



REGIONAL PROFILE

BUILDING TOURISM WITH INSIGHT

NORTHERN BRITISH COLUMBIA

July 2007



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 U.S. visitors (down 25% from 2005) and overseas visitors (down 35.8% from 2005). American visitors comprise 89.9% of all international visitors to the region. Overall, there was a decrease of 26.3% for all international entries to the region.
- Total international customs entries to the region had been steadily declining between 2001 and 2003; 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 5.9%, from 2000 to 2006.
- Prince Rupert and Stewart comprise the vast majority of total regional customs entries volume (59.4% and 40.3%, respectively). Stewart was the entry point for the greatest number of overseas visitors to the region, with 55.9% of the 11,685 overseas custom entries. Prince Rupert provided the entry point for the greatest percentage of U.S. visitors to the region, with 61.1% of the 104,065 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.

2006 Customs Entries for Northern British Columbia (NBC) and British Columbia (BC)

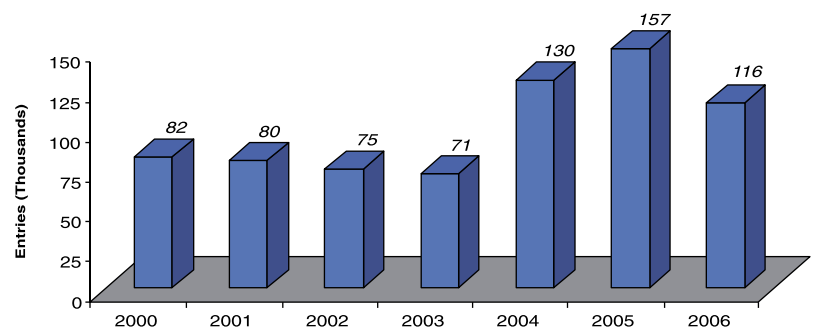
Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
NBC U.S. Total*	4,759	31,550	62,566	5,190	104,065
% change	1.7%	-19.9%	-29.7%	-9.1%	-25.0%
NBC Overseas Total*	133	3,336	8,020	196	11,685
% change	-20.4%	-13.4%	-42.5%	-20.6%	-35.8%
NBC International Total*	4,892	34,886	70,586	5,386	115,750
% change	1.0%	-19.3%	-31.5%	-9.6%	-26.3%
Provincial International Overnight	722,780	1,320,442	1,990,081	777,293	4,810,596
Provincial % change**	-6.2%	2.0%	-1.9%	-1.8%	-1.5%

Source: Statistics Canada

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

**All % change figures are for changes from same period of 2005.

Northern British Columbia Customs Entries 2000 - 2006



Source: Statistics Canada

- Decreases from 2005 were reported for all entry points (Prince George, Prince Rupert and Stewart). The greatest decreases from 2005 were in Prince Rupert (35.2%) and Prince George (33.6%). The significant decrease at Prince Rupert is due to a 35.3% decrease in U.S. visitors and specifically, U.S. visitors from cruise ships (please see the Cruise section of this report for more information).

VISITOR CENTRES

- A total of 114,493 visitor parties visited the Visitor Centres (VCs) in the region in 2006, representing 6.8% of those visiting VCs province-wide. The months of June, July, and August combined, represented 67.7% of total parties to the region in 2006. The number of visitor parties for the region peaked in July of 2006 (28,950).
- Provincially, Visitor Centre usage declined 2.7% from 2005; VC usage in Northern British Columbia followed the same trend and significantly declined 12.3% relative to 2005. Decreases for the same period of 2005 were evident in all quarters.
- This decrease in regional VC usage is also reflected in a trend from 2000 to 2006, whereby visitation to Northern British Columbia VCs averaged a decline of 2.0% 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.

Accommodation Indicators

ACCOMMODATION TYPE AND CAPACITY

- Of the 2,743 fixed-roof accommodation properties listed in the *2007 British Columbia Approved Accommodation Guide*, 235 or 8.6% are located in the Northern British Columbia tourism region.
- Motels are the strongest accommodation product in the region by type, with 26.4% of all regional accommodation properties classified into this category. Provincially 10.7% of all motels are located in the Northern British Columbia region. Hotels comprise 50.6% of regional capacity. Hotels and motels combined account for 43.8% of all properties in the region and 89.6% of all regional accommodation capacity.

