



DESTINATION
BRITISH COLUMBIA®

Residents' Perceptions of British Columbia's Tourism Industry 2024 Survey

February 2025



Contents



03	Objectives & Methodology
06	Highlights
10	Overall Measures
12	Economic Impact
15	Commitment to Sustainability
18	Welcoming Community
22	Equity Deserving Groups
25	Appendix

Objectives and Methodology

THOMPSON OKANAGAN
Mount Robson Provincial Park | Megan McLellan

Background & Objectives



Destination BC has conducted an annual Residents Perceptions of Tourism survey for the past several years. The survey of BC residents tracks and monitors their perceptions of the tourism industry on a community and provincial level. The insights from the study help inform Destination BC's Globally Competitive Tourism Ecosystem strategy which is one of three strategic levers outlined in the organization's 2023-2025 corporate strategy.

The key research objectives are to:

1. Identify how the tourism industry is perceived when it comes to being a contributor to new jobs and economic activity in local communities and in BC.
2. Determine how important the tourism industry is perceived to be to the well-being of local communities and BC.

3. Measure perceptions of the economic, social/cultural, and environmental impacts tourism has in local communities and in BC.

4. Gauge resident attitudes toward tourism volume in their communities and in BC during each season.

While the survey represents all the tourism regions in BC, community-level partners had the opportunity to increase regional sample sizes and/or add custom questions to the survey. Survey results for the partners who participated in the 2024 survey in this way have been presented under a separate cover.

Methodology



- 4,872 online surveys were conducted with BC residents aged 18 and older using online consumer panels. To qualify for the survey residents had to be able and willing to identify the region of the province where they live. Also, no more than 10% of the total sample could be employed in the tourism industry (in this 2024 survey, 2% indicated they worked in the tourism industry).
- Data collection took place from November 5 to December 2, 2024. The survey took an average of 6-7 minutes to complete.
- A stratified sampling plan was employed by tourism regions and sub-regions to ensure adequate sample sizes for analyses. The final survey data was then mathematically weighted by tourism region, age, and gender to ensure it was an accurate reflection of the BC resident population aged 18 and older.
- The table to the right shows the final sample sizes achieved by tourism region and the associated margins of error at the 95% level of confidence.
- When comparing 2024 to 2023 findings on the total samples (4,872 in 2024 and 4,684 in 2023) a difference of at least +/-2 percentage points is required for that difference to be considered statistically significant.
- The results by tourism region can be found in the Appendix to this report, as can the sample sizes for each tourism sub-region.

2024 Sample Sizes by Tourism Region & Associated Margins of Error (MOE)

Tourism Region	Surveys Completed	MOE
Vancouver, Coast & Mountains	2,894	±1.9%
Vancouver Island	878	±3.4%
Thompson Okanagan	667	±3.9%
Kootenay Rockies	170	±7.8%
Northern BC	208	±7.0%
Cariboo Chilcotin Coast	55	±13.7%
Total	4,872	±1.5%

Highlights

KOOTENAY ROCKIES
Fernie Alpine Resort | Ryan Creary

Highlights



Residents Continue to Recognize the Economic Contribution of Tourism

Residents continue to strongly recognize the value tourism brings to communities in BC, with overall perceptions remaining consistent compared to 2023.



Residents also continue to value the contribution that visitors make to their local economy.



Most residents continue to agree that government investment in tourism is important, and that tourism contributes to a greater diversity of amenities in their communities, such as restaurants, attractions, recreation facilities, and events. In the Cariboo Chilcotin Coast, however, only 58% of residents feel that tourism delivers on this front.

This year, people from diverse cultural backgrounds in BC have softened their perceptions toward several tourism economic indicators. The proportion of residents who value visitors' economic contribution to their local economy, place importance on the government's investment in tourism, and agree that tourism supports a greater diversity of amenities is 4 to 7 points lower compared to 2023 findings.

As seen in 2023, residents continue to view tourism separately from infrastructure improvements, such as water and sewage systems or upgrades to highways and roads. To support stronger connections between these areas, targeted and consistent communication is needed to help shift resident perceptions over time.

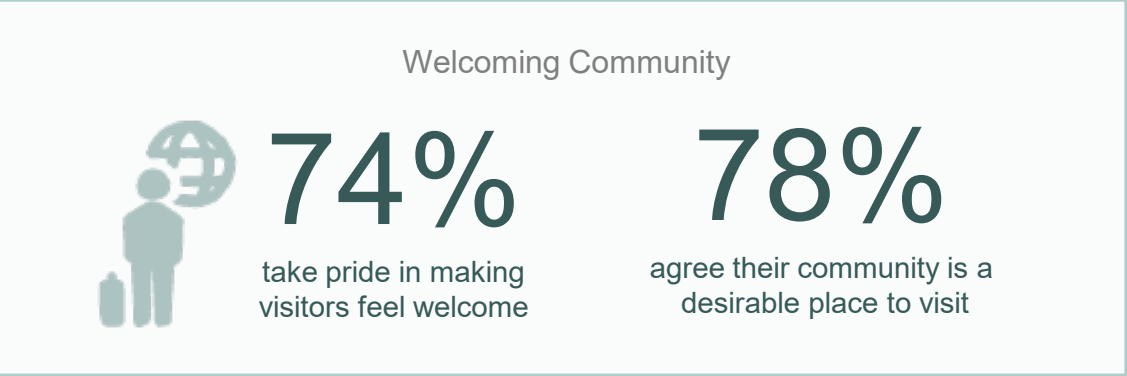


Highlights



Residents Feel Positively About Their Communities as Tourism Destinations

BC residents continue to hold positive perceptions of the impact tourism has on their communities and the benefits their community offers to visitors.



Residents continue to have more varied opinions on whether their community has enough infrastructure, services, and amenities to support visitors with disabilities. On a positive note, those with disabilities have reported improved performance in this area this year, with residents in Northern BC also providing more positive evaluations on this aspect.

BC residents continue to have varied perceptions of the tourism industry’s commitment to sustainability, with notable proportions (31% to 41%) expressing neutrality.

