	97	4.1%
Other*	7	103	6.8%
Total	188	2,273	8.3%
Number of Units			
Inns and B&Bs	260	3,595	7.2%
Cabins	28	433	6.5%
Hotels	3,384	50,200	6.7%
Motels	1,914	16,381	11.7%
Resorts and Lodges	129	3,529	3.7%
Cottages	15	689	2.2%
Other*	35	829	4.2%
Total	5,765	75,656	7.6%

Source: 2008 British Columbia Approved Accommodation Guide, Tourism British Columbia

*Includes hostels, houseboats, houses and guest suites.

ROOM REVENUE

- In 2007, total room revenue in the region increased 4.2% compared to 2006, totalling \$141 million. The region's 2007 room revenue total accounted for 7.2% of total provincial room revenue for the year. Room revenue in the region exhibited continuous growth from 2000 to 2007, with an average annual growth rate of 8.1%.

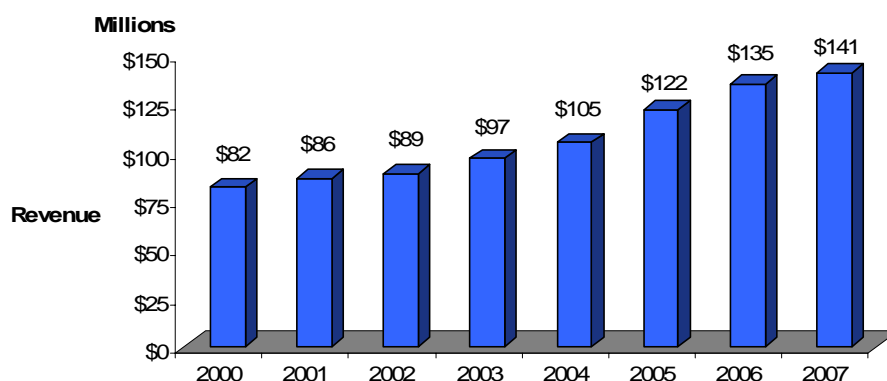
2007 Room Revenue – Northern British Columbia and BC (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Northern British Columbia	31,493	33,530	45,727	30,222	140,972
% change*	3.9%	2.4%	5.5%	4.5%	4.2%
BC Total	414,490	488,139	698,852	364,802	1,966,282
% change*	12.8%	7.2%	5.9%	7.4%	7.9%
% of BC Total	7.6%	6.9%	6.5%	8.3%	7.2%

Source: BC STATS

*All % change figures are for changes from same period of 2006.

Northern British Columbia Room Revenue 2000 – 2007



Source: BC STATS

- All Regional Districts posted room revenue growth in 2007, compared to 2006, with the exception of Peace River/Northern Rockies (down 7.1%). However, the Peace River/Northern Rockies District generated nearly half (47.9%) of the region's room revenue and 3.4% of the provincial total. Fraser-Fort George generated 28.1% of the region's room revenue and 2% of the provincial total. The greatest increase over 2006 was seen in the Skeena-Queen Charlotte District (35.7%).

2007 Northern British Columbia Room Revenue by Regional District** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Skeena-Queen Charlotte	1,684	4,700	8,972	1,748	17,104
% change*	24.0%	36.2%	40.1%	25.5%	35.7%
Kitimat-Stikine	1,923	2,939	3,992	2,310	11,164
% change*	22.4%	20.2%	21.5%	14.6%	19.8%
Bulkley-Nechako/Stikine	2,021	2,963	4,557	2,848	12,389
% change*	12.1%	20.5%	19.7%	22.1%	19.1%
Fraser-Fort George	7,917	9,924	12,529	9,196	39,566
% change*	13.5%	2.8%	6.8%	19.8%	9.8%
Peace River/ Northern Rockies	19,238	14,369	18,493	15,356	67,457
% change*	-1.9%	-10.1%	-10.7%	-6.0%	-7.1%

Source: BC STATS

*All % change figures are for changes from same period of 2006.

** 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.

- All urban centres posted room revenue growth in 2007, compared to 2006, with the exception of Fort St. John (declined 16.8%). Prince Rupert and Smithers witnessed the greatest increase in room revenue (at 30.3% and 30.1% respectively). Of the urban centres, Prince George generated 20.7% of regional room revenue, followed by Fort St. John at 16.4% of regional room revenue. Prince George generated 1.5% of provincial room revenue and Fort St. John 1.2%.

