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Cover photo: Kayaking around Spring Island near Kyoquot Sound

1. Overview

The Value of Tourism in British Columbia: Trends from 2005-2015 presents 10 years of data on the economic value of tourism to British Columbia. These measures include: tourism revenue—money received by businesses, individuals, and governments due to tourism activities; tourism GDP—the industry’s overall contribution to British Columbia’s economy; tourism businesses and employment—a profile of the number of businesses and employees working in the industry; and visitor volume and associated expenditures by both domestic and international markets of origin.

Overall, the tourism industry in British Columbia has demonstrated strong growth since 2005 despite multiple external shocks such as the spread of H1N1 virus and the global economic crisis in 2009, and the earthquake and tsunami in Japan in 2011. While significant, these setbacks have been mitigated by the positive impacts stemming from the 2010 Olympic and Paralympic Winter Games in Vancouver and Whistler, the implementation of Approved Destination Status for Canada from China, also in 2010, the gradual global economic recovery and significant increases in air capacity to British Columbia.

Key highlights in 2015:

- In 2015, the tourism industry generated \$15.7 billion in revenue, a +5.3% increase from 2014 and a +37.3% increase over 2005.
 - In 2015, \$2.0 billion of accommodation room revenue was earned in communities with the Municipal Regional District Tax (MRDT), an increase of +15.4% from 2014.
 - The tourism industry contributed \$1.1 billion in provincial taxes, an increase of +8.9% from 2014 and an increase of +38.0% from 2005.
 - In 2015, \$4.1 billion in tourism export revenue was generated, an increase of +5.8% over 2014.
- Tourism generated a direct contribution to British Columbia’s gross domestic product (GDP) of \$7.4 billion (in 2007 constant dollars), an increase of +5.6% from 2014 and an increase of +17.5% over 2007.

↑
+ 5.3%

*Total Tourism
Revenue*

↑
+ 15.4%

*Room Revenue
(MRDT
Communities)*

↑
+ 8.9%

*Provincial Tax
Revenue*

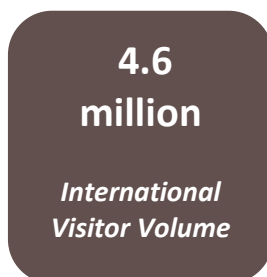
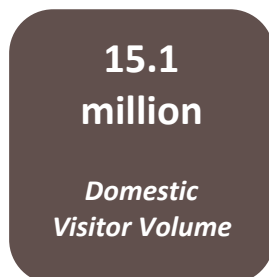
↑
+ 5.8%

*Export
Revenue*

↑
+ 5.6%

*Tourism
GDP*

- In 2015, there were 18,938 tourism-related businesses in operation in British Columbia, an increase of +1.4% over 2014.
- The tourism industry employed 127,700 people in 2015, an increase of +1.2% over 2014 and an increase of +16.0% over 2005.
- In 2015, total tourism wages and salaries were \$4.5 billion, up +4.0% from 2014 and up +36.1% over 2005. Average compensation in the tourism industry was \$35,231.
- In 2015, there were 15.1 million overnight domestic visitors (i.e., from Canada) to British Columbia. The number of overnight visitors to British Columbia from Canada increased +5.9% since 2014. Nearly 11.5 million overnight visitors (76.6% of British Columbia's total visitation) were British Columbia residents.
- Overnight domestic visitor expenditures totalled \$5.8 billion in 2015, an increase of +6.9% since 2014. British Columbia resident visitors contributed the largest portion of expenditures (57.7%, accounting for \$3.4 billion), an increase of +4.1% from 2014.
- There were 4.6 million overnight international visitors (i.e., from other countries) to British Columbia in 2015, an increase of +5.4% from 2014. Nearly two-thirds (66.8%, or 3.1 million) of all international overnight visitors were from the United States.
- In 2015, overnight international visitor expenditures reached \$4.1 billion, an increase of +5.8% over 2014. Visitors from the United States provided the largest share of international expenditures (45.0%, or \$1.9 billion).



2. Contributions to the economy

There are two principal ways of measuring the tourism industry's contribution to the British Columbia economy:

- **Tourism revenue** measures the monetary amount received by businesses, individuals, and governments, due to tourism activities.
- **Gross domestic product (GDP)** measures the value added to the economy by tourism activities. The cost of supplies and services used to produce goods or services are subtracted from total revenue. This measure highlights the economic contribution the tourism industry makes to the British Columbia economy.

Accurately estimating tourism revenue is challenging because the tourism industry draws from parts of several industries: accommodation and food services, retail services, transportation services and other services. Many tourism and statistical agencies have adopted a supply-side approach to estimating tourism revenue by developing tourism satellite accounts (TSA).¹ Statistics Canada and Destination Canada have been leaders in developing a national TSA, which is the source of estimates of tourism revenue for Canada as a whole.

In 2009, British Columbia's provincial statistical agency (BC Stats) adopted a supply-side approach for estimating tourism industry revenues for British Columbia. The total revenue for each tourism-related industry is calculated directly from annual and monthly data collected from businesses. Then, a specific tourism proportion is applied to the revenue for each tourism-related industry to estimate the total revenue due to the tourism industry. This approach is similar to the methodology that was already in place for estimating tourism GDP.

Estimates of many of BC's tourism economic indicators are generated by BC Stats from Statistics Canada's business survey data. In 2016, a number of changes were made to the underlying survey methodology by Statistics Canada. In order to provide comparable historical data, previous data collected from these surveys have been adjusted to reflect the changes in methodology. As such, estimates available in this document are not directly comparable to estimates in earlier publications (e.g. data published in 2016 or earlier).

This section summarizes total tourism revenue and the tourism industry's GDP between 2005 and 2015. The section also includes accommodation room revenue estimates, tax revenue and export revenue. Detailed tables are available in Appendix A; Tables 1 through 7 are specific to the information covered in this section.

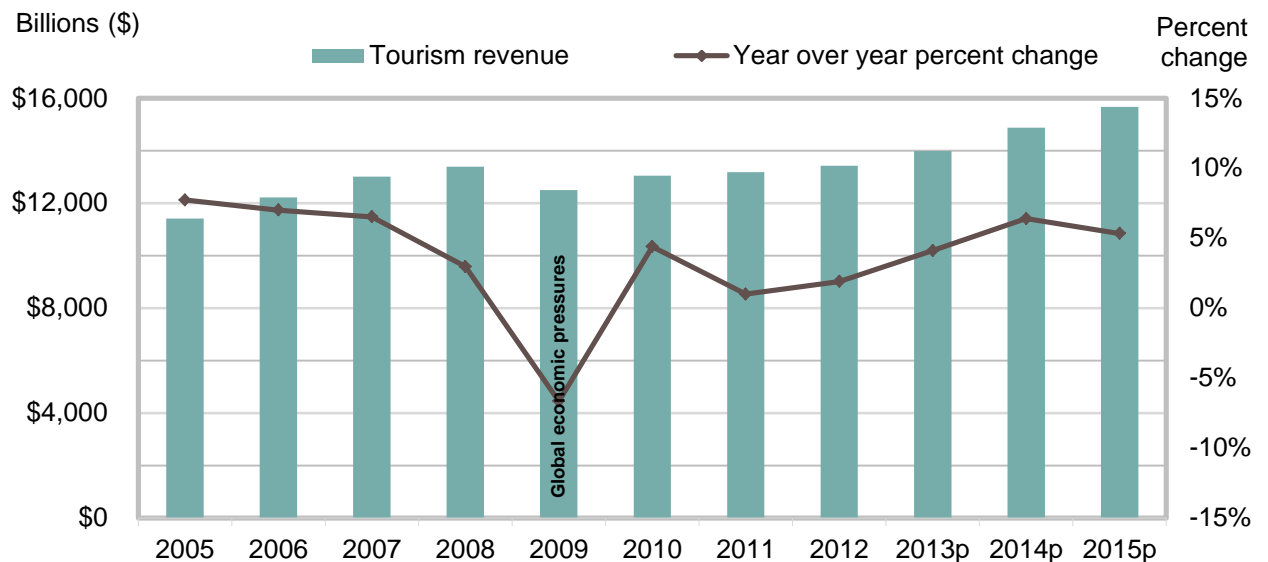
¹ A TSA is a system of measuring the impact of tourism on the economy; it is a framework that accounts for the impacts across all industries which, in turn, reveals the total direct impact on the economy.

TOURISM REVENUE

Total revenue

British Columbia's tourism industry generated revenue of \$15.7 billion in 2015,² an increase of +5.3% from 2014 (Figure 1). Since 2005, total tourism revenue has grown +37.3%. In fact, tourism revenue has grown every year between 2005 and 2015, with the exception of 2009. However, year-over-year growth varied considerably, ranging between an increase of +7.7% in 2005 and a decrease of -6.7% in 2009. The decline of tourism revenue in 2009 was caused by the global economic recession (particularly the impact on the United States). The increase in tourism revenue that began in 2010 and continued through 2015 was at least partially attributable to the high-profile exposure from the 2010 Olympic and Paralympic Winter Games, implementation of Approved Destination Status for Canada in China (in conjunction with increased air capacity from China), and a rebound of the global economy. For more information, see Table 1 on page 30.

FIGURE 1: OVERALL TOURISM REVENUE AND YEAR-OVER-YEAR CHANGE (2005 TO 2015)



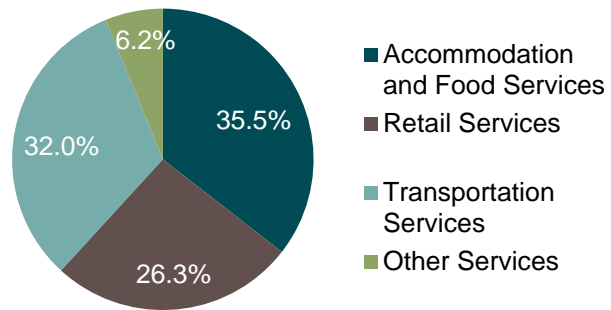
It is important to understand the breakout of revenue by market of origin for business planning and marketing and development investments, however the supply-side approach does not permit this breakout. This information requires a demand-side approach. The relative importance of different markets generating revenue for the tourism industry and the extent to which growth rates differ (as well as other traveller and trip behaviour and characteristics) can be captured through visitor surveys and is presented in Section 4 (Market of origin) of this report, on pages 22-26.

² Source: BC Stats; 2013, 2014, and 2015 data are preliminary and subject to revision (“2013p”, “2014p” and “2015p”).

Tourism revenue by sector

Accommodation and food services generated over one-third (35.5%) of total tourism revenue in 2015. Transportation services accounted for nearly a third (32.0%) and retail services accounted for more than a quarter (26.3%) of total tourism revenue in 2015 (Figure 2).

FIGURE 2: SHARE OF 2015 TOURISM REVENUE BY SECTOR

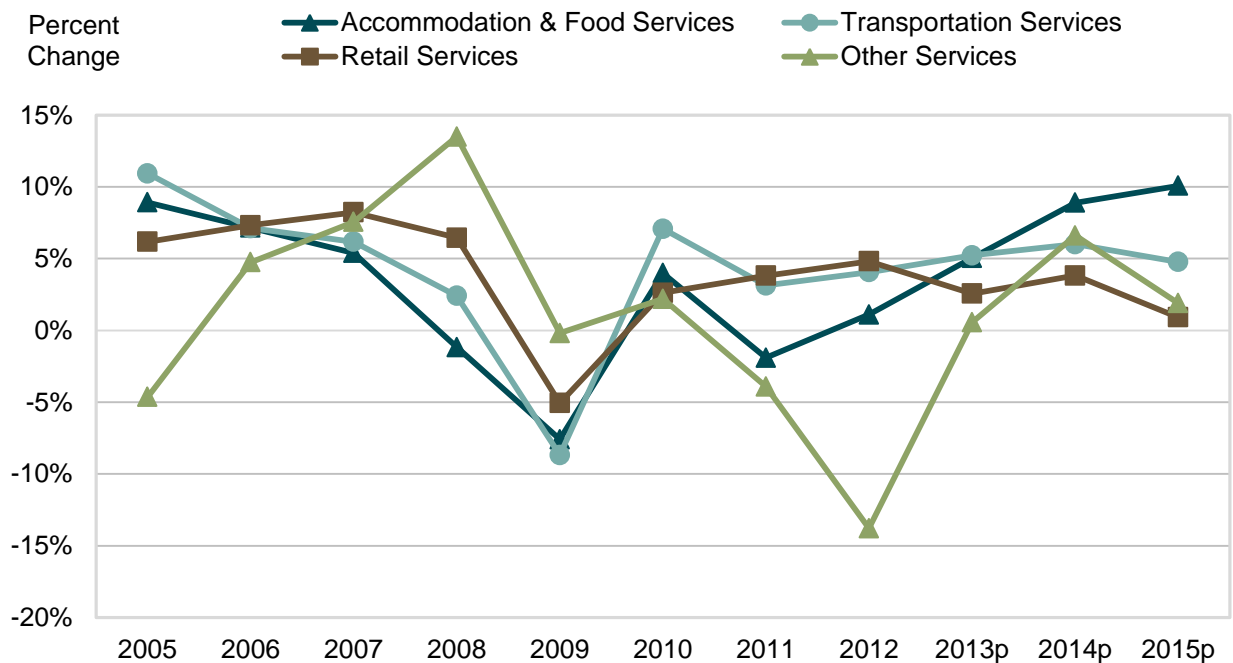


Other tourism-related services (including vehicle rentals, tourism-related recreation and entertainment, and vacation homes) accounted for 6.2% of total revenue.

Since 2005, there have been strong growth for retail services, transportation, and accommodation and food services, with increases of +49.5%, +58.4% and +45.8%, respectively. Other tourism-related services grew by +12.5%.

The share of total revenue generated by each sector remained relatively constant from 2005 to 2015, however, annual growth rates fluctuated considerably (Figure 3). For most sectors, 2009 was a year of decrease due to the economic recession, however levels have returned to those seen in previous years. For more information, see Table 2 on page 31.

FIGURE 3: TOURISM REVENUE GROWTH RATES BY SECTOR (2005 TO 2015)



Accommodation and food services had an average annual growth of +3.6% over the 10-year period. The sector saw declines during 2008 and 2009, with an average change of -4.4% per year. From 2010 to 2015, revenue increased at an average rate of +4.5% per year; positive growth was seen each year, with the exception of 2011.

The transportation services sector had an average annual growth of +4.4% between 2005 and 2015. In 2009, the sector's revenue decreased by -8.7%. From 2010 to 2015, growth at an average rate of +5.0% per year was seen, with every positive growth each year.

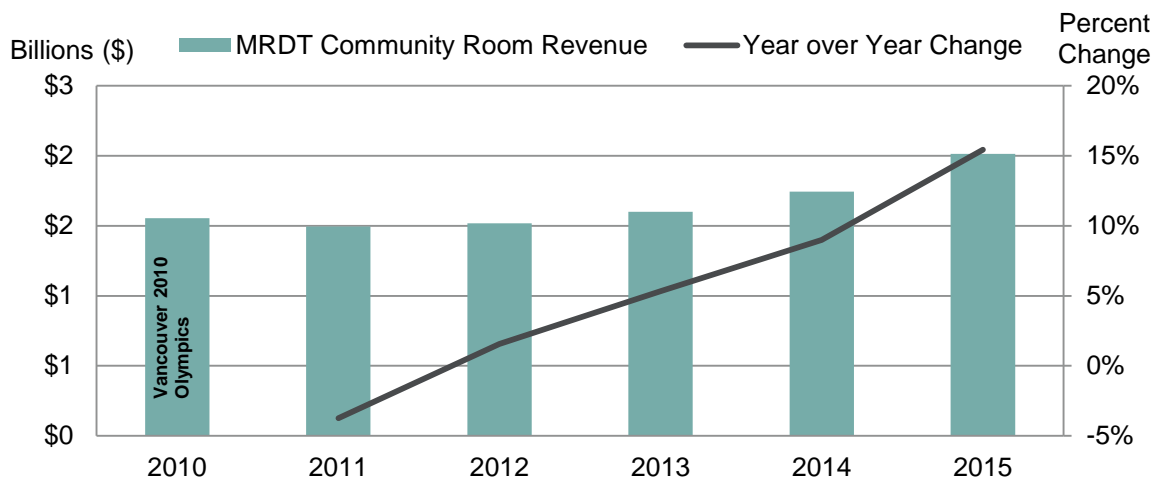
The average annual growth rate for retail services sector has been approximately +3.8% since 2005 with positive growth every year except 2009. In 2009, the sector's revenue decreased by -5.1%.

The performance of other tourism-related services has varied greatly over the years, with a high of 13.5% growth in 2008 to a low of a -13.8% decline in 2012. From 2010 to 2015, the sector has experienced an average annual decline of -1.1%.