Four of the five metrics that measure ‘commitment to sustainability’ have shown modest improvements compared to 2023. The tourism industry using more locally produced good, services, and agricultural products than most other industries is the one metric that remains unchanged from last year.

The tourism industry’s efforts to reduce carbon emissions and waste, when compared to other industries, still show potential for improvement, with two-in-ten giving positive ratings. These two metrics also have the highest proportion of residents, four-in-ten, expressing neutral views.

Highlights



The Ideal Amount of Tourism Varies by Season

Similar to 2023 findings, most residents feel that their communities experience the right amount of tourism during the spring and fall.



For the winter and summer seasons, perceptions tend to differ. Nearly four-in-ten feel there are fewer visitors than ideal in their communities during the winter. In the summer, some feel there are more visitors than they would prefer, with this proportion increasing from 35% to 38% compared to 2023.

Residents in the Thompson Okanagan region are expressing a growing preference for fewer visitors in the summer, with the proportion who feel there are too many increasing from 40% to 48% compared to last year.

Similar to last year, residents in Northern BC and the Cariboo Chilcotin Coast region would like to see more visitors during the winter months.

While some popular areas and attractions may be busy with visitors, over half of BC residents (55%, up from 52% last year) still enjoy visiting these places. Younger and newer BC residents are increasingly likely to feel this way. Among both of these groups, over seven-in-ten are open to visiting popular areas and attractions, regardless of the level of tourism.

Overall Measures

NORTHERN BC
Dune Za Keyih Provincial Park | Taylor Burk



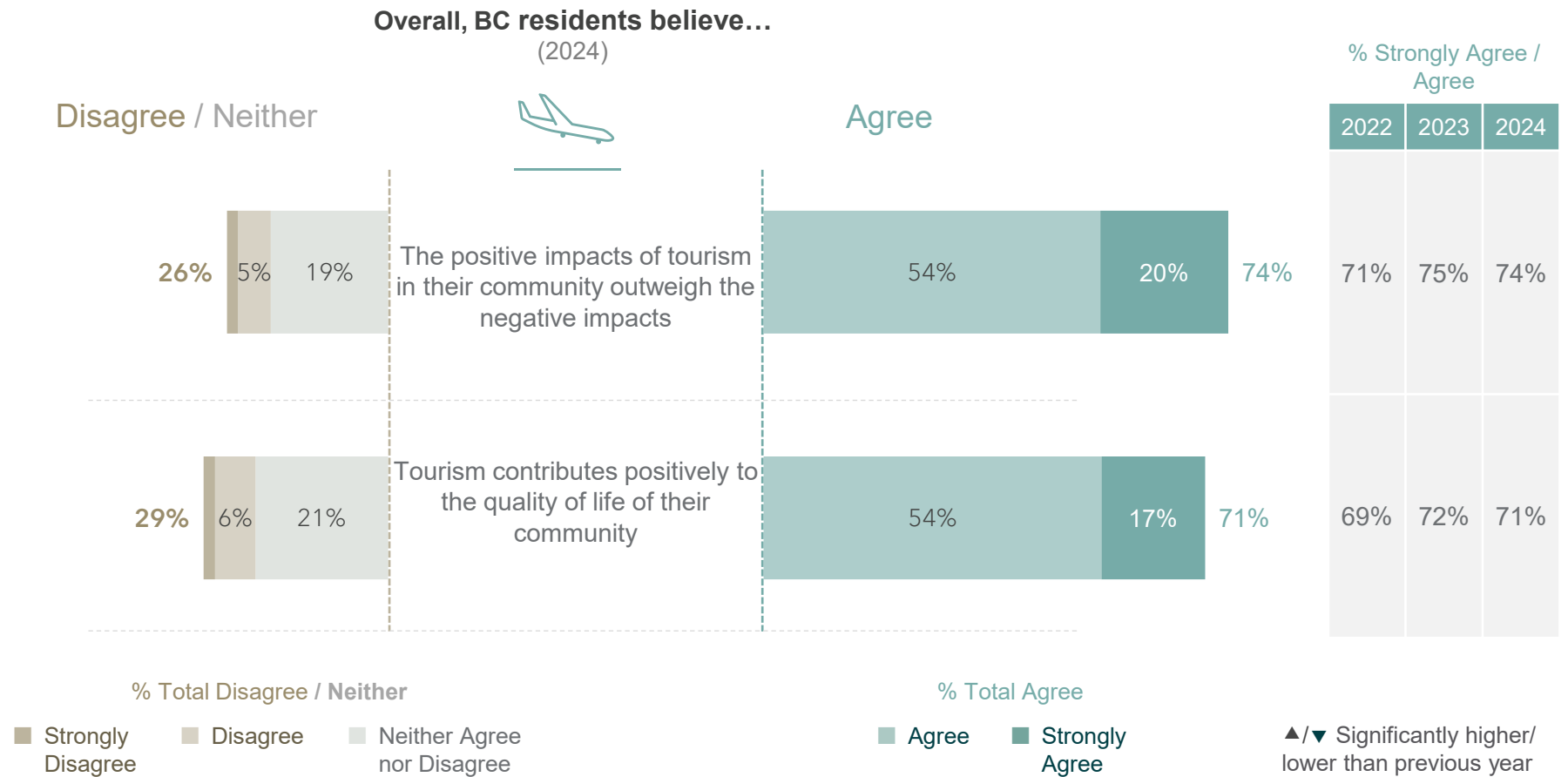
BC TOURISM INDUSTRY Overall Measures



Consistent with 2023 findings, the majority of BC residents continue to agree that the positive impacts of tourism outweigh the negative and that tourism contributes positively to the quality of life in their community.

Compared to 2023, more Persons with Disabilities agree that the positive impacts of tourism outweigh the negative (70%, up from 64% in 2023).

When it comes to tourism contributing positively to the quality of life in their community, residents aged 65 and older are slightly less in agreement this year (71%, down from 75% in 2023).