ROOM REVENUE

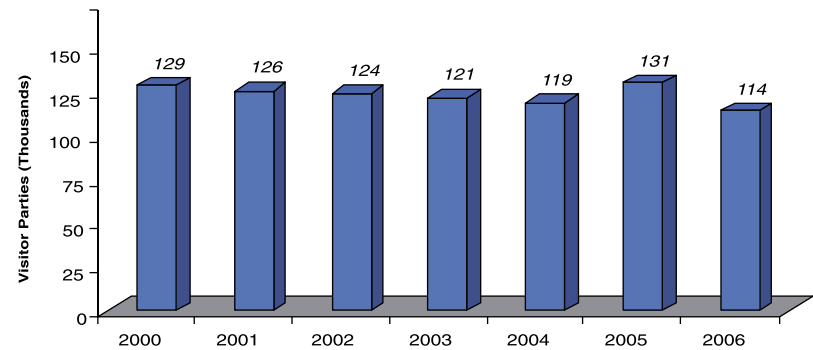
- In 2006, total room revenue in the region increased 10.7% compared to 2005, totalling \$135 million. The

2006 Visitor Centre Visitor Parties – Northern British Columbia and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Northern BC	6,047	33,705	68,277	6,464	114,493
% change	3.0%	-17.5%	-11.4%	-5.1%	-12.3%
BC Total	193,102	432,385	841,705	206,337	1,673,529
% change	-2.5%	-7.4%	-1.3%	2.0%	-2.7%

Source: Tourism British Columbia
*All % change figures are for changes from same period of 2005.

Northern British Columbia VC Use 2000 – 2006



Source: Tourism British Columbia

Fixed-Roof Accommodation Facilities – Northern British Columbia and BC

	Northern BC	BC	% of Provincial Total
Number of Facilities*			
Inns and B&Bs	51	924	5.5%
Lodges and Cabins	22	207	10.6%
Hotels	41	438	9.4%
Motels	62	578	10.7%
Resorts	3	56	5.4%
Cottages	9	180	5.0%
Other**	47	360	13.1%
Total	235	2,743	8.6%
Number of Units			
Inns and B&Bs	224	3251	6.9%
Lodges and Cabins	177	1,827	9.7%
Hotels	2853	44,157	6.5%
Motels	2200	17,702	12.4%
Resorts	26	3,157	0.8%
Cottages	61	1499	4.1%
Other**	96	1,857	5.2%
Total	5,637	73,450	7.7%

Source: *2007 British Columbia Approved Accommodation Guide*, Tourism British Columbia
*Facilities and units may be counted more than once due to properties with multiple facility types.
**Include condos, townhouses, ranches, hostels, houseboats, houses and apartments.

2006 Room Revenue - Northern British Columbia and BC (\$000s)

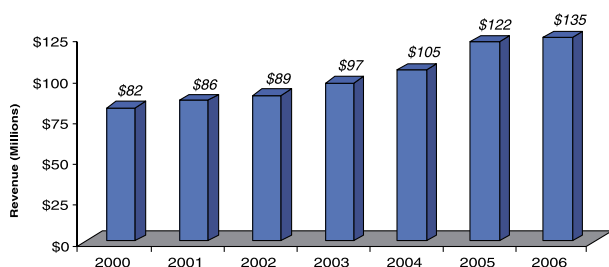
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Northern BC	30,306	32,733	43,348	28,915	135,303
% change*	-7.8%	21.8%	22.2%	7.3%	10.7%
BC Total	367,333	455,186	659,971	339,673	1,822,163
% change*	4.0%	11.4%	7.8%	7.5%	7.8%
% of BC Total	8.3%	7.2%	6.6%	8.5%	7.4%

Source: BC STATS
*All % change figures are for changes from same period of 2005.

region's 2006 room revenue total accounted for 7.4% of total provincial room revenue for the year. Room revenue in the region exhibited continuous growth from 2000 to 2006, with an average annual growth rate of 8.7%.

- All Regional Districts posted room revenue growth in 2006 compared to 2005. The greatest increase over 2005 was seen in the Peace River/Northern Rockies District (14.8%), which also generated over half (53.7%) of the region's room revenue and 4% of the provincial total. Fraser-Fort George generated 26.6% of the region's room revenue and 2% of the provincial total.
- All urban centres posted room revenue growth in 2006 compared to 2005, with the exception of Smithers (declined 1.9%). Dawson Creek witnessed the greatest increase in room revenue at 33.7%. Of the urban centres, Fort St. John generated 20.5% of regional room revenue followed by Prince George at 19.9% of regional room revenue. They each generated 1.5% of provincial room revenue.

