



Dawson Creek Community Tourism Statistical Review

2005 Year in Review

**Tourism Dawson Creek
Administration
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	Jan-05	Feb-05	Mar-05	1st Qtr.	Apr-05	May-05	Jun-05	2nd Qtr	Jul-05	Aug-05	Sep-05	3rd Qtr	Oct-05	Nov-05	Dec-05	4th Qtr	YTD 2005
Dawson Creek VIC																	
Administration																	
# of Hours	120	120	132	372	218	307	341	866	341	341	228	910	148	147	145	440	2,588
% change 05/04	9%	-2%	-2%	1%	15%	-6%	3%	2%	1%	1%	10%	3%	8%	23%	10%	13%	4%
# of phone calls	92	90	47	229	100	182	291	573	373	284	145	802	62	81	64	207	1,811
% change 05/04	56%	14%	-36%	8%	18%	14%	58%	34%	39%	3%	1%	17%	-11%	31%	-10%	2%	18%
# of mail/fax/email enquiries	93	108	380	581	596	444	133	1,173	277	122	84	483	82	218	69	369	2,606
% change 05/04	-46%	-60%	485%	15%	1511%	1332%	923%	1348%	159%	16%	71%	85%	61%	395%	-48%	63%	143%
# of parties	173	276	131	580	347	1,162	2,657	4,166	2,671	2,031	653	5,355	158	131	118	407	10,508
% change 05/04	32%	42%	-50%	-1%	-30%	-29%	-31%	-30%	-39%	-36%	-46%	-39%	-52%	-41%	-35%	-44%	-35%
# of visitors	238	455	206	899	656	2,402	6,583	9,641	6,036	4,592	1,343	11,971	321	275	207	803	23,314
% change 05/04	35%	76%	-51%	5%	-27%	-26%	-30%	-29%	-42%	-37%	-44%	-41%	-44%	-9%	-23%	-30%	-35%
# of buses	0	1	0	1	0	4	17	21	16	17	3	36	1	0	0	1	59
% change 05/04	-100%	#DIV/0!	#DIV/0!	-50%	-100%	33%	-51%	-50%	-45%	-29%	-57%	-40%	-50%	-100%	#DIV/0!	-83%	-46%
Visitor Origin																	
Local Resident	103	133	78	314	132	201	155	488	251	226	125	602	61	78	80	219	1,623
% change 05/04	30%	25%	-48%	-7%	-34%	-23%	-44%	-34%	-22%	-22%	-3%	-19%	-36%	-21%	-30%	-29%	-24%
BC	33	74	12	119	52	99	122	273	164	189	78	431	22	16	11	49	872
% change 05/04	65%	100%	-79%	5%	-42%	-13%	-12%	-20%	-43%	-19%	-50%	-28%	-63%	-67%	-50%	-62%	-27%
Alberta	27	40	16	83	45	82	117	244	151	125	49	325	21	15	8	44	696
% change 05/04	23%	82%	-45%	14%	-27%	3%	-33%	-23%	-45%	-55%	-49%	-50%	-56%	-50%	-67%	-57%	-39%
Other Canada	2	19	5	26	13	64	290	367	322	264	50	636	7	8	9	24	1,053
% change 05/04	-60%	19%	-38%	-10%	-61%	-67%	-61%	-62%	-66%	-63%	-77%	-66%	-80%	-47%	-31%	-62%	-64%
Washington	0	0	0	0	7	19	43	69	23	32	8	63	0	0	0	0	132