Economic Impact

VANCOUVER, COAST & MOUNTAINS
Stanley Park Seawall | Grant Harder



BC TOURISM INDUSTRY Economic Impact

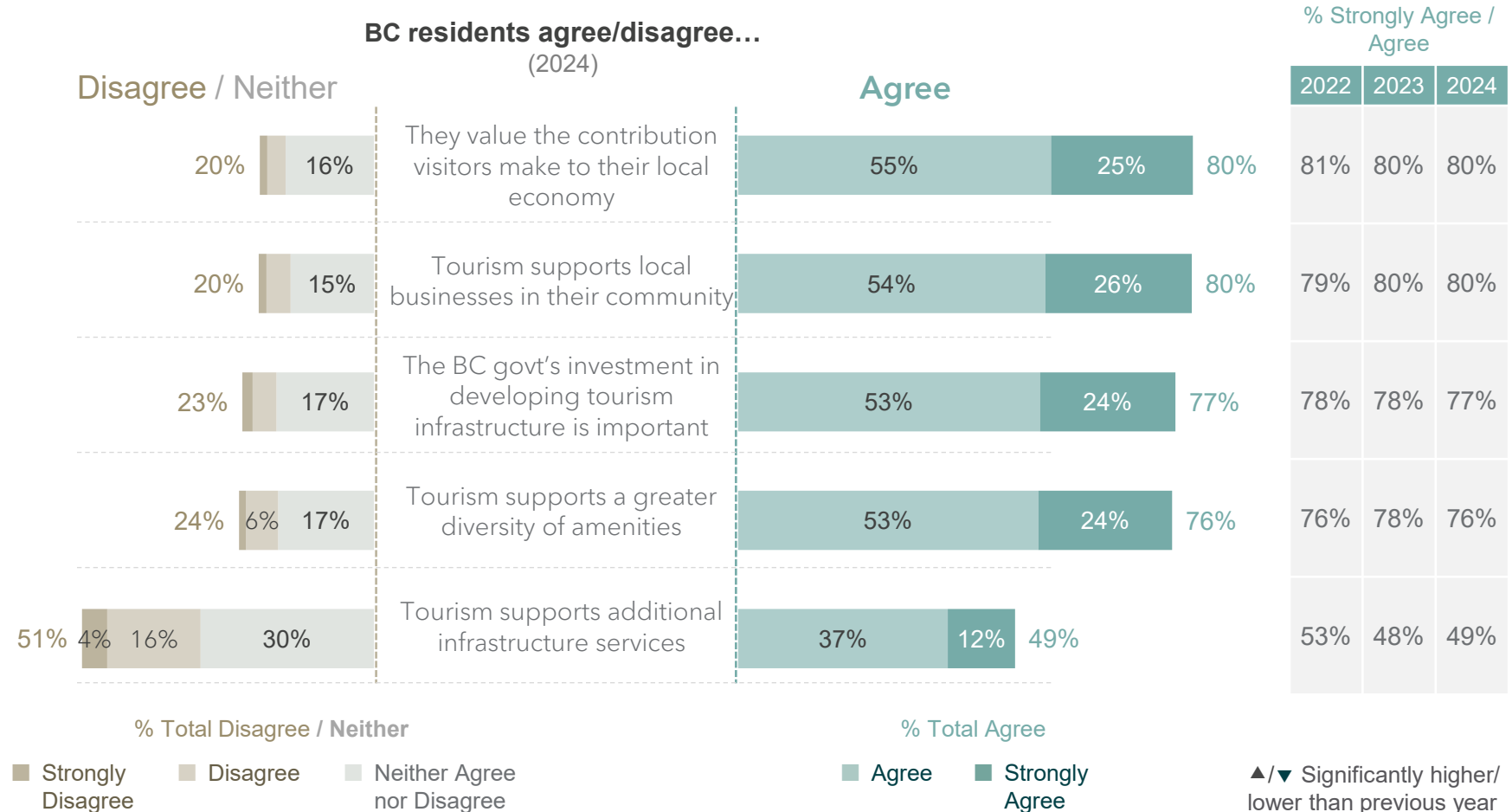


The economic impact of tourism on communities in BC continues to be recognized by residents across the province.

This year, Racialized people show a softening in agreement on several economic impact metrics. These include the value of visitors' economic contribution (79%, down from 83% in 2023), the importance of the government's investment in tourism (74%, down from 81%), and tourism supporting a greater diversity of amenities (76%, down from 81%).

Tourism supporting a greater diversity of amenities than would otherwise exist in BC communities is one area where several other resident groups expressed less agreement this year. These groups include: 25 to 34 year olds (76%, down from 82%), newer BC residents (79%, down from 86%), and those who identify as LGBTQIP2SAA (73%, down from 79%). Persons with Disabilities are the one resident group where agreement increased this year – 77%, up from 71% in 2023.

