

#BCTourismMatters

TOURISM WEEK | MAY 26 - JUNE 2, 2019



DESTINATION
BRITISH COLUMBIA

NORTHERN BRITISH COLUMBIA

FACT SHEET

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.