Accommodation room revenue

Estimates of total provincial accommodation room revenue are no longer available due to the elimination of the Hotel Room Tax in 2010. However, it is possible to estimate provincial accommodation room revenue for urban centres, communities, and regional districts that collect the Municipal Regional District Tax (MRDT). Growth of room revenue for MRDT communities has been accelerating since 2010, with an average growth of +5.5% per year (Figure 4). In 2015, 16 out of the 52 communities generated 85% of the revenue collected through MRDT program. In 2015, MRDT community room revenue grew +15.4% since 2014 and reached a total of \$2.0 billion. The province saw a decrease in MRDT community room revenue in 2011, from \$1.6 to \$1.5 billion (-3.7%). This was partly due to the spike in room revenue associated with hosting the Olympic and Paralympic Winter Games in 2010 and the residual effects of the global economic crisis of 2008.

FIGURE 4: OVERALL MRDT COMMUNITY ROOM REVENUE AND YEAR-OVER-YEAR PERCENT CHANGE (2010 TO 2015)



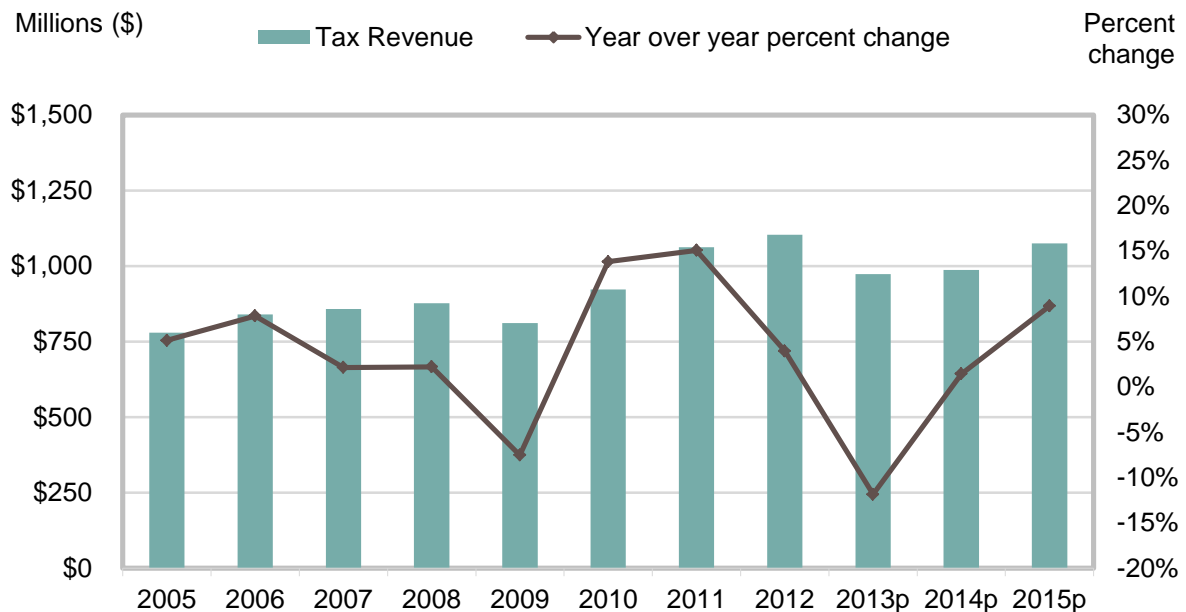
While community participation since 2010 has varied, the majority of communities in the program have continued throughout the years. Overall, between 2010 and 2015, 49 to 52 communities actively participated. Estimated room revenue of select participating MRDT communities can be found in Table 4 on page 33.³

Tax revenue⁴

In 2015, the tourism industry generated \$1.075 billion in revenue from provincial taxes, which include income, hotel, gas, and other taxes (Figure 5). In 2015, tourism-related tax revenue increased +8.9% from 2014. Since 2005, tax revenue has increased by +38.0%. For more information, see Table 1 on page 30.

In 2005, British Columbia experienced a +5.1% growth in tourism tax revenue. Tax revenue continued to grow between 2005 and 2008 (average growth of +4.8%), due to industry growth. Provincial tourism tax revenue decreased in 2009, but increased +13.8% in 2010 as the industry recovered from the global recession and due to the introduction of the Harmonized Sales Tax (HST)⁵ on April 1, 2010. In 2011, the HST was in effect for a full calendar year – the increase in tax revenue seen (+15.1%) was largely due to this. In 2012, the second full year of the HST, tax revenue growth stabilized (+4.0%). In 2013, tax revenue decreased by -11.9% due to replacement of the HST with Provincial Sales Tax (PST). The tax revenue has increased by the average of +5.2% per year since 2014.

FIGURE 5: TOURISM-RELATED TAX REVENUE AND YEAR-OVER-YEAR CHANGE (2005 TO 2015)



³ For a more detailed list of participating communities and their associated room revenue, visit BC Stats website (<http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/Tourism.aspx>) under "January 2010 to current".

⁴ Source: BC Stats; 2013, 2014, and 2015 tax revenue data are preliminary and may be revised by BC Stats ("2013p", "2014p", and "2015p").

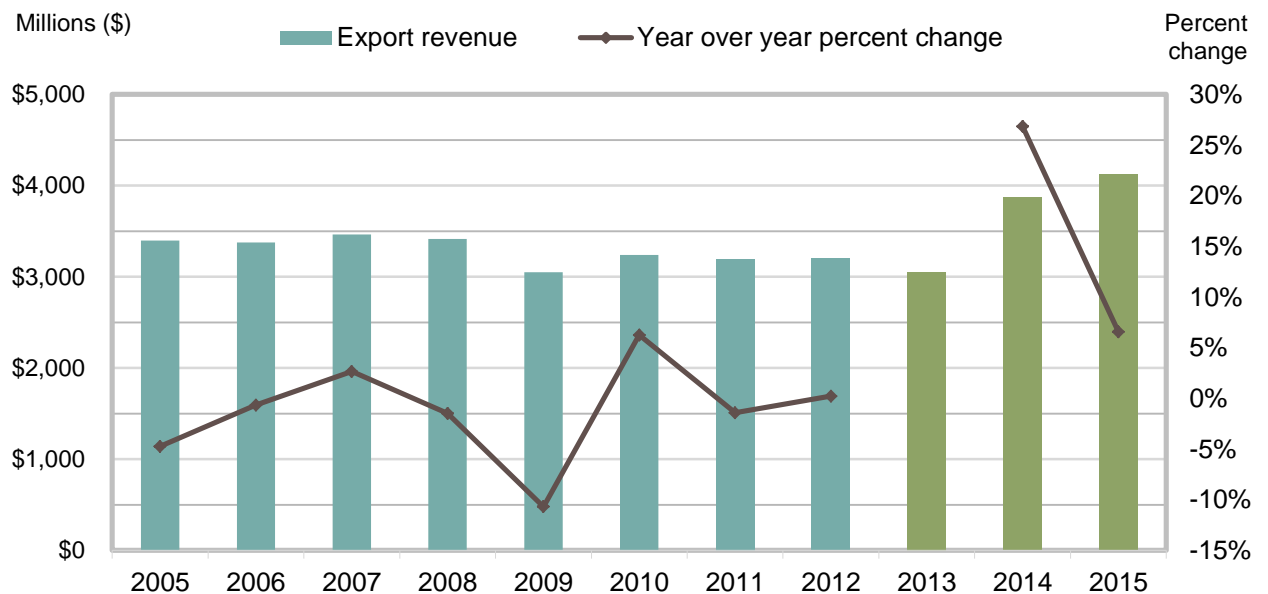
⁵ The Harmonized Sales Tax (HST) is applicable to consumer purchases, many of which were previously exempt from the Provincial Sales Tax.

Export revenue

Tourism export revenue is generated from the sale of tourism products and services to international visitors. The tourism industry generated \$4.1 billion in export revenue in 2015, growing +6.6% from 2014 (Figure 6). Changes in methodology by Statistics Canada in 2013 created a break in trend data for tourism export revenue and thus the level of tourism export revenue in the following years cannot be directly compared to prior years. Please note the methodology change only occurred for the tourism industry and did not occur for other industries as provided by BC Stats. Tourism export revenue has increased by +35.2% since 2013.

The tourism export revenue varied considerably between 2005 and 2012. In 2005, export revenue decreased by -4.7% from 2004 and stabilized in 2006. The slight gain in 2007 was offset in 2008 and export revenue dropped dramatically in 2009, as the global recession impacted international markets. Export revenue grew by +6.3% in 2010, dipped by -1.4% in 2011, and grew very slightly in 2012 (+0.2%). Overall, tourism export revenue decreased by -5.8% between 2005 and 2012. For more information, see Table 1 and 3 on page 30 and 32.

FIGURE 6: TOURISM EXPORT REVENUE (2005 TO 2015)



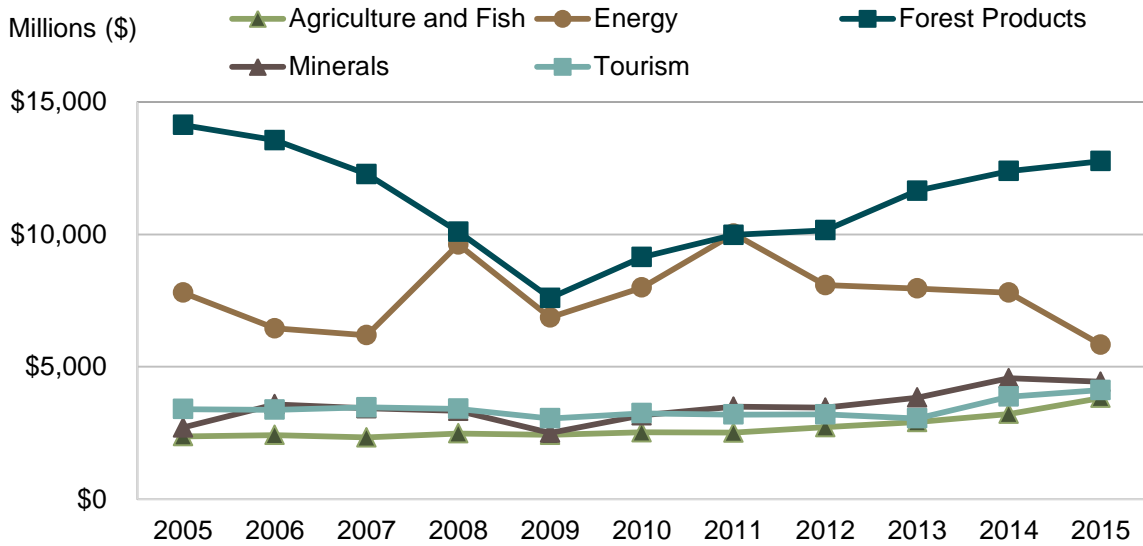
Export revenue from British Columbia's primary resource commodities

Export revenue from all commodity sources has increased since 2013, except for mineral exports (Figure 7).

Forest products export generated the largest export revenue in 2015 (\$12.8 billion), an increase of +9.6% since 2013 (Figure 7). Energy export revenue has dropped by -25.2% since 2014, decreasing to \$5.838 trillion in 2015. Minerals export revenue has increased by +15.6% since 2013, reaching \$4.4 billion in 2015. Tourism export revenue has increased by +6.6% since 2014, and by +35.2% since 2013. Agriculture and fish export

revenue increased by +31.3% compared to 2013, and by +18.8% since 2014, reaching \$3.8 billion in 2015. For more information, see Table 3 on page 32.

FIGURE 7: EXPORT REVENUE FROM BRITISH COLUMBIA'S PRIMARY RESOURCE COMMODITIES (2005 TO 2015)

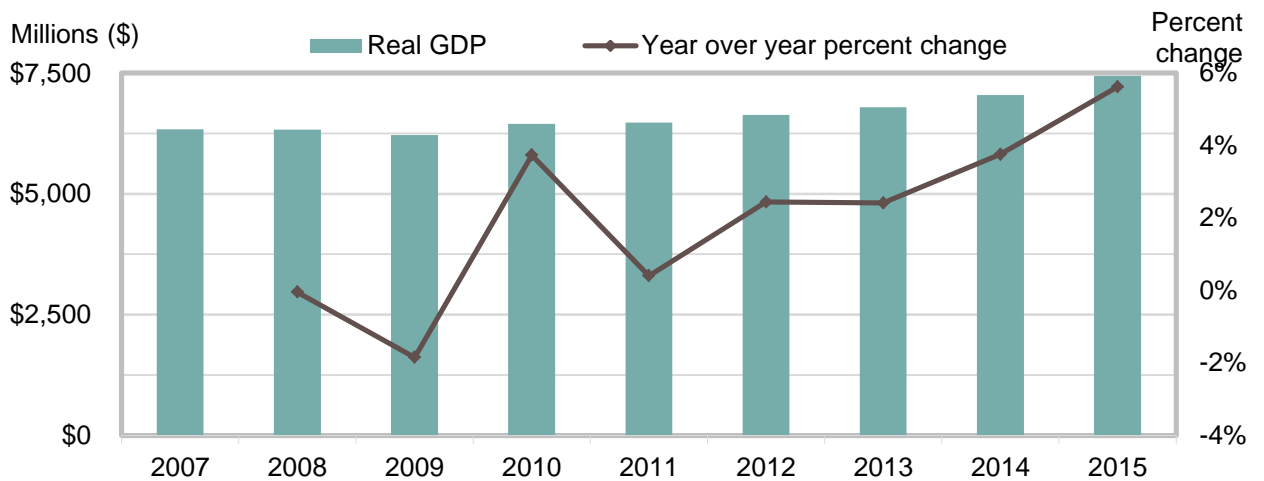


GROSS DOMESTIC PRODUCT (GDP)

GDP

GDP for the provincial economy as a whole grew 3.1% over 2014. The tourism industry contributed \$7.4 billion of value added or GDP (in 2007 constant dollars) to the BC economy. This represents 5.6% growth over 2014 and 17.5% growth since 2007 (Figure 8). For more information see Table 1 on page 30.

FIGURE 8: TOURISM GROSS DOMESTIC PRODUCT AND YEAR-OVER-YEAR CHANGE (2007 TO 2015)

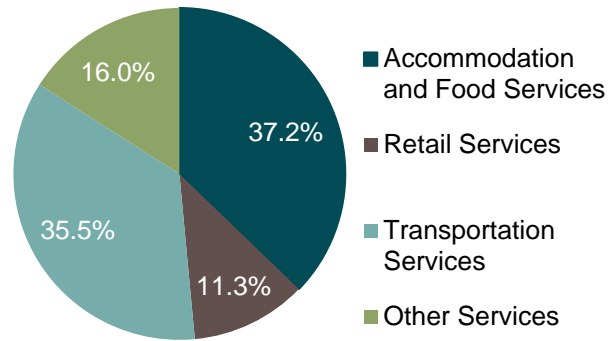


GDP by sector

In 2015, accommodation and food services accounted for 37.3% of tourism GDP (in 2007 constant dollars). Transportation services followed, accounting for 35.5% of British Columbia's tourism GDP (Figure 9).

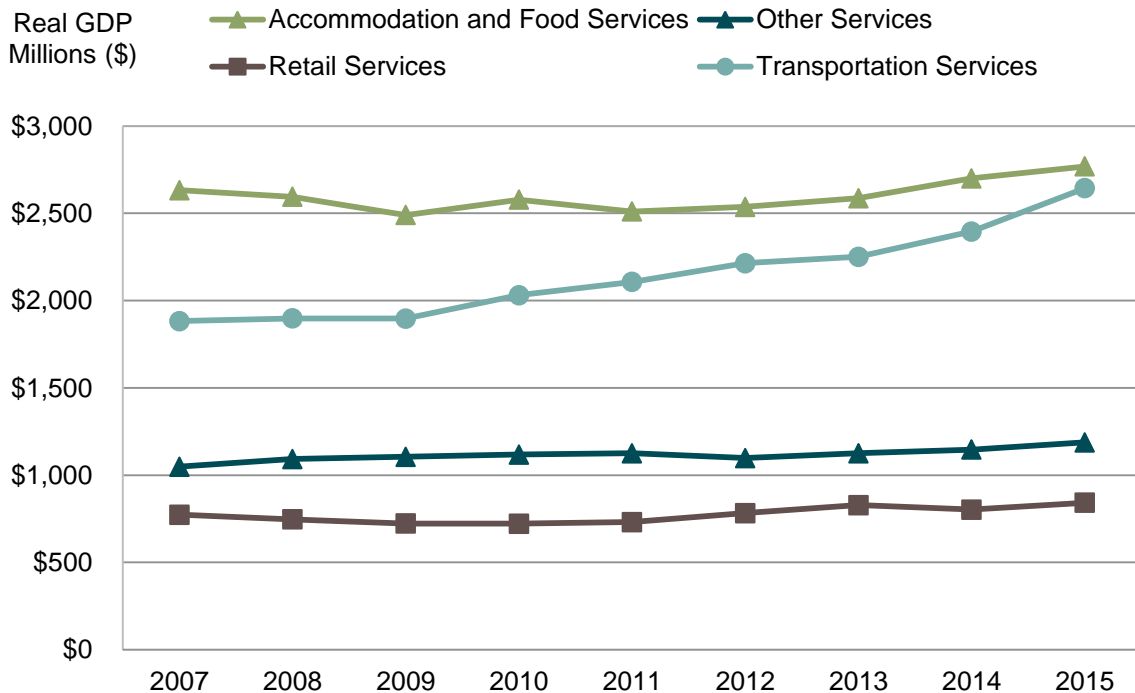
While retail services earned 26.3% of tourism revenue, this sector only accounted for 11.3% of tourism GDP. Other tourism-related services earned 6.2% of revenue but accounted for more than double that (16.0%) in terms of share of GDP.