continued on next page





BC TOURISM INDUSTRY Economic Impact continued



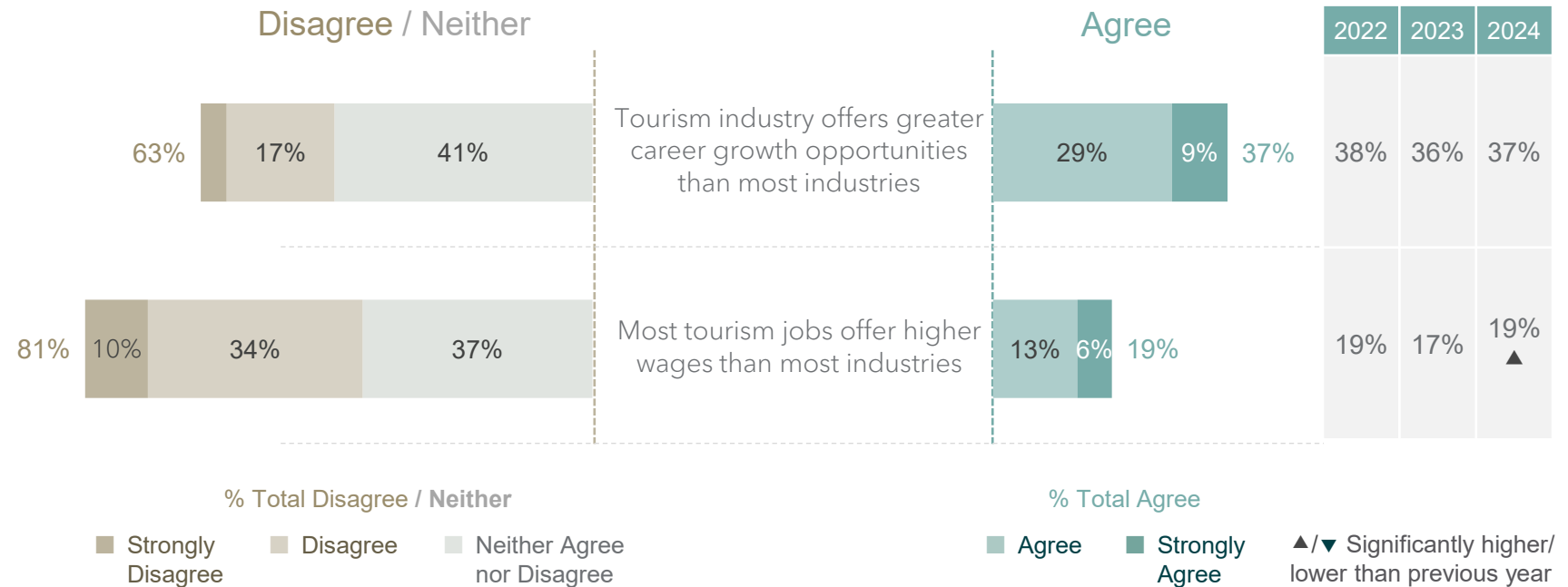
Tourism's role in supporting additional infrastructure services continues to be a topic with varying perspectives among BC residents. This year, residents 65 or older express less agreement on this front (39%, down from 44% in 2023), while Indigenous people are more positive (62%, up from 50%).

Residents feel career and job opportunities offered by the tourism industry can be limited, with perceptions on this topic improving among certain groups.

Several groups have shown increased agreement this year that the tourism industry offers more career growth opportunities compared to other industries. These groups include: 25 to 34 year olds (47%, up from 41% in 2023), newer BC residents (56%, up from 47%), and those who identify as LGBTQIP2SAA (37%, up from 30%).

Agreement that tourism jobs offers higher wages compared to most other industries has seen a slight increase, from 17% to 19%. Notable increases in agreement were observed among residents living in the Cariboo Chilcotin Coast region (27%, up from 6% in 2023), Northern BC (19%, up from 12%), and among Persons with Disabilities (18%, up from 10%).

BC residents agree/disagree...
(2024)



Commitment to Sustainability

CARIBOO CHILCOTIN COAST
Cariboo Mountain Range | Michael Bednar



Commitment to Sustainability

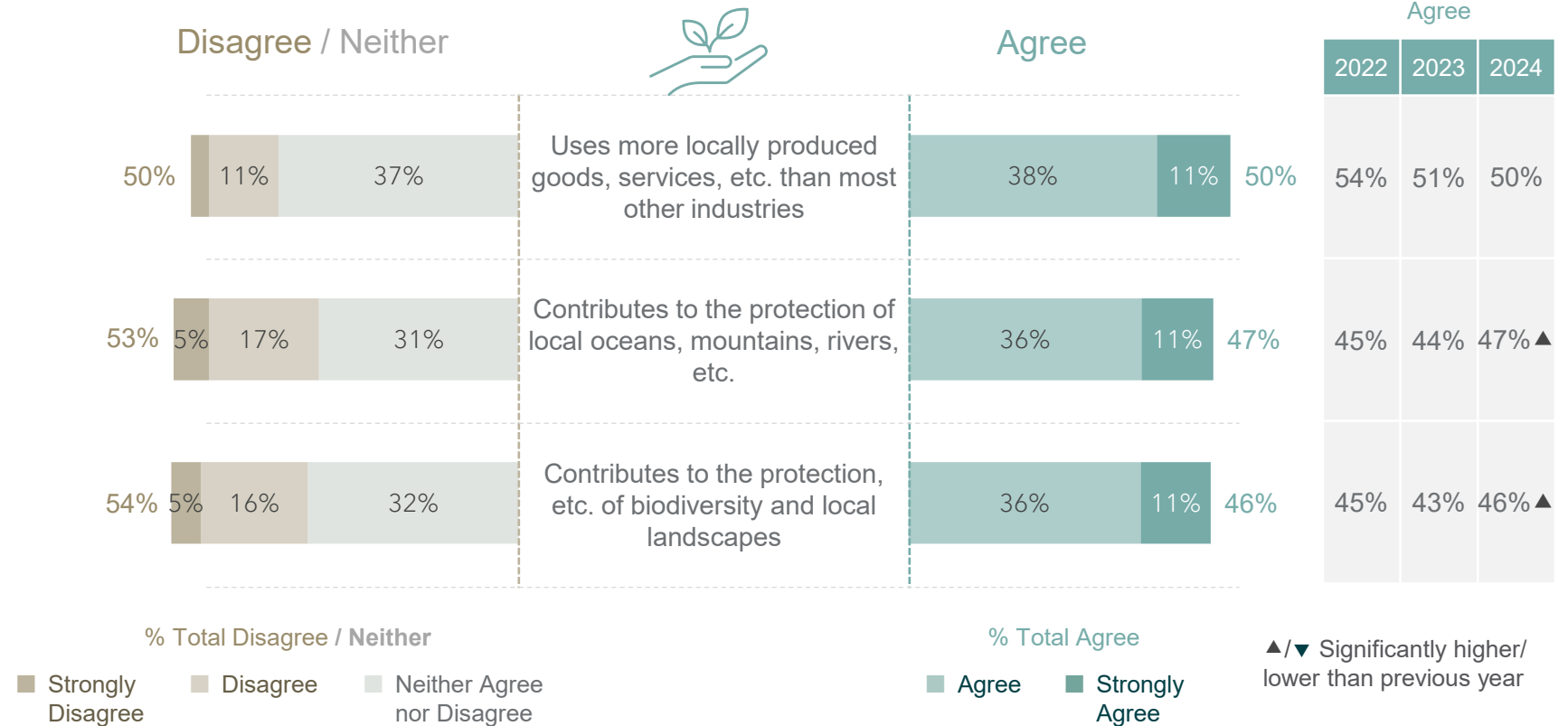


While perceptions about the tourism industry's commitment to sustainability remains mixed amongst residents, perceptions have improved slightly compared to 2023.

