NEWS RELEASE  
May X, 2019

<Community Name> Celebrates Tourism Week

<Community Name, BC> – <Community Name> is joining communities, cities, and regions around British Columbia to recognize National Tourism Week from May 26 to June 2, 2019.

In 2018, <community> welcomed X visitors who experienced everything from {activity to activity}. The economic impact to <community> is estimated to be $\_\_\_\_.

Sample stakeholder quote: “Our community has enjoyed another banner year. Tourism

represents $\_\_\_\_. to the region; we welcome over X number of visitors each year; our community is home to more than X tourism businesses that offer authentic/remarkable experiences. Tourism is an important piece/critical piece of our economy and supports social, cultural, and recreational benefits for all citizens.”

BC’s tourism industry experienced record setting numbers last year, and the trend is continuing as businesses and destinations across BC have already enjoyed a busy first quarter and are anticipating more record results this summer. Operators and communities around BC are sharing their Tourism Week celebrations on social media using the hashtags **#BCTourismMatters** and **#TourismWeek**.

“British Columbia has an amazing variety of experiences and natural beauty for visitors to enjoy. It’s no wonder more than six million international visitors chose B.C. for their vacations last year,” said Lisa Beare, Minister of Tourism, Arts and Culture. “Our thriving tourism industry is giving back to communities large and small, helping build local economies and providing good paying jobs for people in the places they call home.”

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{Background on stakeholder}

{Stakeholder contact information}

**NATIONAL TOURISM WEEK – MAY 26 TO JUNE 2, 2019**

**Tourism – By the Numbers**

* In 2017, there were approximately 21.6 million overnight visitors in British Columbia who spent $12.3 billion.
* Over half of the visitors (53.0%) were BC residents. Visitors from other parts of Canada accounted for 21.1% of all visits and international visitors accounted for the remaining 25.9% of visitor volume.
* While BC residents made up the largest share of visitor volume, international visitors made up 44.9% of visitor expenditures. BC residents accounted for 28.9% of visitor expenditures and other Canadian residents accounted for the remaining 26.2%.
* In 2017, British Columbia’s tourism industry employed 137,800 people, a 3.6% increase from 2016. This means that tourism provides a job for roughly 1 out of every 16 people employed in the province.
* The tourism industry generated $5.4 billion in export revenue in 2017, growing 7.1% from 2016.
* GDP for the provincial economy as a whole grew 4.0% over 2016. The tourism industry contributed $9.0 billion of value added or GDP (in 2012 constant dollars) to the BC economy. This represents 6.7% growth over 2016 and 32.5% growth since 2007.
* British Columbia’s tourism industry generated revenue of $18.4 billion in 2017, an increase of 8.4% over 2016, and a 41.3% increase from 2007.
* In 2017, tourism contributed more to GDP than any other primary resource industry. (Mining: $4.9B, oil & gas: $3.7B, forestry & logging: $1.8B, and agriculture & fishing: $1.5B.)

More provincial statistics on tourism industry performance can be found at: <https://www.destinationbc.ca/research-insights/type/industry-performance>

**Key Points**

* Tourism is a growing industry, over the last few years there has been an increase in visitors, in the number of businesses and number of people employed in tourism.
* 2018 was record-breaking year for tourism in BC; we welcomed over 6 million international visitor arrivals – up 6.4% over 2017. Looking ahead, 2019 is poised to be a record-year for the BC tourism industry as well.
* Tourism is one of the fastest growing industries globally and brings incredible benefits not only for visitors, but also social, cultural and economic benefits for BC residents.
* Tourism is a key economic driver and one of BC’s competitive strengths in the world economy.
* Tourism strengthens international perceptions of British Columbia, which has positive impacts on trade and investment, international education, and immigration.
* Tourism improves the quality of life for all British Columbians—think about the things we enjoy that would not be as viable without the tourism engine:
  + museums and galleries,
  + festivals and sports events,
  + air/highway and coastal transportation,
  + dining and wine touring,
  + parks and recreational facilities,
  + and many other benefits that make life so good here in BC.
* Tourism opportunities exist in every corner of our province. It’s good for cities and it’s also good for rural communities.
* BC has over 19,000 tourism businesses across the province, both rural and urban, of every size and make-up. These businesses, many of them small, support BC’s economy and provide a wide range of interesting jobs.
* Tourism supports well-paying jobs in management, technical and professional services—jobs like international sales people, highly-trained outdoor guides, helicopter pilots, wellness experts, sommeliers, hotel managers, fishing guides, bus drivers, ski instructors, event organizers, and so many more.