FIGURE 9: SHARE OF 2015 GDP BY SECTOR



All services have experienced growth in real GDP since 2007. (Figure 10). For more information, see Table 5 on page 34.

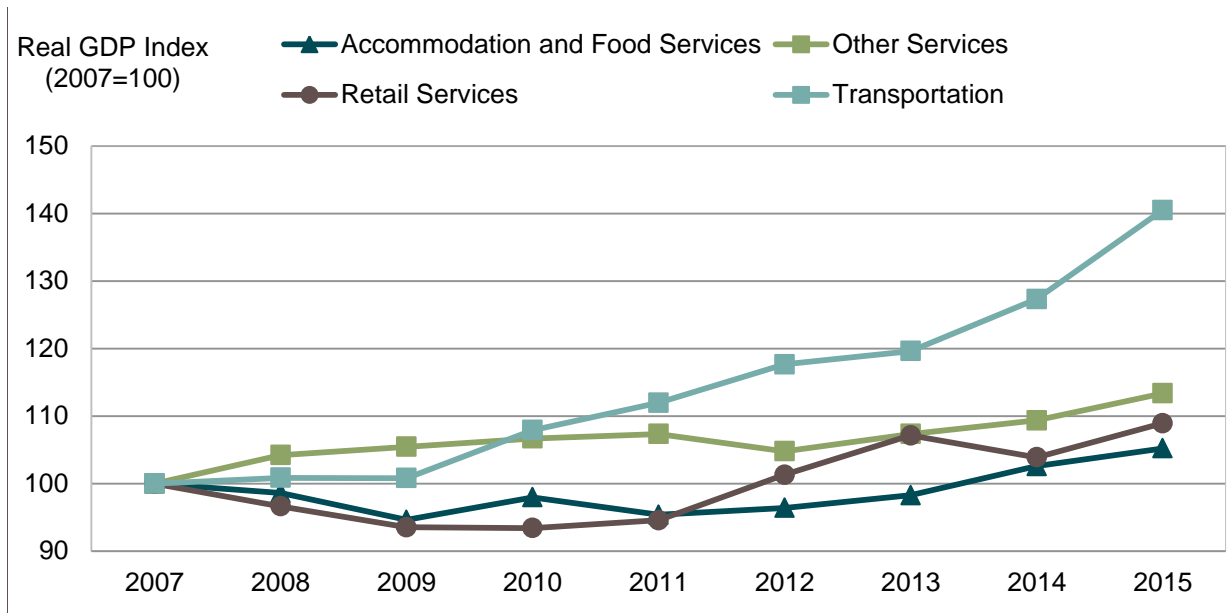
FIGURE 10: REAL GDP BY SECTOR (2007 TO 2015)



The real GDP index of the tourism sector saw an overall growth of +17.5% since 2007. The accommodation and food services index dropped in 2009 and 2011, but growth resumed in 2012, and continued through to 2015. The transportation index grew +10.4% since 2014 and +40.5% since 2007. The retail services sector index has seen limited

growth since a decline in 2009 and 2010, but grew +5.2% in 2015 (compared to 2014) (Figure 11). For more information, see Table 6 on page 35.

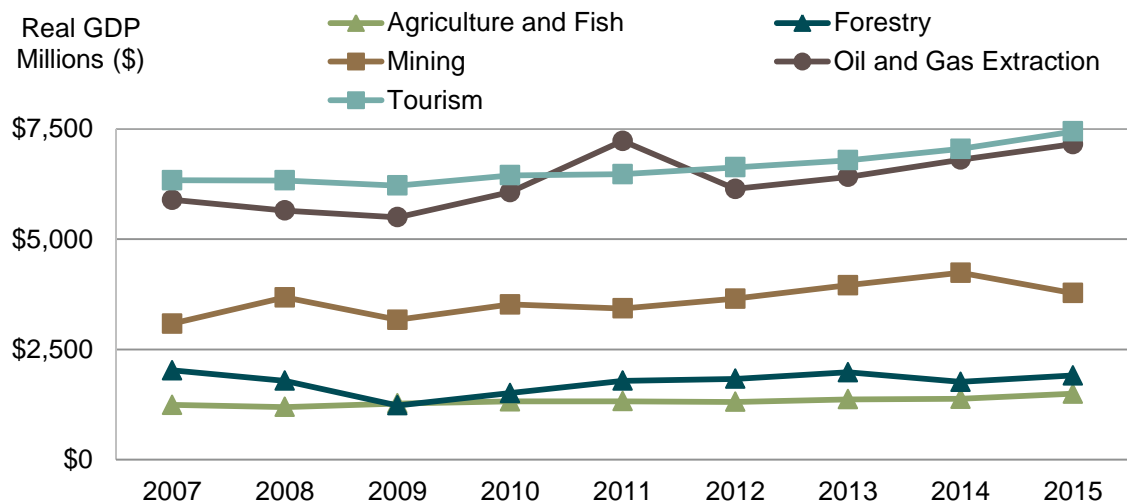
FIGURE 11: REAL GDP INDEX BY SECTOR (2007 TO 2015)



GDP by primary resource industry

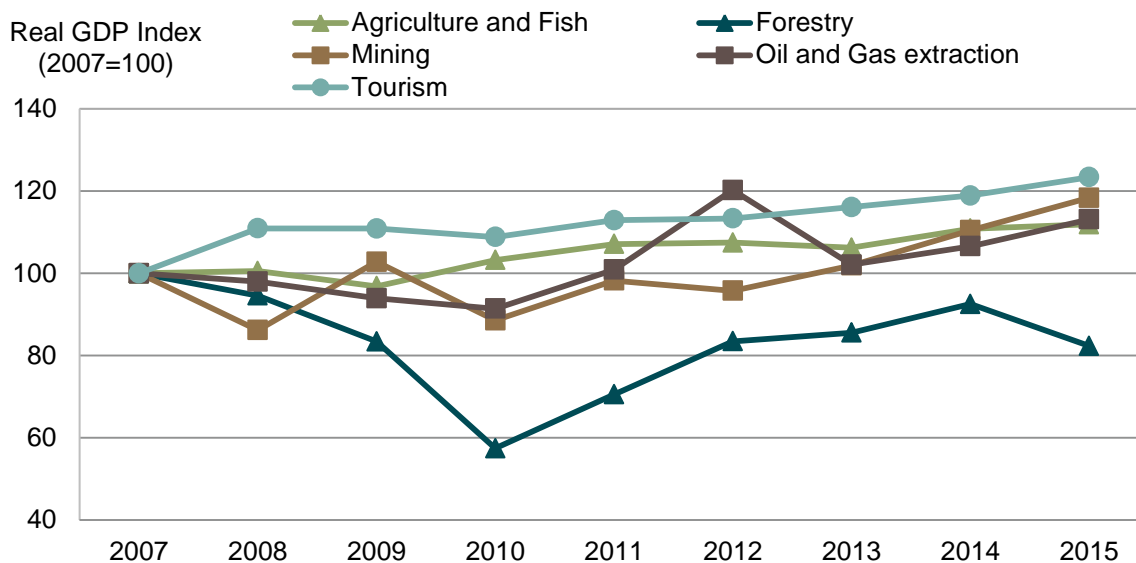
In 2015, tourism contributed more to GDP than any other primary resource industry including oil and gas extraction (\$7.2 billion), mining (\$3.8 billion), forestry and logging (\$1.9 billion), and agriculture and fish (\$1.5 billion) (Figure 12). From 2007 to 2015 GDP of all primary resource industries have increased, except forestry that dropped by -5.9%. For more information, see Table 7 on page 35.

FIGURE 12: REAL GDP BY PRIMARY RESOURCE INDUSTRY (2007 TO 2015)



The real GDP indexes of tourism and the agriculture and fish sectors have hovered around their respective 2007 levels, while the real GDP index for the forestry sector experienced high variation. Similarly, the real GDP indexes of mining and oil and gas extraction have fluctuated since 2007 (Figure 13). For more information, see Table 7 on page 35.

FIGURE 13: COMPARING REAL GDP INDEX BY PRIMARY RESOURCE INDUSTRY (2007 TO 2015)



3. Business and people

In addition to the revenue and GDP that the tourism industry contributes to the British Columbia economy, the industry supports a wide range of small, medium, and large businesses, and provides jobs across the province.⁶

This section summarizes statistics on tourism businesses and tourism employment in British Columbia. Detailed tables are available in Appendix A; Tables 1 and 8 through 14 are specific to the information covered in this section.

TOURISM BUSINESSES

Total businesses

In 2014, BC Stats implemented a new methodology regarding how information is reported in the Business Register. This new methodology has not been applied retroactively, and as a result, 2014 and 2015 data cannot be compared to years prior.

⁶ Source: BC Stats.

In 2015, there were 18,938 tourism-related businesses operating in British Columbia (Figure 14), an increase of +1.4% over 2014. The number of tourism businesses was fairly steady from 2005 to 2013, with overall growth of +6.4%, while 2012 and 2013 saw substantial growth (+2.7% and +3.9%, respectively). For more information, see Table 1 on page 30.

FIGURE 14: COUNT OF TOURISM BUSINESSES AND YEAR-OVER-YEAR CHANGE (2005 TO 2015)



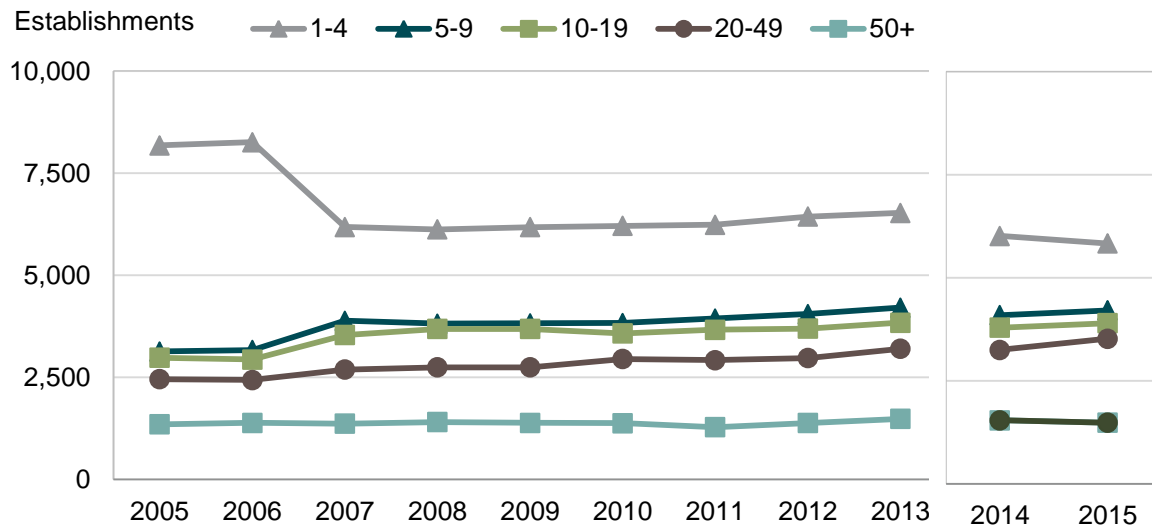
Total businesses by size

In 2015, most tourism businesses had less than 20 employees (share of 73.6%), followed by those with 20 to 49 employees (share of 18.6%). Only 7.8% of businesses had 50 or more employees in 2015.

From 2014 through 2015, the number of businesses, regardless of size, was nearly stable. In 2006, very small businesses accounted for 45.4% of all businesses; this dropped to 6,179 in 2007, a decline of -25.2% from the previous year (Figure 15). The decrease in the number of tourism businesses in 2007 occurred primarily among very small businesses (those of 1 to 4 employees).⁷ For more information, see Table 8 on page 36.

⁷ The decrease in the number of tourism establishments in 2007 was attributed to the introduction of new “inactivation rules” in the redesigned Business Register to detect inactive businesses as early as possible, resulting in a more accurate reflection of the operating structure of businesses (<http://ivt.crepuq.qc.ca/industries/documentation/brengl3.pdf>).

FIGURE 15: COUNT OF TOURISM BUSINESSES BY SIZE (2005 TO 2015)



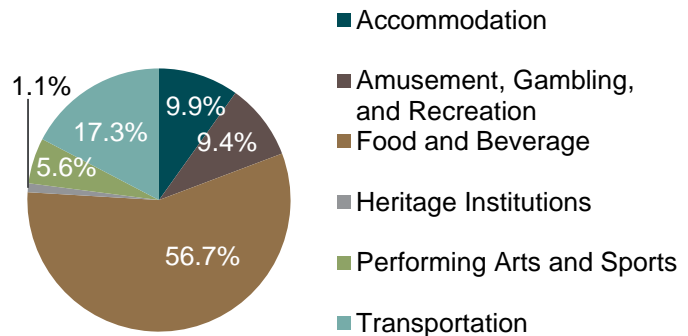
Tourism businesses by sector

Over half of British Columbia’s tourism-related businesses were in the food and beverage sector (56.7%), followed by transportation sector (17.3%) and accommodation sector (9.9%) (Figure 16).⁸

The growth rates have increased for all sectors since 2014, except heritage institutions, and transportation (decreased by -6.8%, and -3.4%, respectively) (Figure 17). In 2015, amusement, gambling, and recreation sector experienced the highest growth rate among all sectors (increased by +6.2%). The growth rate for food & beverage sector has increased by +2.7% since 2014. The growth rates for accommodation and performing arts and ports sectors have remained almost steady since 2014 (+0.1%, and -0.1%, respectively).

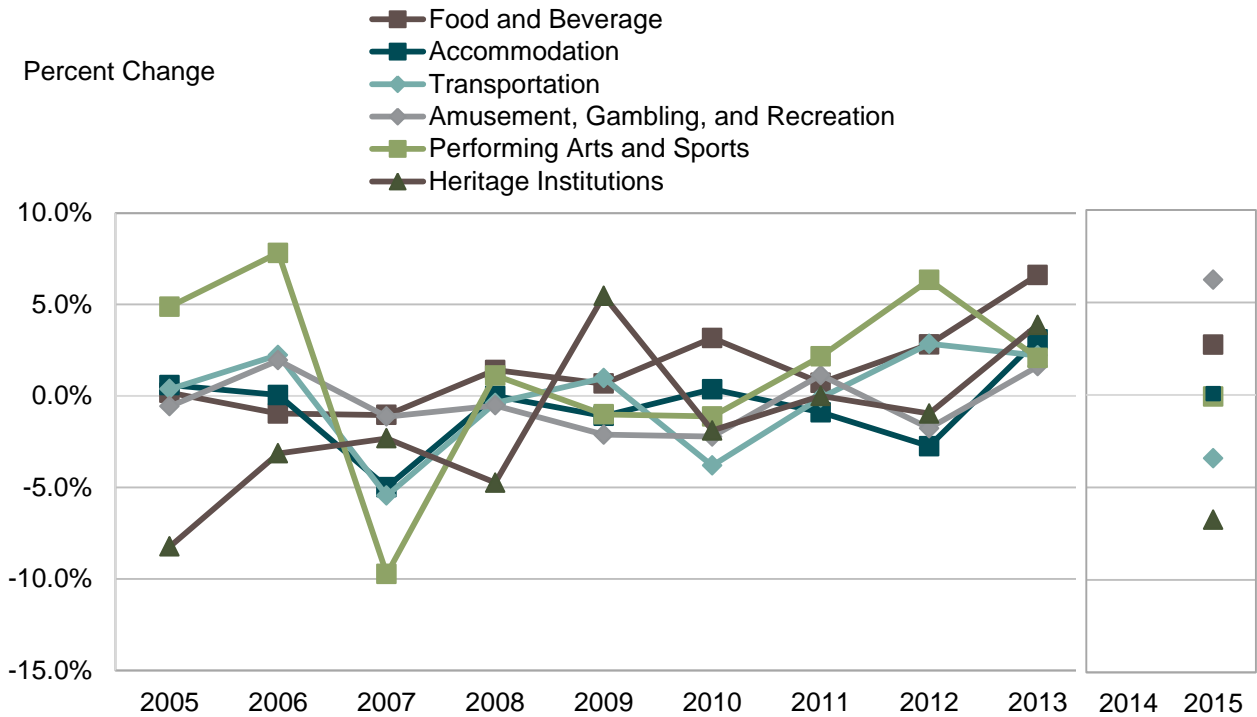
In 2007, all tourism sectors experienced a net decrease in the number of tourism businesses, but the decline was less pronounced in the food and beverage and amusement, gambling and recreation sectors. For more information, see Table 9 on page 37.