Northern British Columbia Room Revenue 2000 – 2006 and BC



Source: BC STATS

HOTEL OCCUPANCY RATES

- In 2006, hotel occupancy rates in British Columbia averaged 65.9%, a 2.0 percentage point increase over 2005. Annual hotel occupancy rates in Prince George for 2006 showed a decrease of 3.2 percentage points over 2005.

AVERAGE DAILY ROOM RATES

- Provincial average daily room rates grew by 5.9% to \$123.11 in 2006, compared to 2005. In 2006, annual average daily room rates for Prince George increased 3.8%.

2006 Northern British Columbia Room Revenue by Regional District** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Skeena-Queen Charlotte	1,358	3,452	6,405	1,394	12,609
% change*	10.5%	-2.1%	3.8%	24.2%	4.7%
Kitimat-Stikine	1,571	2,445	3,286	2,016	9,318
% change*	-5.7%	6.4%	7.9%	16.8%	6.7%
Bulkley-Nechako/Stikine	1,803	2,459	3,809	2,332	10,403
% change*	-9.5%	-0.5%	6.6%	10.3%	2.5%
Fraser-Fort George	6,973	9,650	11,735	7,677	36,035
% change*	12.0%	6.6%	9.3%	7.1%	8.6%
Peace River/ Northern Rockies	19,603	15,986	20,700	16,342	72,632
% change*	-13.1%	47.8%	44.5%	5.1%	14.8%

Source: BC STATS

*All % change figures are for changes from same period of 2005.

** 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.

2006 Northern British Columbia Room Revenue by Urban Centre** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Prince George	5,318	7,623	7,893	6,025	26,859
% change*	9.7%	8.9%	8.9%	5.2%	8.2%
Prince Rupert	1,160	1,808	2,882	1,120	6,969
% change*	9.9%	-6.4%	-6.7%	29.6%	0.5%
Smithers	817	1,155	1,858	1,117	4,947
% change*	-29.7%	-0.7%	4.1%	19.8%	-1.9%
Fort St. John	8,313	5,720	7,476	6,278	27,787
% change*	-25.0%	46.2%	31.3%	-9.1%	0.7%
Terrace	955	1,456	1,758	1,281	5,450
% change*	-3.4%	3.6%	11.4%	22.1%	8.5%
Dawson Creek	3,156	3,264	3,105	2,541	12,066
% change*	35.9%	77.4%	27.5%	4.6%	33.7%

Source: BC STATS

*All % change figures are for changes from same period of 2005.

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

2006 Hotel Occupancy Rates Northern British Columbia and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
British Columbia	57.3%	70.5%	79.6%	56.1%	65.9%
point change*	3	2.6	1.3	0.9	2
Prince George	61.0%	75.2%	74.3%	62.0%	68.1%
point change*	-5.3	-5.5	0.2	-2.1	-3.2

Source: Pannell Kerr Forster Consulting

*All point change figures are for changes from same period of 2005.

2006 Average Daily Room Rates – Northern British Columbia and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
British Columbia	\$112.86	\$124.89	\$142.03	\$112.65	\$123.11
% change*	5.2%	8.6%	5.5%	4.1%	5.9%
Prince George	\$89.48	\$95.89	\$94.06	\$90.37	\$92.45
% change*	2.8%	5.3%	4.3%	3.0%	3.8%

Source: Pannell Kerr Forster Consulting

*All % change figures are for changes from same period of 2005.

Transportation Indicators

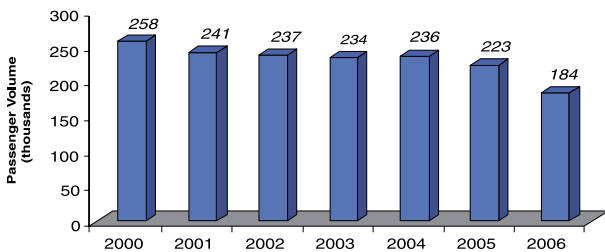
REGIONAL TRANSPORTATION STATISTICS

- Over five hundred thousand passengers traveled through the three airports in the Northern British Columbia tourism region in 2006. 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 2006 as compared to 2005, with the greatest increase occurring at the Fort St. John (North Peace) Airport (up 10.5% over 2005).

