

An Estimate of 2008 Tourism Volume and Direct Expenditures in Terrace, British Columbia

Estimates of Visitors

Type of Visitor	Volume of Visitors
Fixed Roof (Hotels, Motels, B&B)	
Leisure	35,800
Business	33,600
RV & Campground	5,100
Total Visitors in Commercial Accommodations	74,500
Visiting Friends & Relatives (VFR)	14,300
Day Visitors	171,200
Overall Visitation	260,000

Estimates of Direct Visitor Expenditures

Type of Visitor	# Visitors	Average length of stay (days)	Average total spend (\$) per visitor per trip	Totals (\$)
Leisure (commercial accommodation)	40,900	2.8	\$200	\$8,320,000
Business	33,600	3.3	\$420	\$14,110,000
Visiting Friends & Relatives (VFR)	14,300	4.0	\$180	\$2,530,000
Day Visitors	171,200		\$80	\$13,300,000
Annual Direct Visitor Expenditures				\$38,260,000

***NOTE:** The Contribution of Tourism figures presented above provide estimates of the size and value of the local tourism industry. They are prepared largely from information collected from tourism businesses within the community and are limited to the quality of that data collection. These estimates are only applicable to the time period and community for which the data was collected for. These values should not be applied to other years or communities.*These values additionally do not include Fishing Lodges, as travellers purchase packages where accommodation is not split out from the total cost.*