FIGURE 16: SHARE OF 2015 TOURISM BUSINESSES BY SECTOR



⁸ The data on tourism-related businesses is based on Statistics Canada’s Business Register, which uses slightly different coding for sectors than revenue and GDP data.

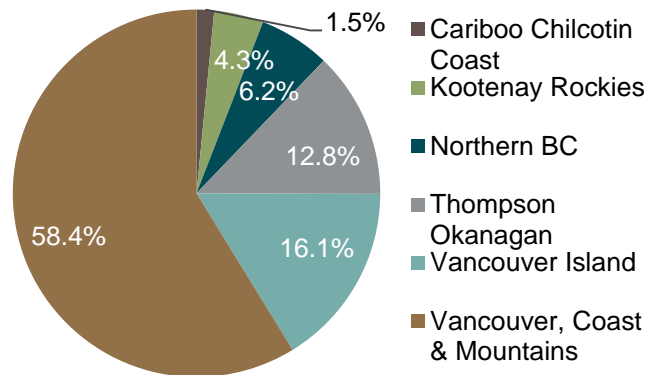
FIGURE 17: TOURISM BUSINESS GROWTH RATES BY SECTOR (2005 TO 2015)



Tourism businesses by region

More than half of British Columbia’s tourism-related businesses are located in the Vancouver, Coast & Mountains region (Figure 18). Combined, Vancouver, Coast & Mountains, Vancouver Island, and the Thompson Okanagan accounted for 87.3% of British Columbia’s tourism establishments.

FIGURE 18: SHARE OF 2015 TOURISM BUSINESSES BY REGION

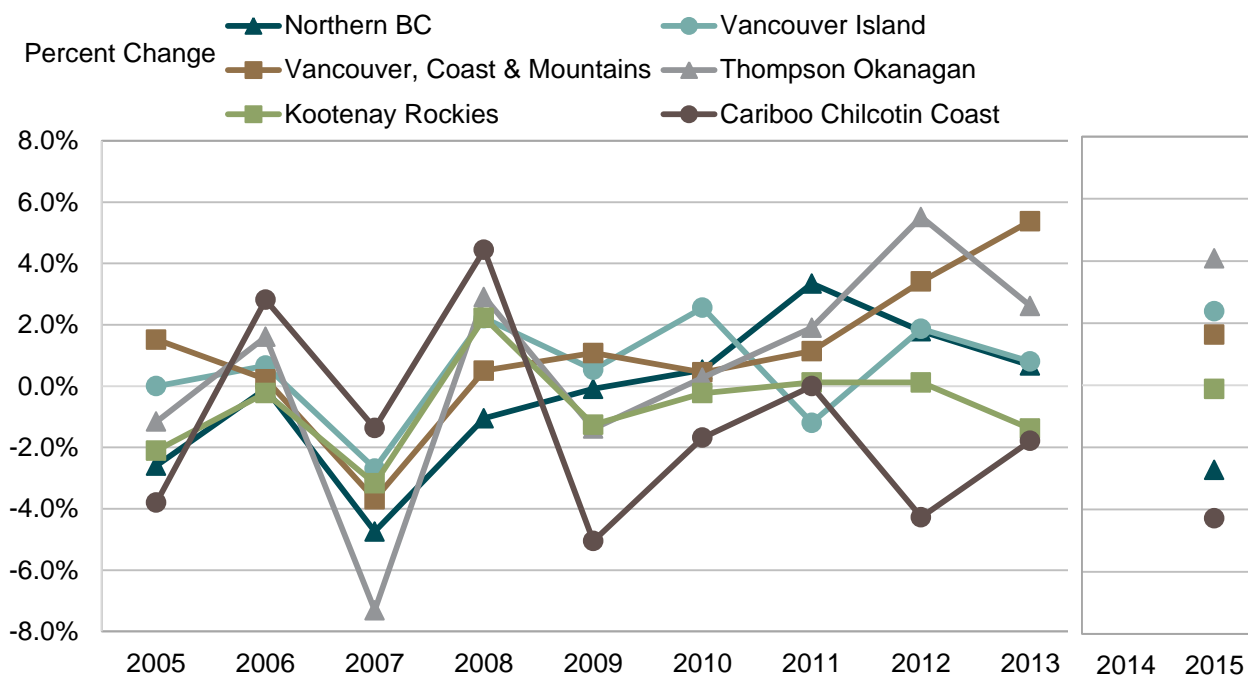


The number of tourism businesses in Thompson Okanagan, Vancouver Island and Vancouver, Coast & Mountains has increased (by +4.1%, +2.4%, and +1.6%, respectively) since 2014 (Figure 19). The number of businesses in Kootenay Rockies stayed almost the same compared to 2014. Cariboo Chilcotin Coast and Northern BC have experienced a drop (by -4.3%, and -2.7%, respectively) in the number of tourism businesses since 2014.

From 2005 to 2013, the number of tourism businesses increased by +8.6% in the Vancouver, Coast & Mountains region, +5.7% in the Thompson Okanagan region, +4.7% in the Vancouver Island region, and +0.2% in the Northern BC region. The Cariboo

Chilcotin Coast (-7.0%), and the Kootenay Rockies (-3.8%), each experienced declines in the number of tourism businesses (Figure 19). For more information, see Table 10 on page 38.

FIGURE 19: TOURISM BUSINESS GROWTH RATES BY REGION (2005 TO 2015)



TOURISM EMPLOYMENT

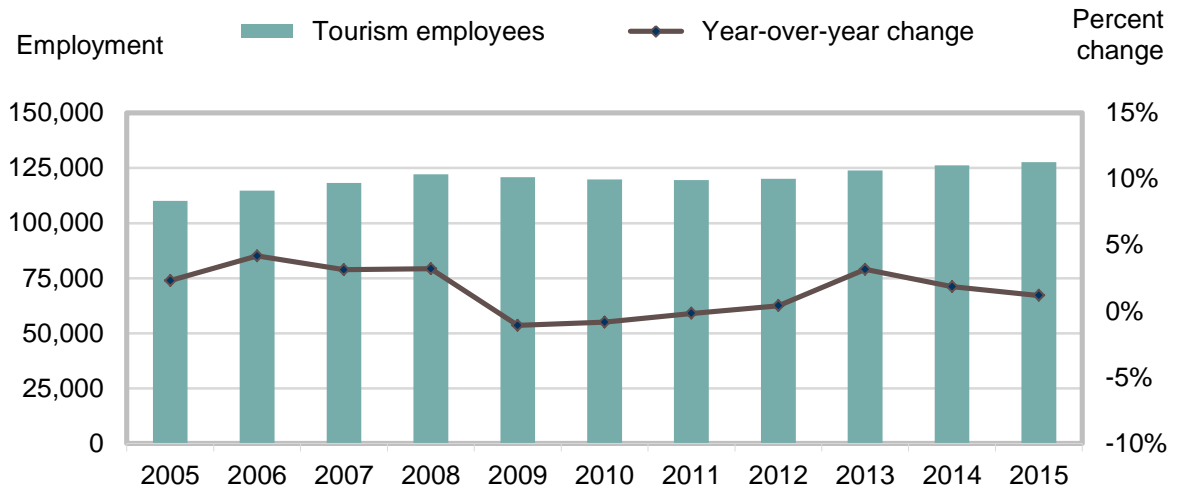
Direct employment

Direct tourism employment measures the number of people working in the four tourism-related industries due to tourism activities. Employment estimates are generated by assigning a percentage of total employment to four related industries of tourism.

In 2015, British Columbia’s tourism industry employment was estimated to be 127,700, a +1.2% increase from 2014 (Figure 20).⁹ This means that tourism provides a job for roughly 1 out of every 16 people employed in the province. Since 2005, the number of people employed in the tourism industry has grown by +16.0%. The rate of growth bumped up to +3.2% in 2013. Growth continued, albeit at a slower pace, in 2014 and 2015. For more information, see Table 1 on page 30.

⁹ Tourism employment estimates are developed from Statistics Canada’s Survey of Employment, Payroll and Hours (SEPH), and are derived from information on payroll deductions. SEPH may under-report employment, as it does not include self-employed workers, who do not make payroll deductions. The Labour Force Survey also collects employment data, and the individual coding estimates are available; however, the coding by industry is less reliable than SEPH, so industry breakdowns are less accurate.

FIGURE 20: EMPLOYMENT IN THE TOURISM INDUSTRY AND YEAR-OVER-YEAR CHANGE (2005 TO 2015)

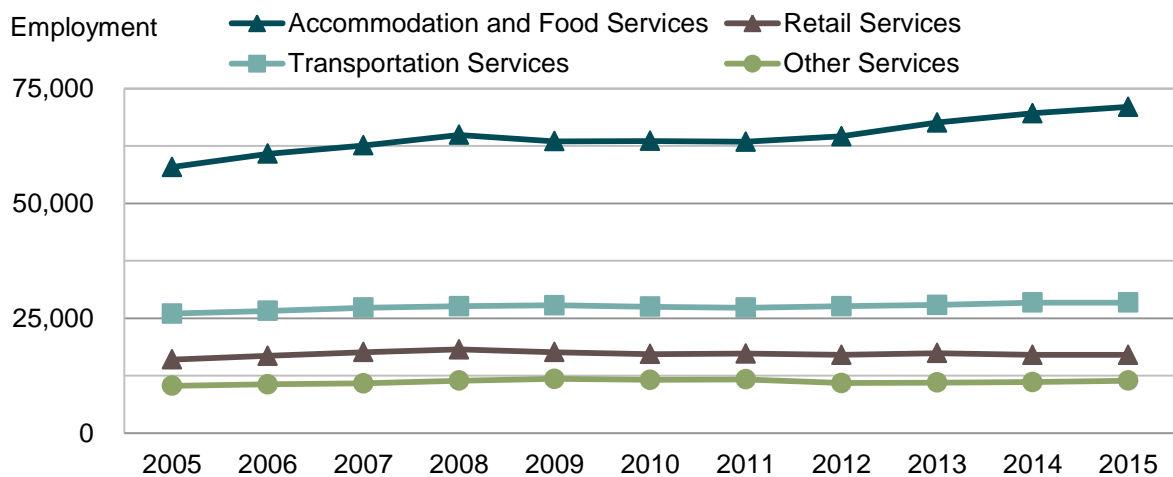


Tourism employment by sector

The accommodation and food services sector accounted for over half (55.6%) of all tourism employment in British Columbia, while the transportation sector accounted for nearly a quarter (22.2%) (Figure 21).

Since 2005, the number of employees has grown by +13.3% in the retail services, +55.6% in the accommodation and food services, +22.2% in the transportation sector, and by +8.9% in other services. For more information, see Table 11 on page 39.

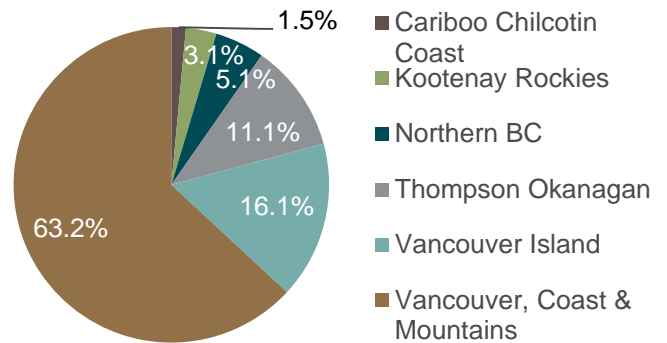
FIGURE 21: TOURISM EMPLOYMENT BY SECTOR (2005 TO 2015)



Tourism employment by region

The Vancouver, Coast & Mountains region has the largest share of British Columbia tourism employment (+63.2%), followed by Vancouver Island (+16.1%) and the Thompson Okanagan (+11.1%) (Figure 22). Combined, these three regions account for 90.4% of all tourism employment in British Columbia.

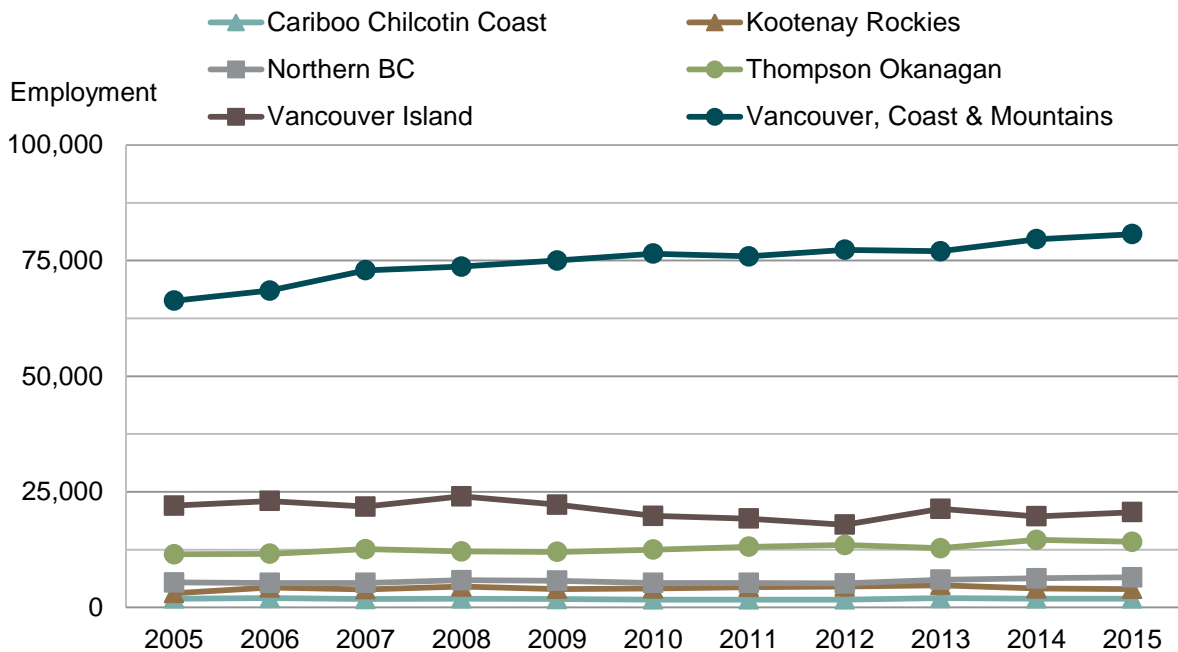
FIGURE 22: SHARE OF 2015 TOURISM EMPLOYMENT BY REGION



Tourism employment increased in Vancouver Island, Northern BC, and Vancouver, Coast & Mountains (by +4.6%, +3.2%, and +1.4%, respectively) compared to 2014 (figure 23). There was no change in tourism employment in Cariboo Chilcotin Coast. Thompson Okanagan and Kootenay Rockies experienced slight drops (by -2.7%, and -2.4%, respectively) in tourism employment compared to 2014.

Despite fluctuation in the number of employees in each region since 2005, the ten-year period shows growth in all regions except Vancouver Island (dropped by -6.4%). Substantial growth occurred in the Kootenay Rockies (+29.0%), Thompson Okanagan (+23.5%), Northern BC (+20.4%), and Vancouver, Coast & Mountains (+21.7%). There was no change in tourism employment in Cariboo Chilcotin Coast since 2005. For more information, see Table 11 on page 39.

FIGURE 23: TOURISM EMPLOYMENT BY REGION (2005 TO 2015)

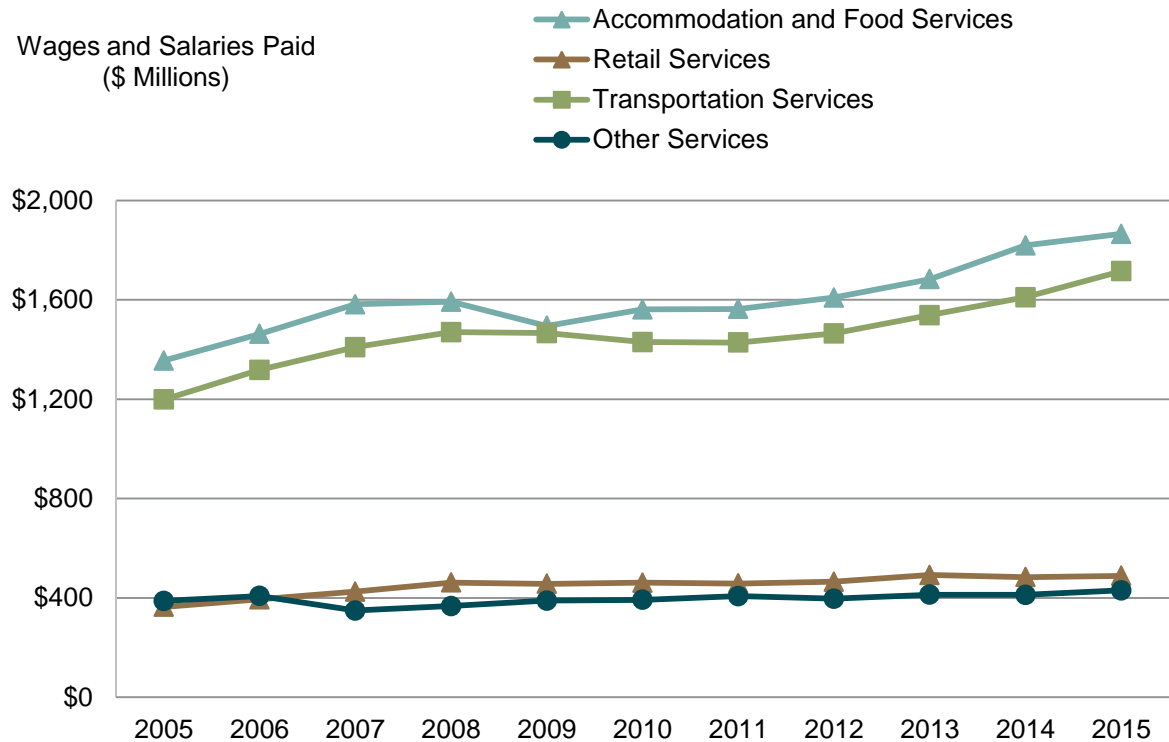


Wages and salaries

The tourism industry paid \$4.5 billion in wages and salaries in 2015. Compared to 2014, employees' earnings have increased +4.0% (Figure 24).

