



FACT SHEET

The COVID-19 crisis has challenged BC's tourism industry in ways we couldn't have imagined, just a few years ago. Before the pandemic, tourism was one of the fastest growing industries in the world, and BC was no exception. Here are some insights into BC's tourism industry, pre-COVID 19.

Tourism – By the Numbers

- British Columbia's tourism industry generated revenue of \$22.3 billion in 2019, an increase of 5.8% over 2018, and a 67.8% increase from 2009.
- In 2019, British Columbia's tourism industry employed 130,300 people, a 1.9% decrease from 2018. This means that tourism provided a job for roughly 1 out of every 16 people employed in the province.
- There were 19,748 tourism-related businesses in BC, in 2019, employing over 130,300 people and paying \$5.1 billion in wages and salaries.
- The tourism industry generated \$5.9 billion in export revenue in 2019, growing 1.0% from 2018.
- GDP for the provincial economy as a whole grew 3.0% over 2018. The tourism industry contributed \$7.4 billion of value added or GDP (in 2012 constant dollars) to the BC economy. This represented 1.1% growth over 2018 and 20.3% growth since 2009.
- In 2019, tourism contributed more to GDP than any other primary resource industry. (Tourism: \$7.4B, mining: \$5.0B, oil & gas: \$4.8B, forestry & logging: \$1.6B, and agriculture & fishing: \$3.3B.)
- In 2019, the majority of BC's visitation was domestic: 73% of all visitors to BC were Canadians. These domestic visitors contributed 52% of tourism revenues in our province.
- Most tourism businesses buy goods locally, hire locally, and retain their profits locally.

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

*Latest information available from BC Stats

Tourism Enriches All of Our Lives

- Tourism was a growing industry, before COVID-19. Over the last few years, BC's visitor economy welcomed more travelers, created new businesses, and employed more British Columbians in communities across our province, than ever before.
- Tourism has been 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, and
 - parks and recreational facilities.
- All these benefits contribute to why life is so good here in BC.
- The majority of British Columbians agreed that tourism industry plays an important role in British Columbia's economic recovery from the COVID 19 pandemic (84%), tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities, and events) than would otherwise exist in their community (79%), while 76% agree that tourism plays a positive role in preserving, sharing, and celebrating the culture and history of my community.