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 decrease of 17.5% in 2006. The third quarter showed the strongest decline over the same period in 2005 (down 24.4%).
- Passenger volume on the Northern British Columbia routes declined from 2000 to 2003 and despite an increase in volume in 2004, there was an average annual decline of 5.5% in passenger volume from 2000 to 2006.

Passenger Volume on BC Ferries' Northern British Columbia Routes 2000-2006



Source: British Columbia Ferry Services Inc.

Regional Tourism Products

CONFERENCE DELEGATE DAYS

- Information on the Prince George Civic Centre for 2006 indicates a total of 103,608 participants attending events and 11,243 non-resident delegates attending events taking place in the centre.

2006 Northern British Columbia Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Smithers Airport	14,915	15,314	17,587	16,285	64,101
% change*	-0.7%	7.5%	4.8%	2.7%	3.5%
Prince George Airport	102,989	98,947	91,734	100,737	394,407
% change	5.6%	9.4%	6.4%	-1.3%	4.8%
Fort St. John Airport (North Peace)	29,746	28,311	26,835	31,375	116,267
% change*	12.7%	9.1%	9.4%	10.7%	10.5%

Source: Regional airport authorities
*All % change figures are for changes from same period of 2005.

2006 BC Ferries Passenger Volume on Northern British Columbia Routes

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Northern British Columbia	31,686	47,437	70,058	34,619	183,800
% change* (Rts 10, 11 & 26)	-12.2%	-20.6%	-24.4%	0.5%	-17.5%

Source: British Columbia Ferry Services Inc.
*All % change figures are for changes from same period of 2005.

2006 Northern British Columbia Delegate Days

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2006
Prince George Civic Centre					
Total Event Participant Days*	29,829	25,738	18,199	29,842	103,608
Non Resident Delegate Days**	1,930	4,485	4,038	790	11,243

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-resident delegates attending events taking place in a centre.

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.

- The volume for all participants is lowest during the third quarter (summer months) but is highest for non-residents in the second and third quarters (spring and summer months).

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.

CRUISE

- In 2006 the Port of Prince Rupert received 32 cruise ship calls and 62,845 passengers. Both passenger volumes and the numbers of vessels declined compared to 2005 (33.1% and 36% respectively).
- The 2006 cruise season was marked by a decline in technical stops and shorter average port calls.
- While the economic impact of the 2006 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.

FISHING

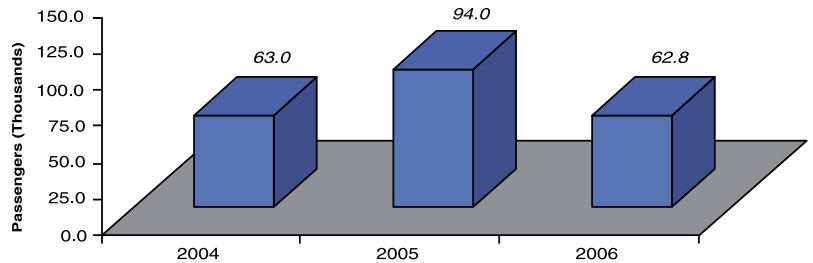
- Results from the *2000 Survey of Recreational Fishing in Canada* show that anglers spent an average of 18.9 days fishing in the region in 2000. The majority (74.7%) of those participating in recreational fishing in the region were from British Columbia. Anglers from other Canadian provinces represented 11.8% of all regional anglers, and anglers from the US comprised 11.1% of all regional anglers. Within the region, 17.5% of freshwater anglers also reported that they had participated in saltwater fishing during 2000.
- The vast majority of anglers (70.1%) reported making either one or two trips with a further 29.1% making three or more trips during 2000.
- The recreational fishing survey is undertaken every five years by the Department of Fisheries and Oceans. The 2005 survey report is, at the time of this report, in progress.