Several resident groups have expressed more positive feedback regarding the tourism industry's contribution to protecting nature (local oceans, mountains, etc.), biodiversity and local landscapes. Notably, Indigenous residents, Vancouver Island residents, and those aged 18 to 24 have shown increased agreement this year on both metrics related to protection and preservation.

continued on next page

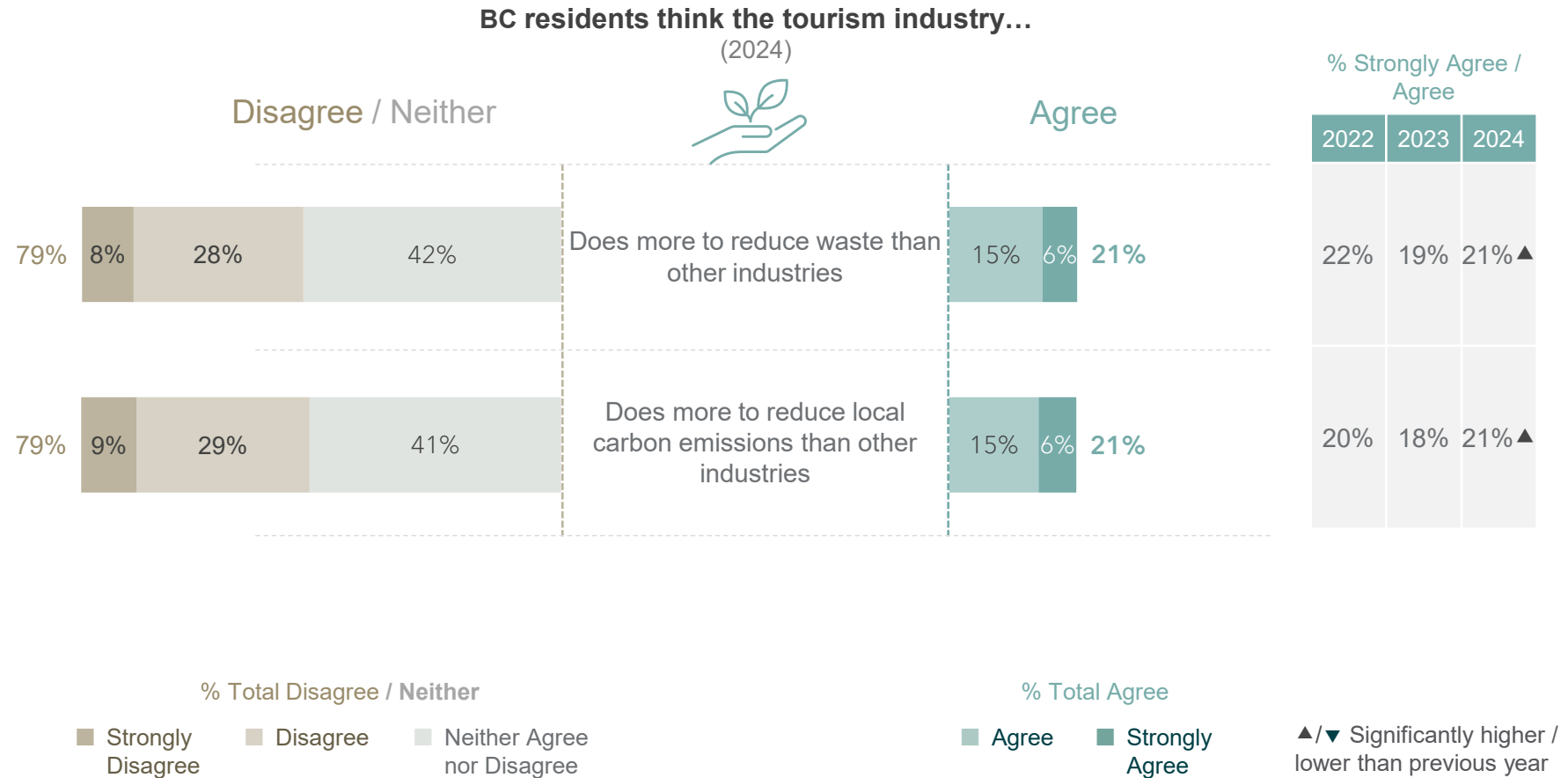
BC residents think the tourism industry... (2024)





When it comes to reducing waste, Cariboo Chilcotin Coast residents (33% agreeing, up from 8% in 2023), Kootenay Rockies residents (24%, up from 11%), 25 to 34 year olds (30%, up from 24%), and newer BC residents (39%, up from 29%) all feel the tourism industry is doing notably better on this front.

Reducing local carbon emissions relative to other industries is an area where several resident groups think the tourism industry is performing better. These residents tend to live in the Vancouver, Coast and Mountains region (23% agreeing, up from 20% in 2023), Northern BC (20%, up from 10%), or in the Kootenay Rockies (22%, up from 13%).



