

## FACT SHEET: NATIONAL TOURISM WEEK – MAY 27 TO JUNE 2, 2018

### Tourism – By the Numbers

- In 2016, there were approximately 20.6 million overnight visitors in British Columbia who spent \$11.2 billion.
- Over half of the visitors (52.4%) were BC residents. Visitors from other parts of Canada accounted for 22.4% of all visits and international visitors accounted for the remaining 25.1% of visitor volume.
- While BC residents made up the largest share of visitor volume, international visitors made up 43.6% of visitor expenditures. BC residents accounted for 28.9% of visitor expenditures and other Canadian residents accounted for the remaining 27.5%.
- In 2016, British Columbia's tourism industry employed 133,100 people, a 3.6% increase from 2015. This means that tourism provides a job for roughly 1 out of every 16 people employed in the province.
- The tourism industry generated \$4.9 billion in export revenue in 2016, growing 18% from 2015.
- GDP for the provincial economy as a whole grew 3.6% over 2015. The tourism industry contributed \$7.9 billion of value added or GDP (in 2007 constant dollars) to the BC economy. This represents 5.6% growth over 2015 and 30.3% growth since 2006.
- British Columbia's tourism industry generated revenue of \$17 billion in 2016, an increase of 7.9% over 2015, and a 39.3% increase from 2006.
- In 2016, tourism contributed more to GDP than any other primary resource industry (mining: \$4.1B, forestry & logging \$2.0B, and agriculture & fish \$1.5B), with the exception of the oil & gas extraction industry (\$8.2B).

More provincial statistics on tourism industry performance can be found at: [www.destinationbc.ca/Research/Industry-Performance.aspx](http://www.destinationbc.ca/Research/Industry-Performance.aspx)

### 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.
- 2017 was record-breaking year for tourism in BC; we welcomed over 5.7 million international visitors – up 3.3% over 2016. Looking ahead, 2018 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.