Tourism wages and salaries increased +36.1% since 2005. From 2005 through 2008, earnings continued to grow by an average of +5.6% per year. Wages and salaries dropped during the 2009 economic downturn, but picked up again in 2010. For more information, see Table 1 on page 30.

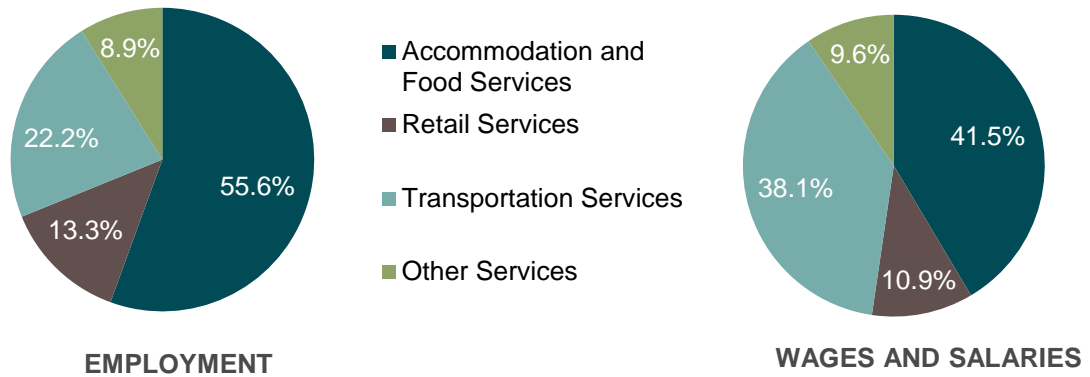
FIGURE 24: WAGES & SALARIES PAID IN THE INDUSTRY (2005 TO 2015)



Tourism salaries by sector

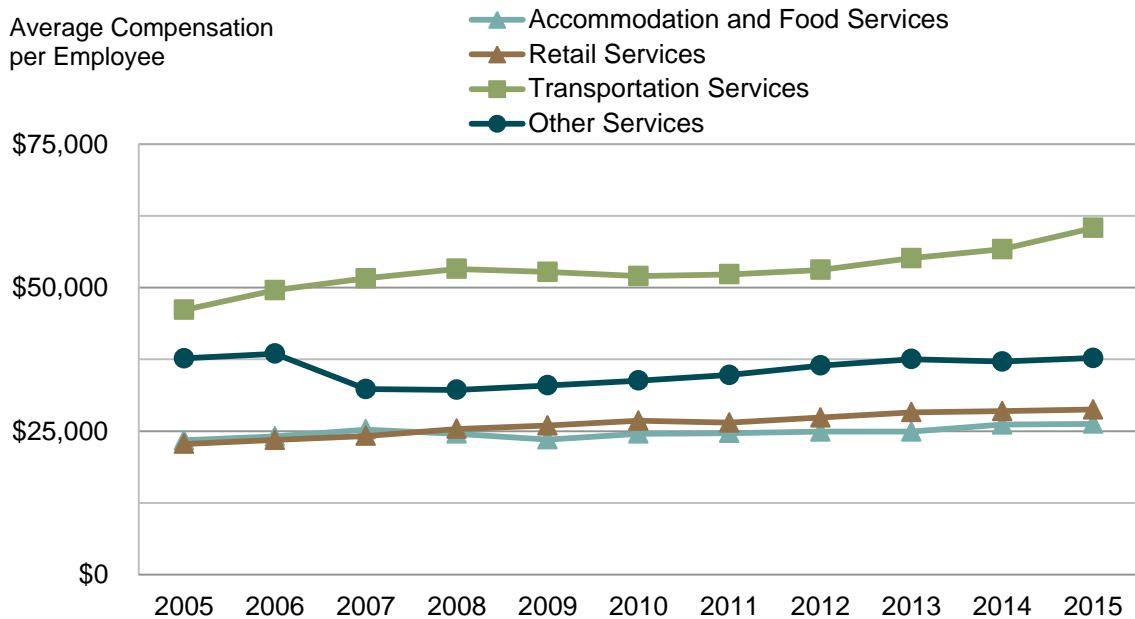
As noted earlier, the accommodation and food services sector comprises more than half of all tourism businesses (66.6%) and employs 55.6% of tourism workers, however only 41.5% of tourism wages and salaries are earned through this sector. In contrast, the transportation sector accounts for 17.3% of tourism businesses, employs 22.2% of tourism workers, and accounts for 38.1% of tourism earnings (Figure 25). For more information, see Table 13 on page 41.

FIGURE 25: SHARE OF 2015 TOURISM EMPLOYMENT AND SALARIES BY SECTOR



Average employee compensation grew by +2.8% in 2015 over 2014, reaching \$35,231. While the average compensation per employee in all tourism sectors has increased since 2005 (by +17.4%), the 2015 average compensation within transportation was more than double of the compensation in accommodation and food sector (Figure 26). Since 2005, growth in average earnings has been highest in transportation services (+30.9% increase in the ten-year period), followed by retail services (+26.4%), then accommodation and food services (+12.2%), and finally other services (+0.1%).

FIGURE 26: AVERAGE COMPENSATION PER EMPLOYEE BY SECTOR (2005 TO 2015)



4. Market of origin

Visitor market of origin data is captured through visitor surveys. Destination British Columbia relies on two surveys¹⁰ conducted by Statistics Canada:

- International Travel Survey (ITS): an exit survey for some international visitors and an entry and online follow up survey for others.
- Travel Survey of Residents of Canada (TSRC): a monthly telephone survey of Canadian households.

These surveys ask respondents to report on their trips, destinations visited and trip length, and to estimate overall trip expenditures. There are limitations in the reliability of visitor surveys, as the surveys depend on respondents' ability to recall and report data accurately. Also, differences in survey methodologies (different survey modes, differences in trip or traveller definitions) may affect estimates of visitor volume or expenditure/revenue¹¹ derived from these surveys.

There are differences in estimates of tourism expenditures/revenues between Statistics Canada (demand-side estimates) and BC Stats methodology (supply-side estimates), which can be attributed to several factors:

- Same-day travellers to British Columbia are not included in Destination BC's analysis of Statistics Canada surveys.
- Some overnight tourism trips are considered "out of scope" for the ITS and TSRC, and thus not captured in these surveys.
- Travel by residents of the territories is not captured by the TSRC.
- Trips by Canadians that include a component in British Columbia but have a destination outside Canada are not included in the TSRC.
- Pre-trip expenditures on goods or services for tourism purposes are not included in the TSRC.
- Respondents to telephone surveys, such as the TSRC, may under-report the number of trips and trip expenditures to reduce interview times or may fail to recall trips or trip details. Similarly, respondents to intercept surveys, such as the ITS, may under-report trip expenditures, due to memory lapses.

Therefore, components of the market of origin data presented here should be interpreted with some caution.

This section summarizes visitor volume of overnight travellers to British Columbia (i.e., one or more nights were spent in British Columbia) by domestic, international, and all travellers to British Columbia. Visitors within British Columbia include British Columbia residents, other Canadian residents, and international visitors. Visitors may be travelling for leisure, business, or educational purposes. This section also reports tourism expenditures by origin from the visitor surveys to provide a more complete picture of British Columbia's tourism markets.

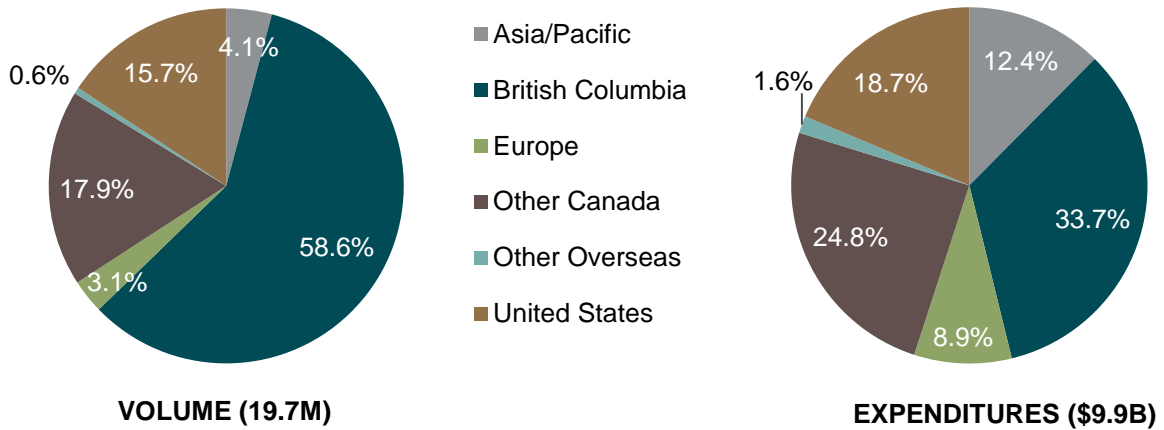
¹⁰ Please visit Statistics Canada's website for more information on the ITS Frontier counts, the ITS intercept and follow-up questionnaires and air exit surveys, as well as the TSRC questionnaire.

Detailed tables of market of origin are available in Appendix A; Tables 1, and 15 through 20 are specific to the information covered in this section.

Overall visitor volume and expenditures

In 2015, there were approximately 19.7 million overnight visitors in British Columbia who spent \$9.9 billion.¹² Over half of the visitors (58.6%) were British Columbia residents (Figure 27). Visitors from other parts of Canada accounted for 17.9% of all visits and international visitors accounted for the remaining 23.5% of visitor volume. While British Columbia residents made up the largest share of visitor volume, international visitors made up 41.5% of visitor expenditures. British Columbia residents accounted for 33.7% of visitor expenditures and other Canadian residents accounted for the remaining 24.8%.

FIGURE 27: OVERALL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN (2015)

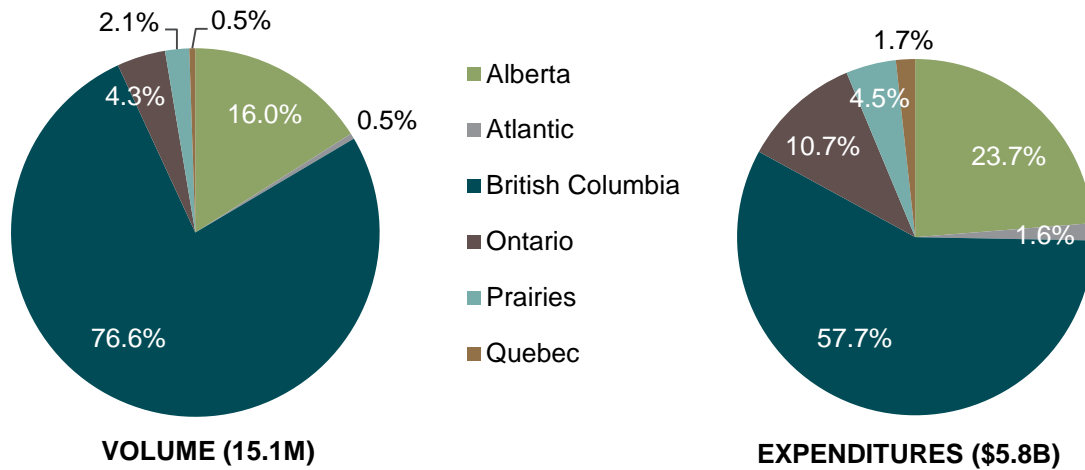


Domestic visitor volume and expenditures

Overnight visitors from Canada accounted for 15.1 million overnight visitors in 2015, an increase of +5.9% from 2014. Of travellers from Canada, British Columbia residents made up the largest share of visitor volume (76.6%) and expenditures (57.7%) in 2015 (Figure 28). Alberta was the second largest domestic market of overnight visitors to British Columbia, representing 16.0% of the Canadian visitor volume and 23.7% of expenditures. Overall, visitors from Canada spent +6.9% more in 2015 than in 2014, for a total of \$5.8 billion in tourism-related expenditures in 2015.

¹² Source of domestic data: Statistics Canada, Travel Survey of Residents of Canada (includes travellers who spent one or more nights in BC). Methodological changes to the Travel Survey of Residents of Canada do not allow comparisons before 2011.

FIGURE 28: SHARE OF 2015 DOMESTIC VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN



In 2015, the number of visitors from British Columbia and Ontario increased by +9.3% and +9.4%, respectively over 2014 and their expenditures increased by +4.1% and +26.3%, respectively over 2014. Compared to 2014, visitor volume from the Prairies decreased by -3.0% in 2015 and their expenditures decreased by -6.6%.

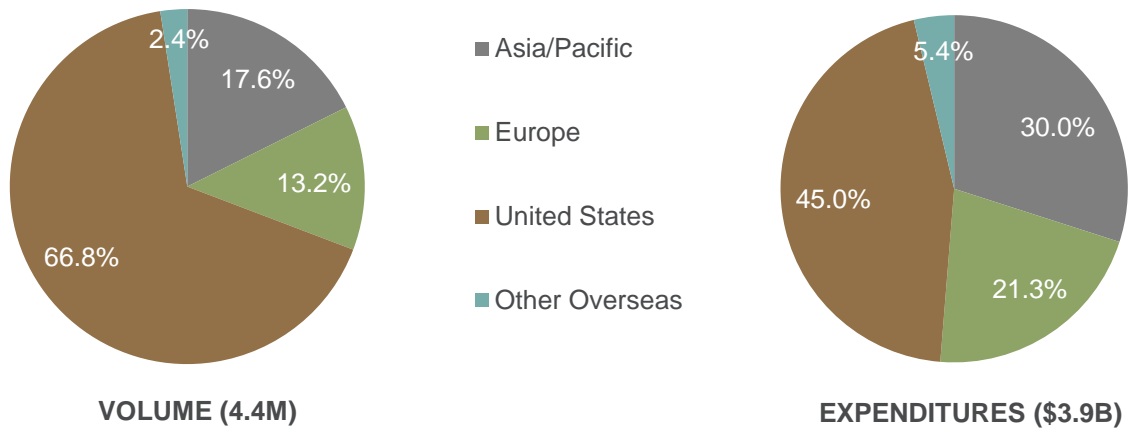
Visitor volume from Alberta decreased -4.7% over 2014, while expenditures grew +14.2% in 2015 over 2014. Visitor volume and expenditure from Quebec decreased by -38.3% and -33.3% respectively, over 2014. Visitor volume from Atlantic Provinces decreased -20.4% over 2014, while expenditures grew +9.4% in 2015 over 2014.

International visitor volume and expenditures¹³

In 2015, 4.6 million international overnight visitors came to British Columbia and spent approximately \$4.1 billion. The United States was the largest overnight international market for British Columbia, comprising 66.8% of international visitor volume and 45.0% of expenditures in 2015 (Figure 29). Asia/Pacific was the second largest market, comprising 17.6% of visitor volume and 30.0% of expenditures. Europe was the third largest market, comprising 13.2% of visitor volume and 21.3%. Other overseas markets account for the remaining portion (2.4% of visitor volume and 3.7% of expenditures).

¹³ A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014 and 2015 international visitor volume and expenditure data cannot be compared to years prior.

FIGURE 29: SHARE OF 2015 INTERNATIONAL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN



From 2005 to 2012, a decrease of United States visitors was seen each year with the exception of a slight increase in 2010 (+1.9%) and 2012 (+1.3%). United States visitor expenditures reached \$1.9 billion in 2015 (Figure 30 and 31). Within the United States, Washington and California were British Columbia's largest markets, representing 63.8% of United States visitor volume and 46.5% of expenditures in 2015. For more information, see tables 1 and 17 through 20.

In 2015, the number of visitors from the Asia/Pacific totaled 816,000 and expenditures nearly reached \$1.2 billion. Australia and China represented the largest shares of the Asia/Pacific market volume, 21.3% and 26.8%, respectively. These two markets constitute 26.4% and 27.8% of the total market expenditures.