2006 Prince Rupert Cruise Ship Calls

	2006
Vessels	32
% change*	-36.0%
Passengers	62,845
% change*	-33.1%

Source: Prince Rupert Port Authority
* All % change figures reflect change since 2005

2004 - 2006 Prince Rupert Cruise Ship Passengers



Source: Prince Rupert Port Authority

2000 Northern British Columbia Anglers

	% of Northern BC Anglers	% of Provincial Anglers	% of Provincial Total 2000
Origin of Angler			
British Columbia	74.7%	77.6%	19.3%
Other Canadian	11.8%	9.5%	24.9%
United States	11.1%	11.8%	18.8%
Other International	2.4%	1.1%	43.6%
Number of Trips Made to BC in 2000*			
1 trip	49.1%	46.8%	23.7%
2-5 trips	42.9%	39.4%	24.6%
6-10 trips	4.8%	8.3%	13.1%
11 or more trips	3.2%	5.5%	13.3%

Source: 2000 Survey of Recreational Fishing in Canada, Fisheries and Oceans Canada
*Only data for persons not residing in BC are presented.

2006 Northern British Columbia Ski Facilities

	Total Runs	% of Province (1672 runs)
All Northern BC	122	7.3%
Murray Ridge Ski Hill	22	1.3%
Powder King Ski Village	19	1.1%
Purden Ski Village	13	0.8%
Shames Mountain	22	1.3%
Ski & Ride Smithers (Hudson Bay Mountain)	34	2.0%
Tabor Mountain Ski Resort	12	0.7%

Source: Northern BC Tourism

SKIING AND SNOWBOARDING

- Northern British Columbia is a popular destination for skiers and snowboarders. Overall, the Northern British Columbia tourism region possesses 122 runs, representing 7.3% 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. Murray Ridge Ski Hill and Shames Mountain follow, each with 22 runs.

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 852 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 campgrounds offering a variety of facilities, including 11,125 campsites and 2,767 kilometres of hiking trails.
- A total of 14.6% 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.

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.

2006 Park and Camping Facilities – Northern British Columbia and BC

	Northern BC	BC	
Provincial Parks			% of Provincial Total
Front Country Camping	34	168	20.2%
Back Country Camping	1	48	2.1%
Group Camping	3	40	7.5%
Youth Group Camping	3	40	7.5%
Marine Camping	0	18	0.0%
Total Camp Sites*	1,628	11,125	14.6%
National Parks			% of National Total
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	10	0.0%
Cabins/Huts	0	8	0.0%
Back Country Campsites	0	206	0.0%
Total Camp Sites**	0	1,145	0.0%
Private and Municipal Parks***			% of Private/ Municipal Total
Number of Parks	4	34	11.8%
Total Camp Sites	103	1,453	11.8%

Source: BC Parks; Parks Canada and 2007 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 list in the 2007 British Columbia Approved Accommodation Guide, Tourism British Columbia

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	2,468.50	1,229.10
Terrace	6.3	375.4	970.1	1,471.20
Kitimat	6.8	423.9	1,766.70	1,415.20
Fort St. John	2	185.6	312.6	2,164.80
Prince George	4	216.1	418.9	1,932.70

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 68.9% of the total regional population under the age of 45. Provincially 61.3% of the total population falls within this age range. Earnings in the region are on par with provincial averages; however, unemployment rates are higher than provincial figures with 12.4% reported as unemployed and seeking employment in 2001.

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 the Stikine Region.

2006 and 2001 Census Information - Northern British Columbia and BC

	Northern BC	BC	% of Provincial Total
Land Area (km²)¹	571,324	924,815	61.8%
Total Private Dwellings¹	108,868	1,788,474	6.1%
Population¹			
Population (2006)	253,690	4,113,487	6.2%
% Change (since 2001)	-2.7%	5.3%	n/a
Age²			
0-19	31.4%	25.0%	8.4%
20-44	37.5%	36.3%	6.9%
45-64	23.4%	25.1%	6.2%
65-84	7.0%	12.1%	3.9%
85+	0.6%	1.5%	2.5%
Average Annual Earnings²			Diff btwn regional & provincial earnings
All persons with reported income	\$31,546	\$31,544	\$2
Only persons reporting full-time/full year	\$45,256	\$44,307	\$949
Labour Force^{2*}			Diff btwn regional & provincial rates
Labour Force Participation rate	71.8%	65.2%	6.6
Employment rate	62.9%	59.6%	3.3
Unemployment rate	12.4%	8.5%	3.9

Source: 1:2006 Census, Statistics Canada and 2: 2001 Census, Statistics Canada. Updated Age data will be available in July 2007 and earnings/labour force in May 2008.
 *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.

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

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 Prince George, BC. V2N 2S6 Canada
Internet: <http://www.NorthernBCTourism.com>

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