2007 Northern British Columbia Room Revenue by Urban Centre** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Prince George	5,794	7,663	8,633	7,147	29,238
% change*	8.9%	0.5%	9.4%	18.6%	8.9%
Prince Rupert	1,420	2,237	3,985	1,439	9,080
% change*	22.4%	23.7%	38.2%	28.5%	30.3%
Smithers	1,004	1,487	2,434	1,509	6,434
% change*	22.9%	28.7%	31.0%	35.1%	30.1%
Fort St. John	8,354	4,923	5,255	4,593	23,126
% change*	0.5%	-13.9%	-29.7%	-26.8%	-16.8%
Terrace	1,153	1,741	1,991	1,441	6,326
% change*	20.7%	19.6%	13.2%	12.5%	16.1%
Dawson Creek	3,079	2,114	3,514	3,833	12,541
% change*	-2.4%	-35.2%	13.2%	50.8%	3.9%

Source: BC STATS

*All % change figures are for changes from same period of 2006.

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

HOTEL OCCUPANCY RATES

- In 2007, hotel occupancy rates in British Columbia averaged 67%, a 1.3 percentage point increase over 2006. Annual hotel occupancy rates in Prince George for 2007 showed a minor increase of 0.7 percentage points over 2006.

2007 Hotel Occupancy Rates Northern British Columbia and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
British Columbia	59.4%	71.3%	80.2%	57.2%	67.0%
point change*	2.0	1.2	0.8	1.2	1.3
Prince George	65.9%	75.5%	71.7%	62.1%	68.8%
point change*	4.8	0.5	-2.8	0.1	0.7

Source: Pannell Kerr Forster Consulting

*All point change figures are for changes from same period of 2006.

AVERAGE DAILY ROOM RATES

- Provincial average daily room rates grew by 5.6% to \$128.72 in 2007, compared to 2006. In 2007, annual average daily room rates for Prince George increased by 4.6%.

2007 Average Daily Room Rates – Northern British Columbia and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
British Columbia	\$120.04	\$128.44	\$146.94	\$119.46	\$128.72
% change*	6.4%	4.2%	4.8%	7.3%	5.6%
Prince George	\$92.53	\$95.22	\$98.02	\$98.38	\$96.04
% change*	3.4%	1.7%	4.4%	8.9%	4.6%

Source: Pannell Kerr Forster Consulting

*All % change figures are for changes from same period of 2006.

Transportation Indicators

REGIONAL TRANSPORTATION STATISTICS

- Over six hundred thousand passengers traveled through the three airports in the Northern British Columbia tourism region in 2007. 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 2007 as compared to 2006, with the greatest increase occurring at the Smithers Airport (up 22.4% over 2006).

2007 Northern British Columbia Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Smithers Airport	15,088	18,624	23,521	21,201	78,434
% change*	1.2%	21.6%	33.7%	30.2%	22.4%
Prince George Airport	99,012	103,418	97,996	106,874	407,300
% change	-3.9%	4.5%	6.8%	6.1%	3.3%
Fort St. John Airport (North Peace)	30,755	29,710	27,312	31,537	119,314
% change*	3.4%	4.9%	1.8%	0.5%	2.6%

Source: Regional airport authorities

*All % change figures are for changes from same period of 2006.

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 11.7% in 2007. The third quarter showed the strongest increase over the same period in 2006 (up 24.1%).
- Passenger volume on the Northern British Columbia routes declined from 2000 to 2003 and despite an increase in volume in 2004 and 2007, there was an average annual decline of 3.2% in passenger volume from 2000 to 2007.

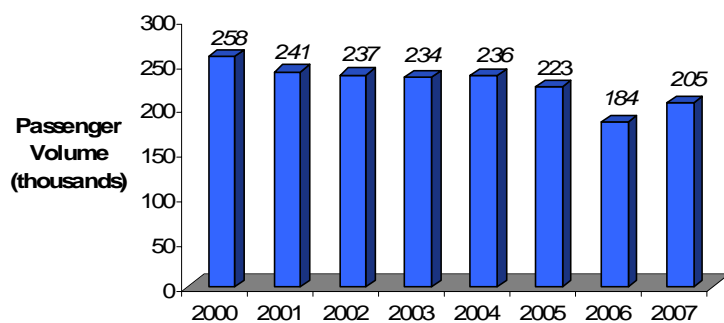
2007 BC Ferries Passenger Volume on Northern British Columbia Routes

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Northern British Columbia	32,278	51,544	86,781	34,451	205,054
% change* (Rts 10, 11 & 26)	1.9%	8.7%	24.1%	-0.5%	11.7%

Source: British Columbia Ferry Services Inc.

*All % change figures are for changes from same period of 2006.

Passenger Volume on BC Ferries' Northern British Columbia Routes 2000-2007



Source: British Columbia Ferry Services Inc.

Regional Tourism Products

CONFERENCE DELEGATE DAYS

- Information on the Prince George Civic Centre for 2007 indicates a total of 109,061 participants attending events, a 5.3% increase over 2006; and 14,676 non-resident delegates attending events taking place in the centre, a significant increase of 30.5% over 2006.
- The volume for all participants and non-residents is highest during the first quarter.

