

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



72%

of BC residents feel tourism contributes positively to the quality of life of their community

78%

of BC residents feel Tourism supports a greater diversity of amenities

79%

of BC residents feel their community is a desirable place to visit



The majority of BC residents feel there is just the right amount of tourism in every season

80% 

of BC residents feel tourism supports local businesses in their community

80% 

of BC residents value the contribution visitors make to their local economy