Welcoming Community

VANCOUVER ISLAND
Cox Bay Beach | Brian Caissie



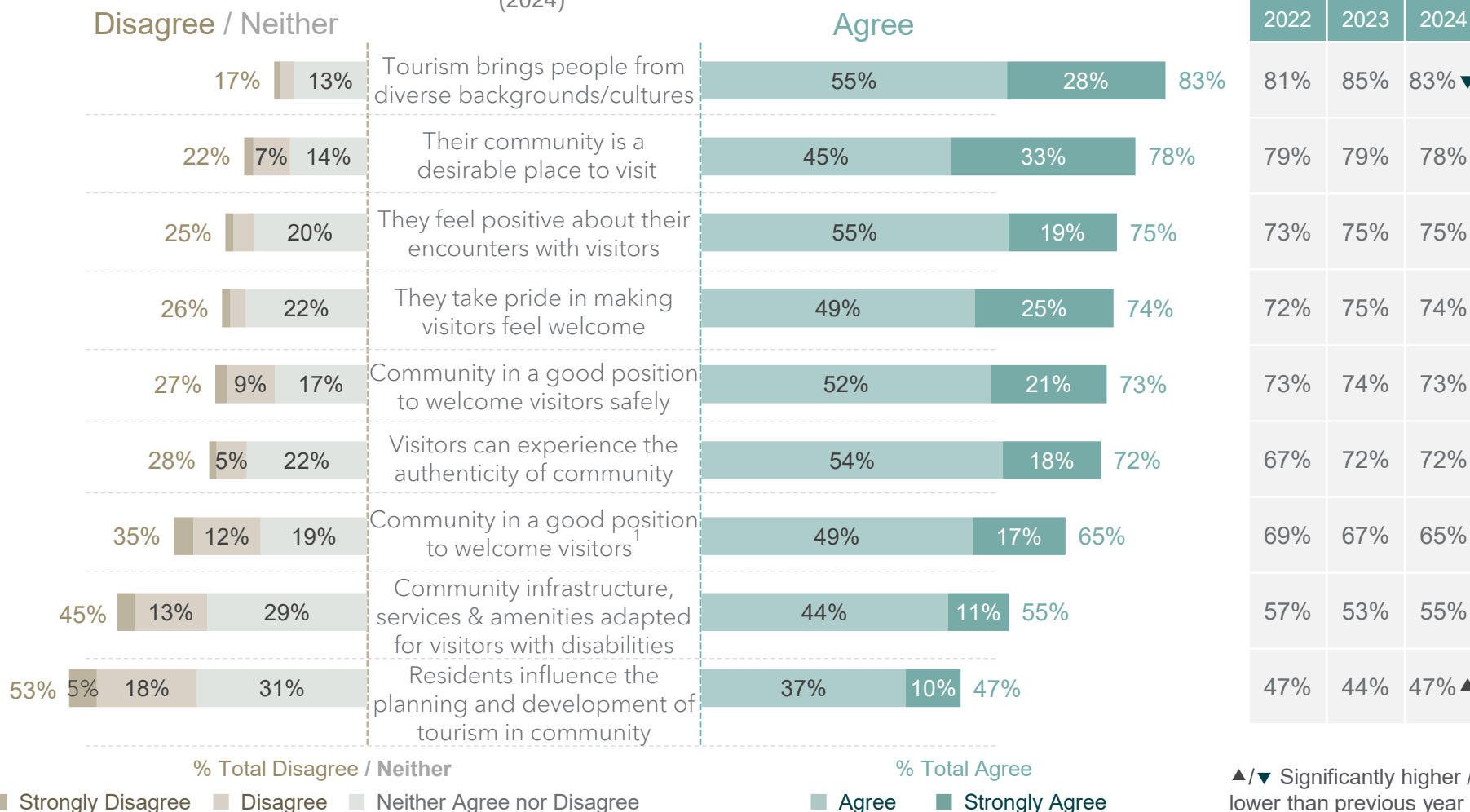
Resident perceptions of the benefits tourism brings to their communities, as well as what their communities offer visitors, remain highly positive and consistent with historical trends.

From a regional perspective, the only notable shift this year is an increase in the number of resident in Northern BC who agree that their community is adapted for visitors with disabilities (48%, up from 36%).

Persons with Disabilities are also more likely to agree that their community is adapted for visitors with disabilities (46% vs 39% in 2023). Additionally, they are feeling more positive about their encounters with visitors (73%, up from 67%) and the influence residents have on the planning and development of tourism in their community (48%, up from 38%).

While BC residents continue to widely agree that tourism brings people of diverse backgrounds and cultures into their communities, those who identify as LGBTQIP2SAA are less likely to agree this year (78%, down from 86% in 2023).

BC residents agree/disagree... (2024)



▲/▼ Significantly higher / lower than previous year



Perceptions of the Amount of Tourism




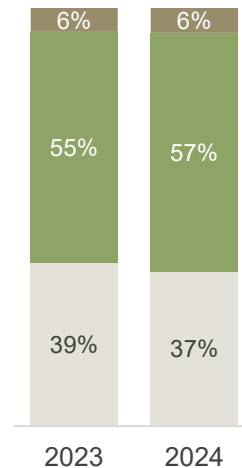
Seasonality continues to be a key factor in determining how residents feel about the amount of tourism in their community.


The majority continue to feel that the balance of tourism is about right in the spring and fall.

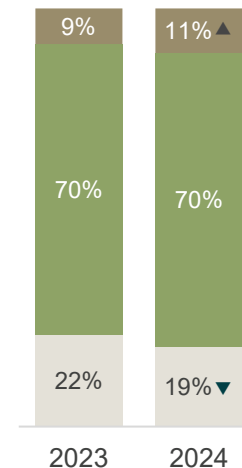
Summer continues to be the season that most residents feel there are too many visitors. Those living in the Thompson Okanagan region are increasingly feeling this way (48%, up from 40% in 2023).

BC residents believe the amount of tourism in their community each season is....

