

An Estimate of 2008 Tourism Volume and Direct Expenditure on Quadra Island

Estimates of Visitors

Type of Visitor	Volume of visitors
Fixed Roof (Resorts, Motels, B&B, Vacation Rentals)	
Leisure	33,800
Business	700
RV & Campground	3,300
Total Visitors in Commercial Accommodations	37,800
Visiting Friends & Relatives (VFR)	6,800
Day Visitors	40,200
Overall Visitation	84,800

Estimates of Direct Visitor Expenditures

Type of Visitor	# Visitors	# Visitors Summer (Jun-Sep)	# Visitors Winter (Dec-Mar)	# Visitors Shoulder (Apr, May, Oct, Nov)	Average length of stay (days)	Average total spend (\$) per visitor per trip	Totals (\$)
Leisure (commercial accommodation)	37,100				5.6	\$180	\$6,640,000
Resorts/Motels	29,800	16,600	4,900	8,300	2.3	n/a	\$3,650,000
Other Fixed Roof	4,000	3,000	500	500	5.5	n/a	\$1,050,000
RV & Campground	3,300	2,400	200	700	12.4	n/a	\$1,930,000
Business	700				5.8	\$320	\$220,000
Visiting Friends & Relatives (VFR)	6,800				10.6	\$520	\$3,530,000
Day Visitors	40,200					\$50	\$1,990,000
Annual Direct Visitor Expenditures							\$12,380,000

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.