2007 Northern British Columbia Delegate Days

Prince George Civic Centre	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Total Event Participant Days*	37,816	26,247	25,203	19,795	109,061
% Change***	26.8%	2.0%	38.5%	-33.7%	5.3%
Non Resident Delegate Days**	6,660	3,270	890	3,856	14,676
% Change***	245.1%	-27.1%	-78.0%	388.1%	30.5%

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 2006.

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 BC

	Northern BC (# of businesses)	BC Total (# of businesses)	% of BC Total
Lodge-Based			
Destination Lodges	18	95	19.2%
Guest Ranches	11	71	16.0%
Guide Outfitters	111	236	47.0%
Freshwater (FW) - Based			
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%
Marine/Saltwater (SW) - Based			
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%
Land - Based			
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%
Total	401	2,193	18.3%

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 2007 the Port of Prince Rupert received 60 cruise ship calls and 98,519 passengers. Both passenger volumes and the numbers of vessels significantly increased compared to 2006. Passenger volumes increased by 54.8% over 2006 and the number of vessels increased by 87.5% (up from 32 to 60 vessels in 2007).
- The increase in volume for the 2007 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 2007 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.

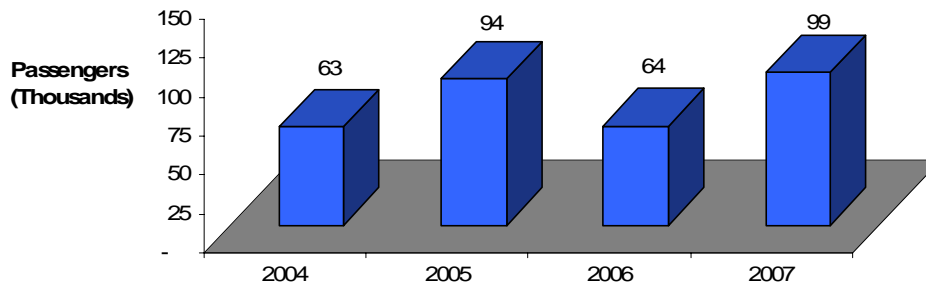
2007 Prince Rupert Cruise Ship Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2007
Passengers	0	39,484	59,035	0	98,519
% change*	no change	62.5%	57.8%	no change	54.8%

Source: Prince Rupert Port Authority

* All % change figures reflect change since 2006

2004 - 2007 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
Origin of Angler			
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%
Number of Trips Made to BC in 2005*			
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 145 runs, representing 8.3% of the province's ski runs.
- Ski & Ride Smithers (Hudson Bay Mountain), 20 minutes outside of the community of Smithers, is the region's largest facility with 34 runs, Shames Mountain Ski Resort follows with 28 runs.

2007 Northern British Columbia Ski Facilities

Ski Hill	Total Runs	% of Province (1755 runs)
All Northern British Columbia	145	8.3%
Murray Ridge Ski Hill	22	1.3%
Powder King Ski Resort	24	1.4%
Purden Ski Village	25	1.4%
Shames Mountain Ski Resort	28	1.6%
Hudson Bay Mountain (Ski & Ride Smithers)	34	1.9%
Tabor Mountain Ski Resort	12	0.7%

Source: Northern BC Tourism

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 893 provincial parks, protected areas, recreation areas, or ecological reserves, covering 13.8% of the total provincial land base (13.09 million hectares). This network includes 340 vehicle accessible campgrounds offering a variety of facilities, including 11,760 campsites and 7,000 kilometres of hiking trails.
- A total of 14.1% 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.

2007 Park and Camping Facilities – Northern British Columbia and BC

	Northern British Columbia	BC	
Provincial Parks			% of Provincial Total
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%
Total Camp Sites*	1,658	11,760	14.1%
National Parks			% of National Total
Number of Parks	1	7	14.3%
Front Country Camping	0	15	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	10	0.0%
Cabins/Huts	0	8	0.0%
Back Country Campsites	0	206	0.0%
Total Camp Sites**	0	1,268	0.0%
Private and Municipal Parks***			% of Private/Municipal Total
Number of Parks	67	489	13.7%
Total Camp Sites	2,402	25,426	9.4%

Source: BC Parks; Parks Canada and *2008 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 provincial parks.

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

***Only includes facilities listed in the *2008 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	Average Yearly Snowfall	Average Yearly Rainfall	Average Yearly Sunshine
	(°C)	(cm)	(mm)	(hr)
Prince Rupert	7.1	126.3	2,468.5	1,229.1
Terrace	6.3	375.4	970.1	1,471.2
Kitimat	6.8	423.9	1,766.7	1,415.2
Fort St. John	2	185.6	312.6	2,164.8
Prince George	4	216.1	418.9	1,932.7

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 BC

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

	Northern British Columbia	BC	% of Provincial Total
Age			
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%
Average Annual Earnings			Diff btwn regional & provincial earnings
All persons with reported income	\$28,044	\$25,722	\$2,322
Only persons reporting full-time/full year	\$46,255	\$42,230	\$4,025
Labour Force*			Diff btwn regional & provincial rates
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

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