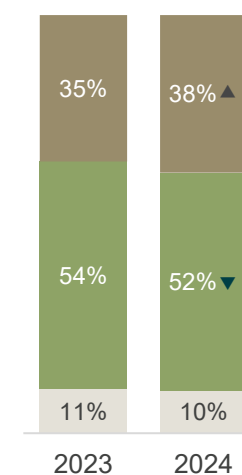
 **Winter**
(Dec – Feb)




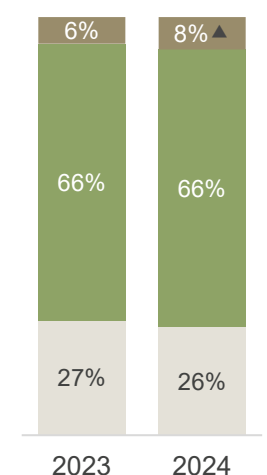
 **Spring**
(Mar – May)



 **Summer**
(Jun – Aug)



 **Fall**
(Sep – Nov)



Too many

Just the right amount

Too few

▲/▼ Significantly higher / lower than previous year



Perceptions of the Amount of Tourism

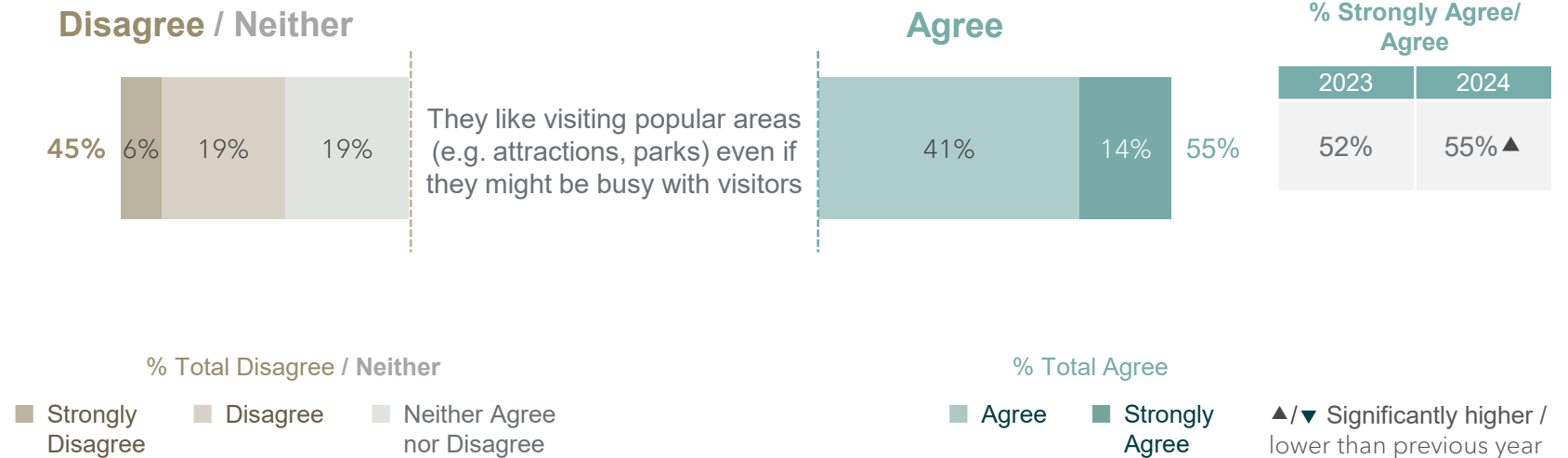


While popular areas and attractions may be busy with visitors, over half of BC residents agree that they still enjoy visiting these places.

Younger residents (18 to 24) and newer BC residents (5 years or less living in the province) are increasingly likely to enjoy visiting popular areas, even if they are busy with visitors.

Among younger residents, 71% agree they enjoy visiting these areas (up from 62% in 2023), while 72% of newer residents share similar sentiment (up from 63% in 2023).

BC residents agree/disagree....
(2024)



Equity Deserving Groups

THOMPSON OKANAGAN
Myra Canyon | Grant Harder



Equity Deserving Groups

The charts below illustrate the areas where perceptions among equity deserving groups differ from the total BC population.

2024 Perception Differences By Equity Deserving Groups

% Strongly Agree / Agree	Total 2024	Racialized People	% Strongly Agree / Agree	Total 2024	Indigenous People
Sample	4,872	708	Sample	4,872	223
Their community is a desirable place to visit	78%	74%	Visitors can experience the authenticity of their community	72%	78%
They take pride in making visitors feel welcome	74%	70%	Aware of Indigenous tourism experiences and/or businesses in BC	66%	74%
They like visiting popular areas (e.g. attractions, parks) even if they might be busy with visitors	55%	60%	They value the contribution visitors make to their local economy	80%	72%
Community infrastructure, services & amenities are designed/ adapted for visitors with disabilities	55%	60%	Tourism supports additional infrastructure services	49%	62%
Aware of Indigenous tourism experiences and/or businesses in BC	66%	57%	Community infrastructure, services & amenities are designed/ adapted for visitors with disabilities	55%	62%
Tourism supports additional infrastructure services	49%	54%	Tourism industry contributes to the protection, etc. of biodiversity and local landscapes	46%	60%
Residents influence the planning and development of tourism in community	47%	52%	Tourism industry contributes to the protection of local oceans, mountains, rivers, etc.	47%	57%
Tourism industry offers greater career growth opportunities than most industries	37%	44%	Tourism industry uses more locally produced goods, services, etc. than most industries	50%	57%
Most tourism jobs offer higher wages than most industries	19%	26%	Tourism industry offers greater career growth opportunities than most industries	37%	51%
			Most tourism jobs offer higher wages than most industries	19%	35%
			Tourism industry does more to reduce waste than other industries	21%	33%
			Tourism industry does more to reduce local carbon emissions than other industries	21%	30%

■/■ Significantly higher/lower than Total BC



Equity Deserving Groups continued



The charts below illustrate the areas where perceptions among equity deserving groups differ from the total BC population.