% change 05/04	-100%	#DIV/0!	-100%	-100%	#DIV/0!	-32%	-20%	-16%	-73%	-30%	-67%	-59%	-100%	-100%	#DIV/0!	-100%	-47%
California	0	0	1	1	4	32	81	117	46	29	2	77	0	0	0	0	195
% change 05/04	#DIV/0!	#DIV/0!	-50%	-50%	-64%	-29%	-36%	-36%	-55%	-62%	-93%	-63%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-50%
Other US/Mexico	6	5	17	28	74	554	1,621	2,249	1,529	920	227	2,676	30	10	6	46	4,999
% change 05/04	200%	-50%	55%	22%	-13%	-21%	-17%	-18%	-23%	-13%	-18%	-19%	-35%	-62%	-14%	-42%	-19%
Europe	2	5	2	9	15	80	181	276	166	211	96	473	13	1	1	15	773
% change 05/04	0%	67%	100%	50%	50%	-53%	-48%	-48%	-59%	-51%	-62%	-57%	-61%	-67%	0%	-59%	-53%
Asia/Australia	0	0	0	0	3	18	29	50	15	30	15	60	2	0	3	5	115
% change 05/04	#DIV/0!	#DIV/0!	-100%	-100%	50%	-36%	4%	-14%	-67%	-36%	-42%	-50%	-33%	#DIV/0!	#DIV/0!	67%	-37%
Other	0	0	0	0	0	10	10	20	4	5	2	11	2	0	0	2	33
% change 05/04	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-29%	233%	18%	-60%	0%	#DIV/0!	-27%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3%
Nights in Community																	
Same day	31	56	22	109	125	508	1,123	1,756	1,174	966	373	2,513	76	32	28	136	4,514
% change 05/04	24%	33%	-45%	2%	-18%	-14%	-32%	-26%	-38%	-43%	-35%	-40%	-37%	-48%	-18%	-37%	-34%
1	18	34	12	64	51	340	1,070	1,461	1,007	640	132	1,779	7	3	2	12	3,316
% change 05/04	56%	50%	-217%	2%	-96%	-82%	-54%	-62%	-79%	-46%	-177%	-74%	-814%	-833%	-600%	-783%	-70%
2	12	7	1	20	17	59	211	287	117	82	4	203	2	1	0	3	513
% change 05/04	33%	-46%	-93%	-44%	13%	-49%	-10%	-21%	-54%	-54%	-92%	-58%	-89%	-92%	-100%	-92%	-44%
3	3	14	6	23	1	16	37	54	34	32	2	68	3	3	1	7	152
% change 05/04	#DIV/0!	1300%	200%	667%	-83%	-48%	54%	-11%	-55%	-49%	-96%	-63%	-81%	0%	-50%	-67%	-44%
4-6 (1 week)	3	17	4	24	2	23	32	57	75	47	10	132	5	4	3	12	225
% change 05/04	-63%	467%	-71%	-4%	-88%	92%	45%	14%	178%	104%	-68%	63%	-44%	-73%	-50%	-60%	21%
7-13 (2 weeks)	1	0	0	1	3	1	3	7	6	14	4	24	0	0	1	1	33
% change 05/04	-50%	-100%	-100%	-92%	200%	-80%	50%	-13%	200%	600%	-20%	167%	-100%	-100%	-67%	-83%	-6%
14+	2	4	1	7	5	8	18	31	7	23	3	33	4	7	2	13	84
% change 05/04	#DIV/0!	0%	0%	40%	400%	#DIV/0!	1700%	1450%	75%	2200%	#DIV/0!	560%	100%	133%	0%	86%	342%

