2017 Value of Tourism
A Snapshot of Tourism in BC

OVERVIEW
This information provides insight into the economic value of tourism in British Columbia for 2017. It is also a complementary piece to the full Value of Tourism in British Columbia: Trends from 2007 to 2017 report, available in spring of 2019.

Information provided is produced by BC Stats for Destination BC, and derived by Destination BC based on the International Travel Survey from Statistics Canada.

TOTAL TOURISM REVENUE
Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

$18.4 Billion
2017 Annual Revenue
+8.4% Over 2016
+41.3% Since 2007

2017 TOURISM REVENUE BY SERVICE AREA
31.9% Transportation
36.3% Accommodation & Food
25.7% Retail
6.1% Other

2017 TOURISM EXPORT REVENUE
$5.4 Billion (+7.1% Since 2016)

In 2017, tourism exports generated revenue of $5.4 billion, an increase of 7.1% over 2016. Tourism export revenue was higher than that of the mineral ($5.3 billion), and agriculture and fish ($4.1 billion) primary resource industries, but lower than that of energy ($10.9 billion) and forest products ($14.1 billion).

2017 TOURISM EXPORT REVENUE BY PRIMARY RESOURCE INDUSTRY
31.2% Energy
15.2% Minerals
15.5% Tourism
40.4% Forest Products
11.7% Other
6.1% Other

PROVINCIAL TAX TOURISM REVENUE
$1.2 Billion
+5.8% Over 2016
+40.3% Since 2007
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TOURISM GROSS DOMESTIC PRODUCT
GDP for the provincial economy as a whole grew 4.0% over 2016. The tourism industry contributed $9.0 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). This represents 6.7% growth over 2016, and 32.5% growth since 2007. In 2017, tourism contributed more to GDP than any other primary resource industry.

TOURISM BUSINESSES
19,243 tourism-related businesses in operation in BC in 2017, a 0.4% increase over 2016.

TOURISM WAGES AND SALARIES
The tourism industry paid $4.9 billion in wages and salaries in 2017, up 6.9% from 2016, and up 31.3% since 2007. Average compensation in the tourism industry in 2017 was $35,878, up 3.2% from 2016, and up 12.8% since 2007.

TOURISM EMPLOYMENT
137,800 people employed in tourism-related businesses, a 3.6% increase over 2016.

TOURISM BY PRIMARY RESOURCE INDUSTRY

GDP BY PRIMARY RESOURCE INDUSTRY

2017–2017 BC GDP

2017 TOURISM EMPLOYMENT BY SERVICE AREA

56.1% Accommodation & Food
21.0% Transportation
13.3% Retail
9.6% Other

CONTACT US
Destination BC Research and Analytics
Email: TourismResearch@DestinationBC.ca
Web: DestinationBC.ca/Research-Insights

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