Visitor volume from Europe reached 609,000 in 2015, 13.2% of the international market share. Visitors from Europe spent approximately \$879 million in 2015, 21.3% of the international market share. Most major European markets experienced declines during the economic downturn in 2009, but rebounded in 2010. The United Kingdom was the largest European market in 2015, representing over a third of the European volume (38.6%), and contributing \$357 million in expenditures (40.6% of European total). Germany was the second largest European market in 2015, representing 22.3% of European visitors and contributing \$223 million in expenditures (25.4% of European total).

In 2015, Mexico visitor volume was 59,000 (1.3% of total international visitation), and contributes \$86 million (2.1% of total international expenditures). Visitor volume from Mexico grew steadily from 2005 through 2008 to 82,000 visitors. Volume dropped in 2009 and 2010 due to the introduction of visa requirements for Mexican visitors, stabilized in 2011 and grew to 57,000 in 2012. Mexico visitor expenditures have followed the same path as that of volume, with annual growth from 2005 through 2008 to \$96 million. This growth was followed by a -7.3% decline in 2009, a -24.9% decline in 2010, but stabilization in 2011, a substantial growth in 2012 (+35.2%), and finally a major decline in 2014 (-34.7%). Expenditures from the Mexico market showed substantial growth between 2005 and 2012 (+20.8%).

FIGURE 30: INTERNATIONAL VISITOR VOLUME GROWTH RATES BY MARKET OF ORIGIN (2005 TO 2015)

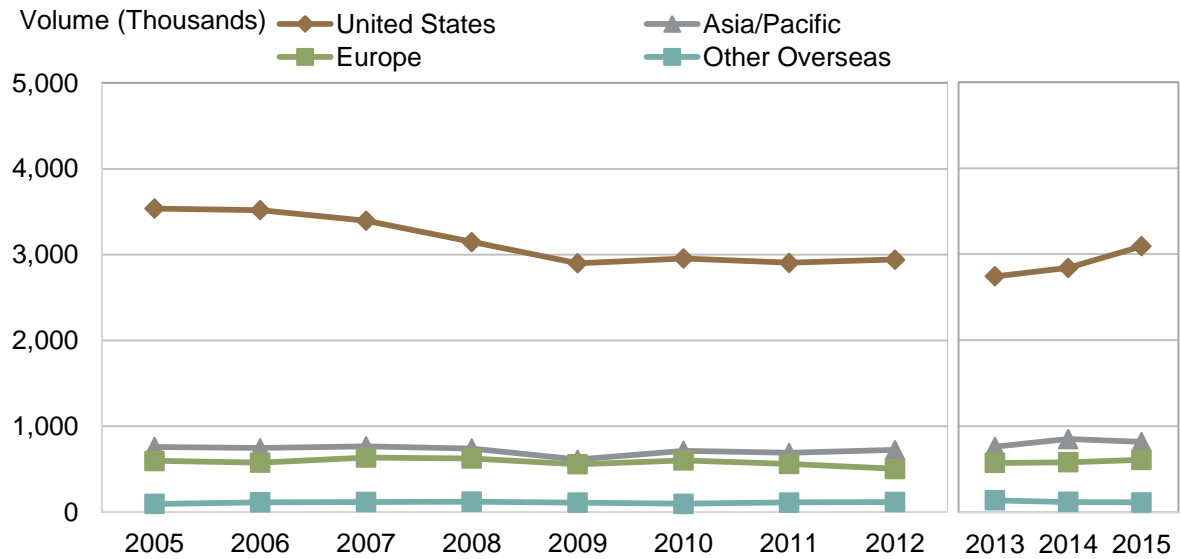
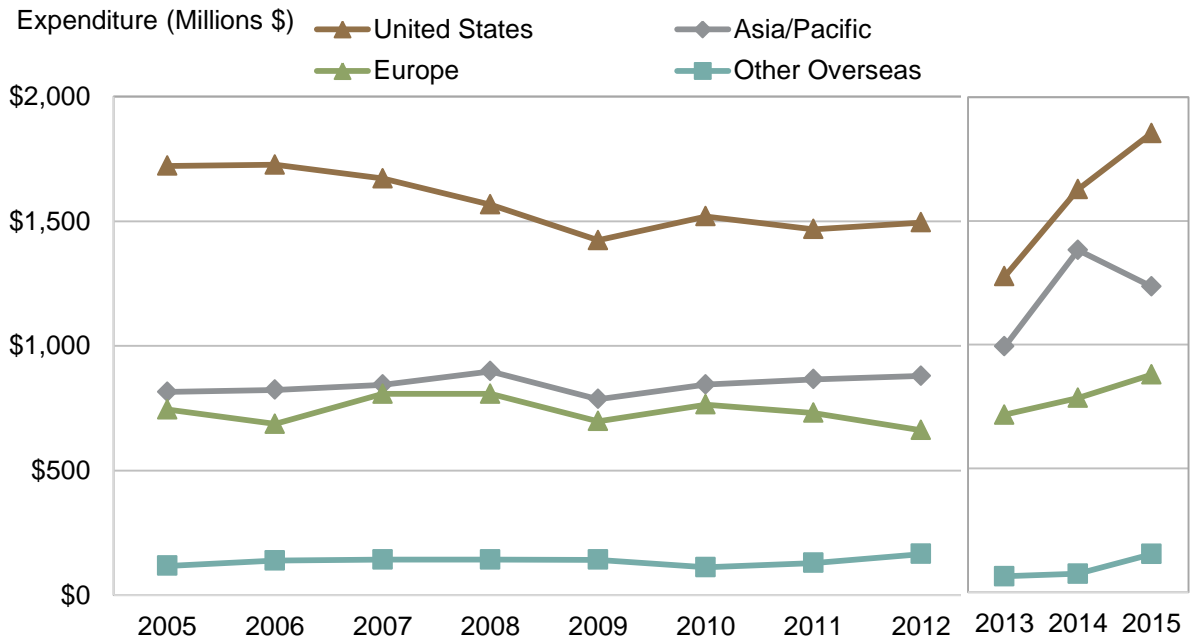


FIGURE 31: INTERNATIONAL VISITOR EXPENDITURE GROWTH RATES BY MARKET OF ORIGIN (2005 TO 2015)



5. Summary

This report presents the economic value of tourism in British Columbia through measures of revenue generated (whether that be revenue from provincial taxes, accommodation room revenue, exports or other areas), gross domestic product, tourism-related businesses in operation, tourism employment, wages and salaries paid in the tourism industry (including average compensation), and visitor volume and associated expenditures by both domestic and international market of origins.

Tourism Indicators	2015	% Change from 2014	% Change from 2005
Total Tourism Revenue	\$15.7B	↑+5.3%	↑ +37.3%
Accommodation Room Revenue	\$2.0B	↑+15.4%	↑ +29.6% (2010)
Provincial Tax Revenue	\$1.1B	↑+8.9%	↑ +38.0%
Export Revenue	\$4.1B	↑+5.8%	↑ +9.7% (2013)
Gross Domestic Product (in 2007 constant dollars)	\$7.4B	↑+5.6%	↑ +17.5% (2007)
Tourism-Related Businesses	18,938	↑+1.4%	N/A
Tourism Employment	127,700	↑+1.2%	↑ +16.0%
Tourism Wages and Salaries	\$4.5B	↑+4.0%	↑ +36.1%
Average Tourism Compensation	\$35K	↑+2.8%	↑ +17.4%
Domestic Visitor Volume	15.1M	↑+5.9%	↑ +12.1% (2011)
Domestic Visitor Expenditures	\$5.8B	↑+6.9%	↑ +14.9% (2011)
International Visitor Volume	4.6M	↑+5.4%	↑ +8.1% (2013)
International Visitor Expenditures	\$4.1B	↑+5.8%	↑ +28.8% (2013)

APPENDIX A

Detailed Tables

6. Appendix A: Detailed Tables

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TABLE 1: SUMMARY OF KEY ECONOMIC INDICATORS FOR THE TOURISM INDUSTRY AND YEAR-OVER-YEAR CHANGE

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total revenue (\$ millions)	\$11,412	\$12,210	\$13,005	\$13,390	\$12,499	\$13,048	\$13,178	\$13,428	\$13,978	\$14,871	\$15,663
% change	7.7%	7.0%	6.5%	3.0%	-6.7%	4.4%	1.0%	1.9%	4.1%	6.4%	5.3%
Total provincial taxes (\$ millions)	\$779	\$840	\$858	\$877	\$811	\$923	\$1,062	\$1,104	\$973.0	\$987.0	\$1,075.0
% change	5.1%	7.8%	2.1%	2.2%	-7.5%	13.8%	15.1%	4.0%	-11.9%	1.4%	8.9%
Tourism export revenue (\$ millions)	\$3,399	\$3,376	\$3,466	\$3,414	\$3,049	\$3,240	\$3,194	\$3,201	\$3,050	\$3,869	\$4,122
% change	-4.7%	-0.7%	2.6%	-1.5%	-10.7%	6.3%	-1.4%	0.2%	N/A	26.8%	6.6%
Gross Domestic Product (GDP; \$2007 millions)			\$6,335	\$6,332	\$6,215	\$6,447	\$6,473	\$6,631	\$6,791	\$7,046	\$7,442
% change			NA	0.0%	-1.8%	3.7%	0.4%	2.4%	2.4%	3.8%	5.6%
Total businesses	18,094	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938
% change	0.3%	0.5%	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	NA	1.4%
Tourism employment ('000s)	110.1	114.7	118.3	122.1	120.8	119.8	119.6	120.1	123.9	126.2	127.7
% change	2.3%	4.2%	3.1%	3.2%	-1.1%	-0.8%	-0.2%	0.4%	3.2%	1.9%	1.2%
Wages and salaries (\$ millions)	\$3,305	\$3,582	\$3,765	\$3,890	\$3,807	\$3,843	\$3,856	\$3,936	\$4,126	\$4,326	\$4,499
% change	5.7%	8.4%	5.1%	3.3%	-2.1%	0.9%	0.3%	2.1%	4.8%	4.8%	4.0%
International visitors ('000s)	4,983	4,951	4,911	4,630	4,175	4,364	4,262	4,282	4,350	4,390	4,629
% change	-3.2%	-0.6%	-0.8%	-5.7%	-9.8%	4.5%	-2.3%	0.5%	NA	0.9%	5.4%

Source: BC Stats for all except international visitors (source: Statistics Canada).

Note: 2013, 2014, and 2015 revenue data and associated taxes are preliminary and subject to revision.

Note: Provincial taxes include income, hotel, gas, and other taxes.

Note: Changes in methodology by Statistics Canada in 2013 created a break in trend data for tourism export revenue and thus the level of tourism export revenue in 2013, 2014, and 2015 cannot be compared directly to prior years.

Note: Pre-2007 real GDP data is not available; data is in 2007 constant dollars.

Note: In 2014, BC Stats implemented a new methodology regarding how information is reported in the Business Register. This new methodology has not been applied retroactively, and as a result, 2014, and 2015 data cannot be compared to years prior.

Note: A methodological change occurred for international visitor volume between 2012 and 2013. As a result of this change, 2013, 2014, and 2015 international visitor volume and expenditure data cannot be compared to years prior.

Table 2: Tourism revenue and year-over-year change by sector

Sectors		2005	2006	2007	2008	2009	2010	2011	2012	2013p	2014p	2015p
Revenue (\$ millions)	Accommodation and food services	\$4,155	\$4,452	\$4,692	\$4,637	\$4,285	\$4,456	\$4,371	\$4,419	\$4,642	\$5,055	\$5,564
	Transportation services	\$3,510	\$3,760	\$3,992	\$4,088	\$3,733	\$3,997	\$4,122	\$4,289	\$4,513	\$4,784	\$5,012
	Retail services	\$2,924	\$3,138	\$3,396	\$3,615	\$3,432	\$3,522	\$3,656	\$3,832	\$3,930	\$4,080	\$4,117
	Other services	\$822	\$861	\$926	\$1,051	\$1,049	\$1,072	\$1,030	\$888	\$893	\$952	\$970
	Overall	\$11,412	\$12,210	\$13,005	\$13,390	\$12,499	\$13,048	\$13,178	\$13,428	\$13,978	\$14,871	\$15,663
% change	Accommodation and food services	8.9%	7.1%	5.4%	-1.2%	-7.6%	4.0%	-1.9%	1.1%	5.0%	8.9%	10.1%
	Transportation services	10.9%	7.1%	6.2%	2.4%	-8.7%	7.1%	3.1%	4.1%	5.2%	6.0%	4.8%
	Retail services	6.2%	7.3%	8.2%	6.4%	-5.1%	2.6%	3.8%	4.8%	2.6%	3.8%	0.9%
	Other services	-4.6%	4.7%	7.5%	13.5%	-0.2%	2.2%	-3.9%	-13.8%	0.6%	6.6%	1.9%
	Overall	7.7%	7.0%	6.5%	3.0%	-6.7%	4.4%	1.0%	1.9%	4.1%	6.4%	5.3%

Source: BC Stats.

Note: 2013, 2014, and 2015 revenue data are preliminary and subject to revision.

TABLE 3: COMPARING EXPORT REVENUES FOR BC'S PRIMARY COMMODITIES IN MILLIONS

BC Primary Commodities	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Forest industry	\$14,134	\$13,560	\$12,282	\$10,107	\$7,602	\$9,143	\$9,985	\$10,160	\$11,654	\$12,397	\$12,772
<i>Wood products</i>	\$9,485	\$8,776	\$7,164	\$5,408	\$4,127	\$5,106	\$5,706	\$6,175	\$7,746	\$8,132	\$8,406
<i>Pulp and paper products</i>	\$4,649	\$4,784	\$5,118	\$4,699	\$3,475	\$4,037	\$4,279	\$3,985	\$3,908	\$4,265	\$4,366
Agriculture and fish	\$2,371	\$2,422	\$2,332	\$2,484	\$2,424	\$2,524	\$2,511	\$2,720	\$2,911	\$3,217	\$3,821
<i>Agriculture and food</i>	\$1,386	\$1,443	\$1,435	\$1,585	\$1,555	\$1,579	\$1,613	\$1,867	\$2,038	\$2,253	\$2,714
<i>Fish products</i>	\$985	\$978	\$897	\$899	\$869	\$945	\$898	\$853	\$873	\$964	\$1,107
Metallic mineral products	\$2,705	\$3,581	\$3,430	\$3,336	\$2,503	\$3,163	\$3,492	\$3,456	\$3,834	\$4,566	\$4,432
Energy products	\$7,801	\$6,455	\$6,196	\$9,623	\$6,864	\$7,996	\$10,024	\$8,085	\$7,957	\$7,803	\$5,838
Tourism industry	\$3,399	\$3,376	\$3,466	\$3,414	\$3,049	\$3,240	\$3,194	\$3,201	\$3,050	\$3,869	\$4,122

Source: BC Stats.

Note: Changes in methodology by Statistics Canada in 2013 created a break in trend data for tourism export revenue and thus the level of tourism export revenue in 2013, 2014, and 2015 cannot be compared directly to prior years.

TABLE 4: ACCOMMODATION ROOM REVENUE BY COMMUNITY

Market*		2010	2011	2012	2013	2014	2015
MRDT Revenue	Fernie	\$13,103	\$14,842	\$15,255	\$16,588	\$15,809	\$14,297
	<i>% change</i>		13.3%	2.8%	8.7%	-4.7%	-9.6%
	Kamloops	\$42,813	\$47,037	\$44,966	\$48,526	\$50,401	\$51,033
	<i>% change</i>		9.9%	-4.4%	7.9%	3.9%	1.3%
	Kelowna	\$68,700	\$67,661	\$70,406	\$74,988	\$82,558	\$90,935
	<i>% change</i>		-1.5%	4.1%	6.5%	10.1%	10.1%
	Parksville	\$17,871	\$17,023	\$17,675	\$17,698	\$19,390	\$21,849
	<i>% change</i>		-4.7%	3.8%	0.1%	9.6%	12.7%
	Penticton	\$20,821	\$21,412	\$22,509	\$23,350	\$24,611	\$27,426
	<i>% change</i>		2.8%	5.1%	3.7%	5.4%	11.4%
	Prince George	\$28,804	\$34,498	\$35,289	\$37,706	\$40,290	\$40,887
	<i>% change</i>		19.8%	2.3%	6.9%	6.9%	1.5%
	Prince Rupert	\$7,683	\$8,176	\$8,749	\$11,493	\$11,622	\$11,324
	<i>% change</i>		6.4%	7.0%	31.4%	1.1%	-2.6%
	Revelstoke	\$15,724	\$17,284	\$20,105	\$21,938	\$24,072	\$27,075
	<i>% change</i>		9.9%	16.3%	9.1%	9.7%	12.5%
	Richmond	\$149,073	\$150,226	\$133,156	\$135,751	\$147,306	\$166,401
	<i>% change</i>		0.8%	-11.4%	1.9%	8.5%	13.0%
	Tofino	\$33,882	\$32,936	\$33,098	\$35,188	\$38,749	\$46,938
	<i>% change</i>		-2.8%	0.5%	6.3%	10.1%	21.1%
Vancouver	\$557,407	\$520,663	\$533,465	\$544,245	\$593,895	\$696,222	
<i>% change</i>		-6.6%	2.5%	2.0%	9.1%	17.2%	
Victoria	\$125,586	\$126,619	\$123,157	\$134,048	\$138,873	\$158,214	
<i>% change</i>		0.8%	-2.7%	8.8%	3.6%	13.9%	
Whistler	\$191,651	\$158,933	\$176,611	\$188,723	\$206,391	\$229,529	
<i>% change</i>		-17.1%	11.1%	6.9%	9.4%	11.2%	
COMMUNITIES (ABOVE)		\$1,273,118	\$1,217,310	\$1,234,441	\$1,290,242	\$1,393,967	\$1,582,130
<i>% change</i>			-4.4%	1.4%	4.5%	8.0%	13.5%
OVERALL BC		\$1,553,115	\$1,494,972	\$1,518,420	\$1,599,338	\$1,743,083	\$2,012,252
<i>% change</i>			-3.7%	1.6%	5.3%	9.0%	15.4%

Source: BC Stats.