	Jan-05	Feb-05	Mar-05	1st Qtr.	Apr-05	May-05	Jun-05	2nd Qtr	Jul-05	Aug-05	Sep-05	3rd Qtr	Oct-05	Nov-05	Dec-05	4th Qtr.	YTD 2005
Transportation - Dawson Creek																	
Dawson Creek Regional Airport - Total Passengers	1727	1625	1709	5061	1693	1601	1235	4529	1287	803	932	3022	878	668	1071	2617	15229
% change 05/04	40%	-13%	40%	17%	125%	48%	-19%	46%	2%	-87%	-34%	-38%	-45%	-59%	-41%	-93%	-10%
Dawson Creek Regional Airport - Local Movements	4	52	100	156	105	324	318	747	136	250	204	590	182	34	18	234	1727
% change 05/04	0%	1200%	355%	420%	775%	800%	3080%	92%	258%	2400%	1357%	852%	1720%	-11%	350%	350%	755%
Dawson Creek Regional Airport - Itinerant Movements	348	489	520	1357	511	613	580	1704	647	590	569	1806	504	391	374	1269	6136
% change 05/04	32%	48%	27%	35%	43%	59%	8%	33%	8%	37%	77%	0%	33%	2%	2%	12%	29%

Attractions																	
Art Gallery - gift shop revenue	\$ 1,827.60	\$ 1,835.13	\$ 1,565.39	\$ 5,228.12	\$ 2,324.52	\$ 3,676.62	\$ 12,414.09	\$ 18,415.23	\$ 17,567.74	\$ 9,861.97	\$ 4,938.56	\$ 32,368.27	\$ 32,368.27	\$ 2,945.17	\$ 11,057.81	\$ 20,282.86	\$ 76,294.48
% change 05/04	177%	179%	33%	110%	13%	-34%	-1%	-9%	17%	-11%	27%	8%	46%	-1%	40%	25%	11%
Tourism Dawson Creek VIC - gift shop revenue	\$ 167.31	\$ 231.16	\$ 420.64	\$ 819.11	\$ 2,170.00	\$ 12,941.73	\$ 27,880.78	\$ 42,992.51	\$ 31,906.09	\$ 21,677.10	\$ 6,499.56	\$ 60,082.75	\$ 1,669.11	\$ 1,106.60	\$ 943.93	\$ 3,719.64	\$ 107,614.01
% change 05/04	-36%	-31%	-31%	-32%	42%	4%	-21%	-13%	1%	7%	-20%	1%	17%	115%	22%	37%	-5%
Pioneer Village - Donations				0		\$ 107.79	\$ 2,469.94	\$ 2,577.73	\$ 2,013.94	\$ 1,415.40	\$ -	\$ 3,429.34				\$ -	\$ 6,007.07
% change 05/04				0		-72%	-31%	-35%	-50%	-34%	#DIV/0!	-45%					-41%
Station Museum - Donations	\$ 15.00	\$ 12.00	\$ 81.00	\$ 108.00	\$ 116.00	\$ 1,072.00	\$ 3,597.00	\$ 4,785.00	\$ 2,854.50	\$ 2,854.50	\$ 921.00	\$ 6,630.00	\$ -	\$ 197.38	\$ 36.50	\$ 233.88	\$ 11,756.88
% change 05/04	#DIV/0!	-76%	103%	21%	-80%	86%	58%	40%	34%	85%	71%	57%	-100%	1310%	-4%	12%	48%

Caravans and Bus Tours																	
Caravans and Bus Tours - Tourism Dawson Creek hosts	0	0	0	0	0	0	21	21	16	1	0	17	0	0	0	0	38
% change 05/04	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-100%	-100%	-5%	-14%	-25%	0%	#DIV/0!	-19%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-18%
Number of program participants	0	0	0	#DIV/0!	0	0	764	764	594	0	0	594	#DIV/0!	0	0	0	2717
% change 05/04	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-100%	-100%	3%	-7%	-16%	#DIV/0!	#DIV/0!	-32%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-15%

Attractions - Attendance																	
Pioneer Village - gate attendance						228	3494	5727	2866	1717	0	4583				0	10310
% change 05/04						-50%	-33%	-25%	-40%	-14%	#DIV/0!	-32%					-28%
Real McCoy Carriage Tour - rider ship							465	465	386	99	0	485					950
% change 05/04							225%	225%	-18%	90%	#DIV/0!	-7%					43%

Unadjusted Room Revenue - BC Stats																	
Dawson Creek	\$ 613,249.38	\$ 827,765.00	\$ 881,073.50	\$ 2,322,087.88	\$ 552,597.38	\$ 567,000.00	\$ 721,000.00	\$ 1,840,597.38	\$ 795,000.00	\$825,000.00	\$816,000.00	\$ 2,436,000.00	\$ 863,000.00	\$ 887,000.00	\$ 679,000.00	\$ 2,429,000.00	\$ 9,027,685.26
% change 05/04	38%	39%	18%	30%	52%	42%	23%	36%	17%	40%	35%	30%	32%	36%	40%	36%	33%

Dawson Creek Accommodations																	
Mile 0 Campground sites rented						405	1262	1667	1596	995	531	3122					4789
% change 05/04 sites rented						-10%	-6%	-7%	8%	14%	70%	17%					8%
% of facility rented = # of sites rented/(# of days in Month X # of Sites)						17%	56%	36%	69%	43%	24%	46%					42%