

BC Residents' Public Perceptions of British Columbia's Tourism Industry



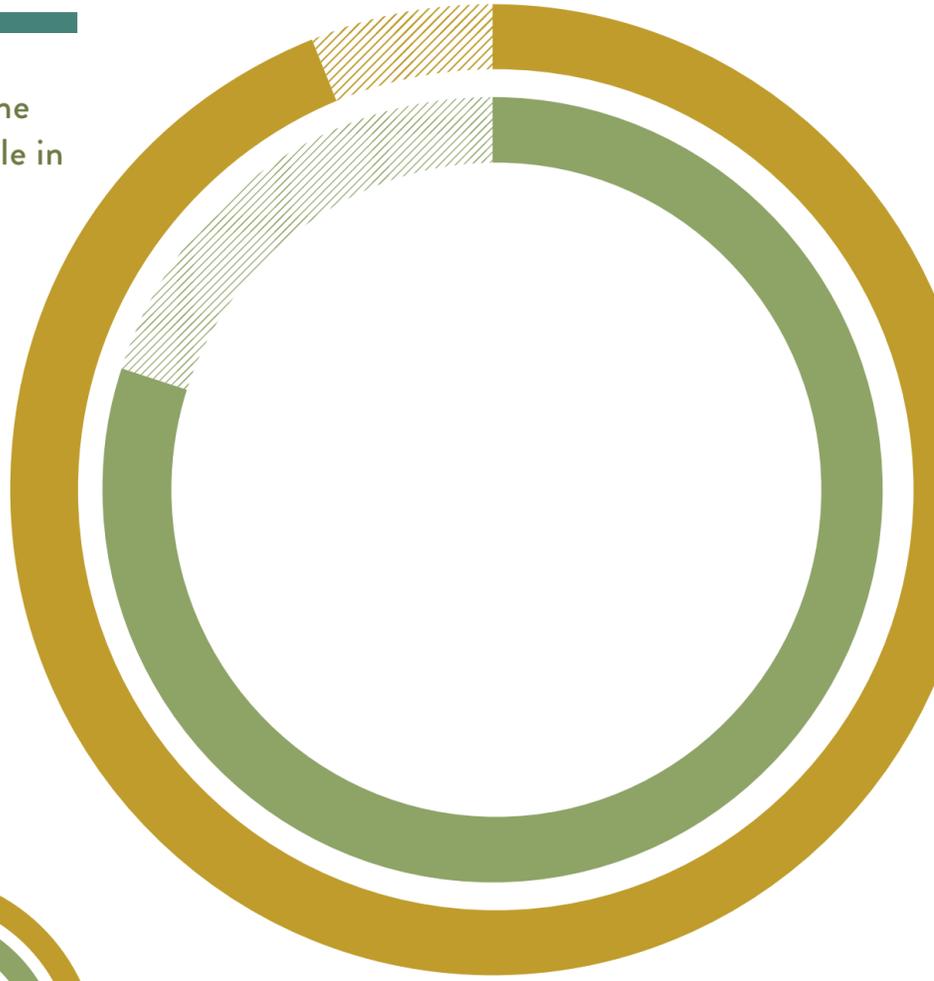
Percentage of BC residents who feel the tourism industry plays an important role in the economic well-being of:

British Columbia:

94%

Their Individual Communities:

80%



Residents agree that the positive impacts of tourism outweigh the negative impacts for:

British Columbia:

75%

Their Individual Communities:

71%



47%

of respondents believe residents are involved and play a role in influencing the planning and development of tourism in their community.

79% of residents agree that tourism:

- Creates BC career opportunities,
- Is an important investment in growing BC's economy and communities; and

78% of respondents agree that tourism:

- Generates substantial tax revenues

54%

of residents feel tourism uses more locally produced goods, services, and agricultural products than other industries (down from 62% in 2019).

Percent of BC Residents Who Want More Tourism in Next 5 Years Compared to Pre-COVID Levels in:

British Columbia:

54%

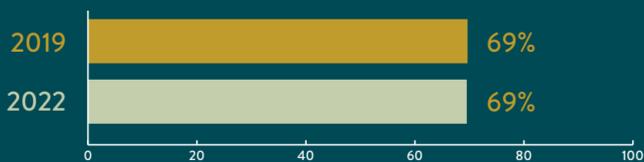
Their Communities:

43%

"I can now better understand the value of the tourism industry as a result of the pandemic."

61%

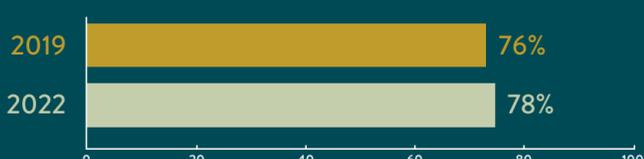
Overall, tourism contributes positively to the quality of life of my community:



81%

of BC residents strongly agree, tourism brings people from diverse backgrounds and cultures into their community.

Tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities, and events) than would otherwise exist in my community:



80%

of BC residents strongly agree, their community is welcoming to all visitors.

81%

of BC residents strongly agree, they appreciate visitors for the contribution that they make to their local economy.