Note: List is not exhaustive; a sample of 13 of the total 52 participating communities have been selected. For more information see BC Stats website:

<http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/Tourism.aspx>, "January 2010 to current".

TABLE 5: TOURISM GDP USING 2007 DOLLARS AND YEAR-OVER-YEAR CHANGE BY SECTOR

Sectors		2007	2008	2009	2010	2011	2012	2013	2014	2015
GDP (\$ millions)	Accommodation and food services	\$2,632	\$2,595	\$2,490	\$2,578	\$2,510	\$2,537	\$2,586	\$2,700	\$2,769
	Transportation services	\$1,882	\$1,898	\$1,897	\$2,031	\$2,107	\$2,214	\$2,251	\$2,396	\$2,644
	Retail services	\$773	\$747	\$723	\$722	\$731	\$783	\$828	\$803	\$842
	Other services	\$1,048	\$1,092	\$1,105	\$1,118	\$1,125	\$1,098	\$1,125	\$1,146	\$1,188
	Overall	\$6,335	\$6,332	\$6,215	\$6,447	\$6,473	\$6,631	\$6,791	\$7,046	\$7,442
% change	Accommodation and food services		-1.4%	-4.0%	3.5%	-2.6%	1.1%	1.9%	4.4%	2.6%
	Transportation services		0.9%	-0.1%	7.1%	3.7%	5.1%	1.7%	6.4%	10.4%
	Retail services		-3.4%	-3.2%	-0.1%	1.2%	7.1%	5.7%	-3.0%	4.9%
	Other services		4.2%	1.2%	1.2%	0.6%	-2.4%	2.5%	1.9%	3.7%
	Overall		0.0%	-1.8%	3.7%	0.4%	2.4%	2.4%	3.8%	5.6%

Source: BC Stats.

Note: Pre-2007 real GDP data is not available. GDP data is in 2007 constant dollars.

TABLE 6: COMPARING GDP OF TOURISM SECTORS USING AN INDEX (2007 = 100)

Sectors	2007	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation and food services	100	99	95	98	95	96	98	103	105
Transportation services	100	101	101	108	112	118	120	127	140
Retail services	100	97	94	93	95	101	107	104	109
Other services	100	104	105	107	107	105	107	109	113
Tourism industry	100	100	98	102	102	105	107	111	117

Source: BC Stats.

Note: Pre-2007 real GDP data is not available.

TABLE 7: COMPARING GDP OF BC PRIMARY RESOURCE INDUSTRIES (2007 = 100)

Industries		2007	2008	2009	2010	2011	2012	2013	2014	2015
GDP (\$ millions)	Agriculture	\$1,240	\$1,194	\$1,273	\$1,321	\$1,325	\$1,310	\$1,367	\$1,380	\$1,496
	Forestry	\$2,026	\$1,787	\$1,230	\$1,511	\$1,788	\$1,833	\$1,982	\$1,764	\$1,907
	Mining	\$3,086	\$3,681	\$3,172	\$3,518	\$3,429	\$3,650	\$3,956	\$4,239	\$3,777
	Oil and Gas Extraction	\$5,893	\$5,649	\$5,498	\$6,068	\$7,230	\$6,141	\$6,410	\$6,803	\$7,157
	Tourism	\$6,335	\$6,332	\$6,215	\$6,447	\$6,473	\$6,631	\$6,791	\$7,046	\$7,442
Index (2007 = 100)	Agriculture	100	101	97	103	107	107	106	111	112
	Forestry	100	95	83	57	71	83	86	93	82
	Mining	100	86	103	89	98	96	102	110	118
	Oil and Gas Extraction	100	98	94	91	101	120	102	107	113
	Tourism	100	111	111	109	113	113	116	119	123

Source: BC Stats.

Note: Pre-2007 real GDP data is not available.

TABLE 8: TOURISM ESTABLISHMENTS AND YEAR-OVER-YEAR CHANGE BY BUSINESS SIZE

Business size		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Establishments	1 to 4 employees	8,177	8,256	6,179	6,121	6,177	6,208	6,235	6,435	6,525	6,014	5,830
	5 to 9 employees	3,133	3,170	3,886	3,816	3,823	3,830	3,941	4,049	4,205	4,091	4,208
	10 to 19 employees	2,980	2,937	3,538	3,687	3,684	3,576	3,667	3,692	3,840	3,790	3,897
	20 to 49 employees	2,454	2,438	2,691	2,744	2,744	2,949	2,920	2,973	3,201	3,248	3,521
	50 to 199 employees	1,204	1,220	1,230	1,248	1,230	1,226	1,157	1,248	1,322	1,374	1,315
	200 or more employees	146	166	138	158	156	154	124	136	161	165	167
	Overall	18,094	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938
% change	1 to 4 employees	2.3%	1.0%	-25.2%	-0.9%	0.9%	0.5%	0.4%	3.2%	1.4%	N/A	-3.1%
	5 to 9 employees	-4.1%	1.2%	22.6%	-1.8%	0.2%	0.2%	2.9%	2.7%	3.9%	N/A	2.9%
	10 to 19 employees	-0.9%	-1.4%	20.5%	4.2%	-0.1%	-2.9%	2.5%	0.7%	4.0%	N/A	2.8%
	20 to 49 employees	1.9%	-0.7%	10.4%	2.0%	0.0%	7.5%	-1.0%	1.8%	7.7%	N/A	8.4%
	50 to 199 employees	-1.4%	1.3%	0.8%	1.5%	-1.4%	-0.3%	-5.6%	7.9%	5.9%	N/A	-4.3%
	200 or more employees	5.8%	13.7%	-16.9%	14.5%	-1.3%	-1.3%	-19.5%	9.7%	18.4%	N/A	1.2%
	Overall	0.3%	0.5%	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	N/A	1.4%

Source: BC Stats.

Note: In 2014, Statistics Canada changed the way information was reported in the Business Register; as such 2014 data cannot be compared to years prior.

TABLE 9: TOURISM ESTABLISHMENTS AND YEAR-OVER-YEAR CHANGE BY SECTOR

Sectors		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Establishments	Food and beverage	9,603	9,511	9,412	9,545	9,609	9,913	9,984	10,265	10,944	10,453	10,737
	Accommodation	2,027	2,028	1,927	1,927	1,906	1,913	1,896	1,844	1,901	1,869	1,870
	Transportation	3,485	3,563	3,369	3,356	3,389	3,260	3,257	3,350	3,424	3,401	3,284
	Amusement, gambling and recreation	1,746	1,780	1,760	1,751	1,714	1,676	1,695	1,665	1,692	1,672	1,776
	Performing arts and sports	1,010	1,089	983	994	984	973	994	1,057	1,079	1,065	1,064
	Heritage institutions	223	216	211	201	212	208	208	206	214	222	207
	Overall	18,094	18,187	17,662	17,774	17,814	17,943	18,034	18,387	19,254	18,682	18,938
% change	Food and beverage	0.2%	-1.0%	-1.0%	1.4%	0.7%	3.2%	0.7%	2.8%	6.6%	N/A	2.7%
	Accommodation	0.6%	0.0%	-5.0%	0.0%	-1.1%	0.4%	-0.9%	-2.7%	3.1%	N/A	0.1%
	Transportation	0.4%	2.2%	-5.4%	-0.4%	1.0%	-3.8%	-0.1%	2.9%	2.2%	N/A	-3.4%
	Amusement, gambling and recreation	-0.6%	1.9%	-1.1%	-0.5%	-2.1%	-2.2%	1.1%	-1.8%	1.6%	N/A	6.2%
	Performing arts and sports	4.9%	7.8%	-9.7%	1.1%	-1.0%	-1.1%	2.2%	6.3%	2.1%	N/A	-0.1%
	Heritage institutions	-8.2%	-3.1%	-2.3%	-4.7%	5.5%	-1.9%	0.0%	-1.0%	3.9%	N/A	-6.8%
	Overall	0.3%	0.5%	-2.9%	0.6%	0.2%	0.7%	0.5%	2.0%	4.7%	N/A	1.4%

Source: BC Stats.

Note: In 2014, Statistics Canada changed the way information was reported in the Business Register; as such 2014 data cannot be compared to years prior.

TABLE 10: TOURISM ESTABLISHMENTS AND YEAR-OVER-YEAR CHANGE BY REGION

Region		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Establishments	Vancouver Island	2,994	3,014	2,933	2,998	3,014	3,091	3,054	3,111	3,136	2,974	3,045
	Vancouver, Coast and Mountains	10,323	10,346	9,964	10,014	10,122	10,167	10,283	10,634	11,206	10,880	11,057
	Thompson Okanagan	2,302	2,339	2,168	2,231	2,200	2,206	2,248	2,372	2,434	2,328	2,423
	Kootenay Rockies	884	882	854	873	862	860	861	862	850	820	819
	Cariboo Chilcotin Coast	355	365	360	376	357	351	351	336	330	304	291
	Northern BC	1,202	1,201	1,144	1,132	1,131	1,137	1,175	1,196	1,204	1,213	1,180
	<i>Standard geographic coding not available</i>	34	40	239	150	128	131	72	22	94	163	123
	Overall	18,094	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938
% Change	Vancouver Island	0.0%	0.7%	-2.7%	2.2%	0.5%	2.6%	-1.2%	1.9%	0.8%	N/A	2.4%
	Vancouver, Coast and Mountains	1.5%	0.2%	-3.7%	0.5%	1.1%	0.4%	1.1%	3.4%	5.4%	N/A	1.6%
	Thompson Okanagan	-1.2%	1.6%	-7.3%	2.9%	-1.4%	0.3%	1.9%	5.5%	2.6%	N/A	4.1%
	Kootenay Rockies	-2.1%	-0.2%	-3.2%	2.2%	-1.3%	-0.2%	0.1%	0.1%	-1.4%	N/A	-0.1%
	Cariboo Chilcotin Coast	-3.8%	2.8%	-1.4%	4.4%	-5.1%	-1.7%	0.0%	-4.3%	-1.8%	N/A	-4.3%
	Northern BC	-2.6%	-0.1%	-4.7%	-1.0%	-0.1%	0.5%	3.3%	1.8%	0.7%	N/A	-2.7%
	Overall	0.3%	0.5%	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	N/A	1.4%

Source: BC Stats.

Note: In 2014, Statistics Canada changed the way information was reported in the Business Register; as such 2014 data cannot be compared to years prior.

Table 11: Tourism employment and year-over-year change by sector

Sectors		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Employment	Accommodation and food services	57,900	60,800	62,600	64,900	63,500	63,600	63,400	64,600	67,600	69,600	71,000
	Retail services	16,000	16,800	17,600	18,200	17,600	17,200	17,300	17,000	17,400	17,000	17,000
	Transportation services	26,000	26,600	27,300	27,600	27,800	27,500	27,300	27,600	27,900	28,400	28,400
	Other services	10,300	10,600	10,800	11,400	11,800	11,600	11,700	10,900	11,000	11,100	11,400
	Overall	110,100	114,700	118,300	122,100	120,800	119,800	119,600	120,100	123,900	126,200	127,700
% change	Accommodation and food services	3.2%	5.0%	3.0%	3.7%	-2.2%	0.2%	-0.3%	1.9%	4.6%	3.0%	2.0%
	Retail services	3.2%	5.0%	4.8%	3.4%	-3.3%	-2.3%	0.6%	-1.7%	2.4%	-2.3%	0.0%
	Transportation services	2.8%	2.3%	2.6%	1.1%	0.7%	-1.1%	-0.7%	1.1%	1.1%	1.8%	0.0%
	Other services	-4.6%	2.9%	1.9%	5.6%	3.5%	-1.7%	0.9%	-6.8%	0.9%	0.9%	2.7%
	Overall	2.3%	4.2%	3.1%	3.2%	-1.1%	-0.8%	-0.2%	0.4%	3.2%	1.9%	1.2%

Source: BC Stats.

TABLE 12: TOURISM EMPLOYMENT AND YEAR-OVER-YEAR CHANGE BY REGION

Sectors		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Employment	Vancouver Island	22,000	23,000	21,800	24,000	22,200	19,800	19,200	17,900	21,300	19,700	20,600
	Vancouver, Coast & Mountains	66,300	68,500	72,900	73,700	75,000	76,500	75,900	77,300	77,000	79,600	80,700
	Thompson Okanagan	11,500	11,600	12,600	12,100	12,000	12,500	13,100	13,500	12,800	14,600	14,200
	Kootenay Rockies	3,100	4,300	3,900	4,500	4,000	4,100	4,400	4,500	4,800	4,100	4,000
	Cariboo Chilcotin Coast	1,900	2,000	1,800	1,900	1,800	1,700	1,700	1,700	2,000	1,900	1,900
	Northern BC	5,400	5,300	5,300	5,900	5,800	5,300	5,300	5,200	6,000	6,300	6,500
	Overall	110,100	114,700	118,300	122,100	120,800	119,800	119,600	120,100	123,900	126,200	127,700
% change	Vancouver Island	15.2%	4.5%	-5.2%	10.1%	-7.5%	-10.8%	-3.0%	-6.8%	19.0%	-7.5%	4.6%
	Vancouver, Coast & Mountains	-1.2%	3.3%	6.4%	1.1%	1.8%	2.0%	-0.8%	1.8%	-0.4%	3.4%	1.4%
	Thompson Okanagan	4.5%	0.9%	8.6%	-4.0%	-0.8%	4.2%	4.8%	3.1%	-5.2%	14.1%	-2.7%
	Kootenay Rockies	-3.1%	38.7%	-9.3%	15.4%	-11.1%	2.5%	7.3%	2.3%	6.7%	-14.6%	-2.4%
	Cariboo Chilcotin Coast	-5.0%	5.3%	-10.0%	5.6%	-5.3%	-5.6%	0.0%	0.0%	17.6%	-5.0%	0.0%
	Northern BC	3.8%	-1.9%	0.0%	11.3%	-1.7%	-8.6%	0.0%	-1.9%	15.4%	5.0%	3.2%
	Overall	2.3%	4.2%	3.1%	3.2%	-1.1%	-0.8%	-0.2%	0.4%	3.2%	1.9%	1.2%

TABLE 13: TOURISM WAGES AND SALARIES AND YEAR-OVER-YEAR CHANGE BY SECTOR

Sectors		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Wages & salaries (\$ millions)	Accommodation and food services	\$1,355	\$1,463	\$1,582	\$1,592	\$1,495	\$1,561	\$1,563	\$1,609	\$1,683	\$1,819	\$1,865
	Retail services	\$364	\$394	\$425	\$462	\$457	\$461	\$458	\$465	\$492	\$484	\$489
	Transportation services	\$1,199	\$1,318	\$1,409	\$1,470	\$1,466	\$1,430	\$1,428	\$1,465	\$1,538	\$1,610	\$1,715
	Other services	\$388	\$408	\$349	\$367	\$389	\$392	\$407	\$397	\$413	\$412	\$430
	Overall	\$3,305	\$3,582	\$3,765	\$3,890	\$3,807	\$3,843	\$3,856	\$3,936	\$4,126	\$4,326	\$4,499
% change	Accommodation and food services	6.5%	8.0%	8.1%	0.6%	-6.1%	4.4%	0.1%	2.9%	4.6%	8.1%	2.5%
	Retail services	8.0%	8.2%	7.9%	8.7%	-1.1%	0.9%	-0.7%	1.5%	5.8%	-1.6%	1.0%
	Transportation services	6.0%	9.9%	6.9%	4.3%	-0.3%	-2.5%	-0.1%	2.6%	5.0%	4.7%	6.5%
	Other services	0.0%	5.2%	-14.5%	5.2%	6.0%	0.8%	3.8%	-2.5%	4.0%	-0.2%	4.4%
	Overall	5.7%	8.4%	5.1%	3.3%	-2.1%	0.9%	0.3%	2.1%	4.8%	4.8%	4.0%

Source: BC Stats.

TABLE 14: TOURISM EMPLOYEE COMPENSATION AND YEAR-OVER-YEAR CHANGE BY SECTOR

Sectors		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average Compensation	Accommodation and food services	\$23,402	\$24,063	\$25,272	\$24,530	\$23,543	\$24,544	\$24,653	\$24,907	\$24,896	\$26,135	\$26,268
	Transportation services	\$46,115	\$49,549	\$51,612	\$53,261	\$52,734	\$52,000	\$52,308	\$53,080	\$55,125	\$56,690	\$60,387
	Retail services	\$22,750	\$23,452	\$24,148	\$25,385	\$25,966	\$26,802	\$26,474	\$27,353	\$28,276	\$28,471	\$28,765
	Other services	\$37,670	\$38,491	\$32,315	\$32,193	\$32,966	\$33,793	\$34,786	\$36,422	\$37,545	\$37,117	\$37,719
	Overall	\$30,018	\$31,229	\$31,826	\$31,859	\$31,515	\$32,078	\$32,241	\$32,773	\$33,301	\$34,279	\$35,231
% change	Accommodation and food services	3.2%	2.8%	5.0%	-2.9%	-4.0%	4.3%	0.4%	1.0%	0.0%	5.0%	0.5%
	Transportation services	3.2%	7.4%	4.2%	3.2%	-1.0%	-1.4%	0.6%	1.5%	3.9%	2.8%	6.5%
	Retail services	4.6%	3.1%	3.0%	5.1%	2.3%	3.2%	-1.2%	3.3%	3.4%	0.7%	1.0%
	Other services	4.9%	2.2%	-16.0%	-0.4%	2.4%	2.5%	2.9%	4.7%	3.1%	-1.1%	1.6%
	Overall	3.3%	4.0%	1.9%	0.1%	-1.1%	1.8%	0.5%	1.7%	1.6%	2.9%	2.8%

TABLE 15: DOMESTIC VISITOR VOLUME AND YEAR-OVER YEAR CHANGE BY MARKET OF ORIGIN

Market	Volume ('000s)					% change			
	2011	2012	2013	2014	2015	2011-2012	2012-2013	2013-2014	2014-2015
British Columbia	9,926	10,469	10,745	10,557	11,542	5.5%	2.6%	-1.7%	9.3%
Alberta	2,529	2,151	2,766	2,531	2,411	-15.0%	28.6%	-8.5%	-4.7%
Ontario	530	563	677	587	642	6.2%	20.2%	-13.3%	9.4%
Quebec	109	116	121	128	79	6.7%	4.3%	5.8%	-38.3%
Prairies	298	278	321	328	318	-6.8%	15.5%	2.2%	-3.0%
Atlantic	51	46	52	93	74	-9.5%	13.0%	78.8%	-20.0%
Overall	13,443	13,624	14,683	14,223	15,067	1.3%	7.8%	-3.1%	5.9%

Source: Statistics Canada, Travel Survey of Residents of Canada. Methodological changes to the Travel Survey of Residents of Canada do not allow comparisons prior to 2011.

TABLE 16: DOMESTIC VISITOR EXPENDITURES AND YEAR-OVER YEAR CHANGE BY MARKET OF ORIGIN

Market	Expenditures (\$ millions)					% change			
	2011	2012	2013	2014	2015	2011-2012	2012-2013	2013-2014	2014-2015
British Columbia	\$2,978	\$3,145	\$3,134	\$3,218	\$3,351	5.6%	-0.3%	2.7%	4.1%
Alberta	\$1,240	\$1,056	\$1,523	\$1,208	\$1,380	-14.8%	44.2%	-20.7%	14.2%
Ontario	\$469	\$550	\$545	\$494	\$624	17.4%	-1.0%	-9.3%	26.3%
Quebec	\$128	\$134	\$151	\$152	\$101	4.4%	13.2%	0.3%	-33.3%
Prairies	\$193	\$182	\$244	\$283	\$264	-5.3%	33.6%	16.0%	-6.6%
Atlantic	\$48	\$67	\$72	\$82	\$90	39.7%	8.0%	14.2%	9.4%
Overall	\$5,055	\$5,134	\$5,670	\$5,437	\$5,810	1.6%	10.4%	-4.1%	6.9%

Source: Statistics Canada, Travel Survey of Residents of Canada. Methodological changes to the Travel Survey of Residents of Canada do not allow comparisons prior to 2011.

TABLE 17: INTERNATIONAL VISITOR VOLUME BY MARKET OF ORIGIN

Market		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Volume ('000)	United States	3,536	3,518	3,394	3,147	2,899	2,955	2,904	2,941	2,741	2,840	3,091
	Washington	1,332	1,257	1,201	1,187	1,153	1,134	1,152	1,208	1,278	1,269	1,519
	California	466	488	474	419	375	414	418	425	379	391	454
	Oregon	202	209	188	162	148	186	194	185	155	164	205
	Arizona	86	75	78	64	61	54	63	67	45	57	55
	Florida	104	93	91	93	65	85	84	67	52	83	66
	Texas	123	136	127	117	118	91	76	103	89	79	63
	Asia/Pacific	757	744	765	738	611	713	688	723	760	851	816
	Japan	204	183	172	125	84	105	86	90	102	97	92
	Hong Kong	62	58	63	77	60	69	61	66	68	61	83
	Australia	113	119	144	142	129	126	137	138	175	199	174
	South Korea	107	120	110	104	73	94	88	88	78	58	63
	China	65	65	69	90	92	109	130	155	172	221	219
	New Zealand	21	23	25	36	31	35	24	35	33	44	29
	India	8	9	22	23	26	48	29	21	20	25	15
	Europe	595	576	635	624	557	601	559	502	573	580	609
	United Kingdom	298	289	324	293	235	231	216	194	215	239	235
	Germany	111	104	101	112	111	120	102	98	117	100	136
	Netherlands	43	45	48	50	43	50	41	36	31	34	46
	France	17	19	23	27	25	31	35	30	56	60	42
Mexico	59	62	69	82	64	54	55	57	52	46	59	
Other overseas	35	51	48	39	44	41	56	59	86	73	55	
TOTAL INTERNATIONAL	4,983	4,951	4,911	4,630	4,175	4,364	4,262	4,282	4,350	4,390	4,629	

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, and 2015 international visitor volume and expenditure data cannot be compared to years prior.

TABLE 18: INTERNATIONAL VISITOR VOLUME YEAR-OVER-YEAR CHANGE BY MARKET ORIGIN

Market		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Volume (% change)	United States	-4.7%	-0.5%	-3.5%	-7.3%	-7.9%	1.9%	-1.8%	1.3%	N/A	3.6%	8.8%
	Washington	-4.4%	-5.7%	-4.5%	-1.2%	-2.8%	-1.7%	1.6%	4.9%	N/A	-0.7%	19.7%
	California	-12.0%	4.7%	-2.9%	-11.6%	-10.4%	10.3%	1.0%	1.7%	N/A	3.0%	16.3%
	Oregon	-4.8%	3.4%	-9.9%	-13.7%	-9.0%	25.7%	4.7%	-4.5%	N/A	6.0%	25.0%
	Arizona	25.4%	-13.2%	4.1%	-18.2%	-4.6%	-10.5%	16.1%	5.9%	N/A	26.8%	-4.4%
	Florida	-4.1%	-9.7%	-2.5%	2.1%	-29.6%	29.8%	-0.6%	-20.5%	N/A	60.8%	-20.7%
	Texas	15.2%	11.2%	-7.1%	-7.5%	0.2%	-22.5%	-16.8%	35.4%	N/A	-11.7%	-19.7%
	Asia/Pacific	1.0%	-1.7%	2.8%	-3.5%	-17.3%	16.7%	-3.5%	5.0%	N/A	11.9%	-4.0%
	Japan	1.6%	-10.1%	-5.9%	-27.6%	-33.0%	26.1%	-18.3%	4.1%	N/A	-5.3%	-5.1%
	Hong Kong	-6.0%	-6.6%	9.8%	22.0%	-22.4%	15.9%	-12.8%	8.2%	N/A	-9.5%	36.3%
	Australia	4.8%	5.9%	20.8%	-1.6%	-9.2%	-2.2%	9.0%	0.6%	N/A	13.3%	-12.5%
	South Korea	3.3%	11.7%	-8.1%	-5.7%	-29.6%	28.4%	-6.6%	0.0%	N/A	-26.3%	8.6%
	China	-4.0%	-0.4%	6.4%	30.0%	2.2%	17.9%	20.0%	19.1%	N/A	28.4%	-1.1%
	New Zealand	14.3%	10.4%	8.4%	44.5%	-14.0%	12.8%	-32.2%	45.8%	N/A	31.1%	-33.2%
	India	-18.4%	10.2%	140.4%	5.3%	14.7%	81.4%	-38.5%	-29.6%	N/A	24.3%	-37.7%
	Europe	2.5%	-3.3%	10.3%	-1.8%	-10.7%	7.9%	-6.9%	-10.2%	N/A	1.2%	5.0%
	United Kingdom	3.5%	-3.2%	12.2%	-9.4%	-19.8%	-1.9%	-6.4%	-10.1%	N/A	10.9%	-1.4%
	Germany	-3.9%	-6.4%	-2.8%	10.3%	-0.7%	7.8%	-14.8%	-4.3%	N/A	-13.9%	35.2%
	Netherlands	-5.0%	3.4%	7.4%	5.1%	-15.5%	17.9%	-17.5%	-12.0%	N/A	10.5%	34.4%
	France	-29.2%	12.0%	23.0%	16.8%	-6.8%	21.6%	14.2%	-14.5%	N/A	6.7%	-29.0%
Mexico	3.5%	3.5%	11.5%	19.9%	-22.4%	-16.1%	3.6%	3.2%	N/A	-11.5%	27.3%	
Other overseas	-30.5%	45.8%	-7.4%	-19.1%	15.2%	-7.0%	35.1%	6.0%	N/A	-15.8%	-24.9%	
TOTAL INTERNATIONAL	-3.2%	-0.6%	-0.8%	-5.7%	-9.8%	4.5%	-2.3%	0.5%	N/A	0.9%	5.5%	

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, and 2015 international visitor volume and expenditure data cannot be compared to years prior.

TABLE 19: INTERNATIONAL VISITOR EXPENDITURES BY MARKET OF ORIGIN

Market		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Expenditures (\$ millions)	United States	\$1,722	\$1,727	\$1,671	\$1,567	\$1,424	\$1,519	\$1,468	\$1,495	\$1,276	\$1,628	\$1,854
	Washington	\$402	\$371	\$369	\$365	\$364	\$384	\$402	\$418	\$357	\$451	\$514
	California	\$289	\$329	\$323	\$290	\$246	\$261	\$270	\$284	\$242	\$307	\$349
	Oregon	\$90	\$88	\$94	\$95	\$91	\$97	\$90	\$78	\$67	\$105	\$120
	Arizona	\$60	\$49	\$47	\$38	\$36	\$39	\$34	\$43	\$37	\$52	\$60
	Florida	\$72	\$54	\$46	\$42	\$36	\$55	\$47	\$49	\$41	\$55	\$62
	Texas	\$88	\$92	\$80	\$83	\$77	\$72	\$54	\$75	\$64	\$63	\$72
	Asia/Pacific	\$815	\$824	\$844	\$898	\$786	\$845	\$866	\$879	\$993	\$1,382	\$1,235
	Japan	\$236	\$194	\$164	\$138	\$111	\$126	\$125	\$117	\$81	\$121	\$135
	Hong Kong	\$68	\$53	\$58	\$70	\$59	\$64	\$64	\$70	\$55	\$65	\$87
	Australia	\$128	\$144	\$177	\$191	\$172	\$166	\$196	\$200	\$349	\$425	\$325
	South Korea	\$124	\$162	\$138	\$165	\$117	\$150	\$134	\$125	\$72	\$74	\$83
	China	\$68	\$75	\$101	\$121	\$135	\$132	\$140	\$172	\$183	\$326	\$344
	New Zealand	\$10	\$19	\$22	\$48	\$49	\$42	\$29	\$43	\$57	\$77	\$49
	India	\$2	\$3	\$11	\$16	\$18	\$37	\$23	\$11	\$7	\$18	\$7
	Europe	\$744	\$687	\$808	\$807	\$698	\$764	\$731	\$662	\$717	\$785	\$879
	United Kingdom	\$384	\$338	\$392	\$369	\$268	\$263	\$253	\$243	\$291	\$363	\$357
	Germany	\$143	\$126	\$113	\$147	\$156	\$163	\$146	\$139	\$149	\$142	\$223
	Netherlands	\$42	\$50	\$54	\$67	\$57	\$61	\$49	\$51	\$38	\$43	\$80
	France	\$22	\$26	\$37	\$26	\$30	\$44	\$54	\$39	\$44	\$62	\$47
Mexico	\$74	\$79	\$83	\$96	\$89	\$67	\$66	\$90	\$47	\$58	\$86	
Other overseas	\$43	\$60	\$59	\$46	\$53	\$45	\$63	\$76	\$17	\$15	\$68	
TOTAL INTERNATIONAL	\$3,399	\$3,376	\$3,466	\$3,414	\$3,049	\$3,240	\$3,194	\$3,201	\$3,050	\$3,869	\$4,122	

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, and 2015 international visitor volume and expenditure data cannot be compared to years prior.

TABLE 20: INTERNATIONAL VISITOR EXPENDITURES YEAR-OVER-YEAR CHANGE BY MARKET OF ORIGIN

Market		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Expenditures (% change)	United States	-10.6%	0.3%	-3.2%	-6.3%	-9.1%	6.7%	-3.4%	1.9%	N/A	27.6%	13.9%
	Washington	-5.9%	-7.7%	-0.6%	-1.1%	-0.2%	5.6%	4.6%	3.9%	N/A	26.5%	13.9%
	California	-20.5%	13.7%	-1.6%	-10.4%	-15.3%	6.5%	3.2%	5.3%	N/A	26.5%	13.9%
	Oregon	1.6%	-3.1%	7.2%	1.7%	-5.1%	7.5%	-7.3%	-13.6%	N/A	57.9%	13.9%
	Arizona	53.5%	-18.2%	-3.7%	-18.7%	-5.8%	7.5%	-12.9%	26.6%	N/A	43.2%	13.9%
	Florida	-12.6%	-25.0%	-13.9%	-9.7%	-13.0%	50.4%	-13.5%	2.6%	N/A	32.2%	13.9%
	Texas	6.7%	4.7%	-13.1%	4.3%	-8.1%	-5.9%	-25.0%	38.2%	N/A	-1.1%	13.9%
	Asia/Pacific	-1.2%	1.1%	2.4%	6.4%	-12.4%	7.5%	2.5%	1.5%	N/A	39.2%	-10.7%
	Japan	8.8%	-17.9%	-15.6%	-15.7%	-19.8%	14.0%	-0.6%	-7.0%	N/A	49.5%	12.2%
	Hong Kong	-8.1%	-22.3%	10.4%	20.0%	-15.0%	8.0%	-0.2%	10.1%	N/A	18.4%	34.9%
	Australia	2.1%	12.6%	23.2%	8.1%	-10.0%	-3.5%	18.3%	2.0%	N/A	21.5%	-23.4%
	South Korea	3.5%	30.8%	-15.1%	19.5%	-28.8%	27.5%	-10.1%	-7.4%	N/A	2.6%	12.3%
	China	-28.9%	10.5%	34.3%	20.3%	11.6%	-2.6%	6.2%	22.9%	N/A	78.0%	5.3%
	New Zealand	-46.3%	94.8%	17.3%	114.4%	1.6%	-14.6%	-29.1%	44.7%	N/A	35.8%	-36.2%
	India	-33.0%	38.3%	249.1%	41.7%	10.0%	110.5%	-38.7%	-51.3%	N/A	147.7%	-61.9%
	Europe	8.7%	-7.7%	17.6%	-0.1%	-13.6%	9.6%	-4.3%	-9.5%	N/A	9.4%	12.0%
	United Kingdom	12.1%	-12.0%	16.1%	-6.0%	-27.3%	-1.9%	-3.8%	-3.9%	N/A	24.6%	-1.5%
	Germany	15.9%	-12.1%	-10.5%	30.5%	6.0%	4.6%	-10.3%	-5.3%	N/A	-4.6%	56.9%
	Netherlands	-20.3%	20.3%	6.4%	24.4%	-14.2%	7.5%	-19.6%	2.9%	N/A	12.7%	88.2%
	France	1.1%	18.3%	42.9%	-29.7%	15.6%	43.3%	24.0%	-27.7%	N/A	42.2%	-24.6%
Mexico	-0.8%	6.5%	5.7%	15.5%	-7.3%	-24.9%	-1.3%	35.2%	N/A	23.9%	47.5%	
Other overseas	-24.9%	37.4%	-1.1%	-21.9%	14.7%	-14.8%	40.1%	19.8%	N/A	-7.7%	343.5%	
TOTAL INTERNATIONAL	-4.7%	-0.7%	2.6%	-1.5%	-10.7%	6.3%	-1.4%	0.2%	N/A	26.8%	6.6%	

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, and 2015 international visitor volume and expenditure data cannot be compared to years prior.