2024 Perception Differences By Equity Deserving Groups

% Strongly Agree / Agree	Total 2024	Persons with disabilities	% Strongly Agree / Agree	Total 2024	LGBTQIP2SAA Community
Sample	4,872	658	Sample	4,872	420
Their community is a desirable place to visit	78%	72%	Tourism brings people from diverse backgrounds and cultures into their community	83%	78%
Overall, they believe the positive impacts of tourism in their community outweigh the negative impacts	74%	70%	They value the contribution visitors make to their local economy	80%	76%
Their community is in a good position to welcome visitors safely	73%	67%	Overall, they believe the positive impacts of tourism in my community outweigh the negative impacts	74%	68%
Overall, tourism contributes positively to the quality of life of their community	71%	66%	Their community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	60%
Their community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	61%	Community infrastructure, services & amenities are designed/adapted for visitors with disabilities	55%	48%
They like visiting popular areas (e.g. attractions, parks) even if they might be busy with visitors	55%	51%	Tourism industry does more to reduce waste than other industries	21%	17%
Community infrastructure, services & amenities are designed/adapted for visitors with disabilities	55%	46%			
Tourism industry offers greater career growth opportunities than most industries	37%	33%			

■/■ Significantly higher/lower than Total BC

Appendix

CARIBOO CHILCOTIN COAST | NORTHERN BC | VANCOUVER ISLAND
Great Bear Rainforest | Ted Hesser

Regional Results - Vancouver, Coast and Mountains

	Total 2024	Tourism Region Vancouver, Coast & Mountains
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)		
Tourism brings people from diverse backgrounds and cultures into my community	83%	84%
I value the contribution visitors make to my local economy	80%	80%
The tourism industry supports local businesses in my community	80%	78%
I believe my community is a desirable place to visit	78%	77%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	77%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	76%
I feel positive about my encounters with visitors in my community	75%	74%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	74%	74%
I take pride in making visitors feel welcome in my community	74%	74%
My community is in a good position to welcome visitors safely	73%	73%
Visitors are able to experience the authenticity of my community when they visit	72%	71%
Overall, tourism contributes positively to the quality of life of my community	71%	70%
I am aware of Indigenous tourism experiences and/or businesses in BC	66%	64%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	65%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	55%	58%
I like visiting popular areas even if they might be busy with visitors	55%	56%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	50%	49%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	51%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	47%	48%
Residents are involved and play a role in influencing the planning and development of tourism in my community	47%	46%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	47%
The tourism industry offers greater career growth opportunities than most other industries	37%	40%
The tourism industry does more to reduce waste than other industries	21%	23%
The tourism industry does more to reduce local carbon emissions than other industries.	21%	23%
Most jobs in the tourism industry offer higher wages than most other industries.	19%	21%

	Total 2024	Tourism Region Vancouver, Coast & Mountains
Perceptions on Amount of Tourism in Community		
Winter (Dec - Feb)		
Too many	6%	6%
Just the right amount	57%	59%
Too few	37%	35%
Spring (Mar - May)		
Too many	11%	12%
Just the right amount	70%	71%
Too few	19%	18%
Summer (Jun - Aug)		
Too many	38%	37%
Just the right amount	52%	53%
Too few	10%	10%
Fall (Sep - Nov)		
Too many	8%	8%
Just the right amount	66%	67%
Too few	26%	25%

S1. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community?
S2. To what extent do you agree or disagree with the following statement:
S3. Do you think your community has too few, too many, or just the right amount of tourism throughout the year?

Regional Results – Vancouver Island



	Total 2024	Tourism Region Vancouver Island
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)		
Tourism brings people from diverse backgrounds and cultures into my community	83%	84%
I value the contribution visitors make to my local economy	80%	81%
The tourism industry supports local businesses in my community	80%	85%
I believe my community is a desirable place to visit	78%	83%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	79%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	78%
I feel positive about my encounters with visitors in my community	75%	75%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	74%	75%
I take pride in making visitors feel welcome in my community	74%	73%
My community is in a good position to welcome visitors safely	73%	73%
Visitors are able to experience the authenticity of my community when they visit	72%	74%
Overall, tourism contributes positively to the quality of life of my community	71%	71%
I am aware of Indigenous tourism experiences and/or businesses in BC	66%	71%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	65%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	55%	50%
I like visiting popular areas even if they might be busy with visitors	55%	52%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	50%	50%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	45%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	47%	47%
Residents are involved and play a role in influencing the planning and development of tourism in my community	47%	46%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	46%
The tourism industry offers greater career growth opportunities than most other industries	37%	32%
The tourism industry does more to reduce waste than other industries	21%	16%
The tourism industry does more to reduce local carbon emissions than other industries.	21%	15%
Most jobs in the tourism industry offer higher wages than most other industries.	19%	15%

	Total 2024	Tourism Region Vancouver Island
Perceptions on Amount of Tourism in Community		
Winter (Dec - Feb)		
Too many	6%	4%
Just the right amount	57%	53%
Too few	37%	42%
Spring (Mar - May)		
Too many	11%	9%
Just the right amount	70%	74%
Too few	19%	17%
Summer (Jun - Aug)		
Too many	38%	40%
Just the right amount	52%	51%
Too few	10%	8%
Fall (Sep - Nov)		
Too many	8%	7%
Just the right amount	66%	68%
Too few	26%	25%

S1. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community?
S2. To what extent do you agree or disagree with the following statement:
S3. Do you think your community has too few, too many, or just the right amount of tourism throughout the year?

Regional Results – Thompson Okanagan



	Total 2024	Tourism Region Thompson Okanagan
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)		
Tourism brings people from diverse backgrounds and cultures into my community	83%	84%
I value the contribution visitors make to my local economy	80%	80%
The tourism industry supports local businesses in my community	80%	84%
I believe my community is a desirable place to visit	78%	83%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	76%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	81%
I feel positive about my encounters with visitors in my community	75%	74%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	74%	76%
I take pride in making visitors feel welcome in my community	74%	75%
My community is in a good position to welcome visitors safely	73%	74%
Visitors are able to experience the authenticity of my community when they visit	72%	74%
Overall, tourism contributes positively to the quality of life of my community	71%	73%
I am aware of Indigenous tourism experiences and/or businesses in BC	66%	67%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	69%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	55%	51%
I like visiting popular areas even if they might be busy with visitors	55%	52%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	50%	57%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	48%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	47%	41%
Residents are involved and play a role in influencing the planning and development of tourism in my community	47%	46%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	41%
The tourism industry offers greater career growth opportunities than most other industries	37%	35%
The tourism industry does more to reduce waste than other industries	21%	17%
The tourism industry does more to reduce local carbon emissions than other industries.	21%	17%
Most jobs in the tourism industry offer higher wages than most other industries.	19%	15%

	Total 2024	Tourism Region Thompson Okanagan
Perceptions on Amount of Tourism in Community		
Winter (Dec - Feb)		
Too many	6%	5%
Just the right amount	57%	57%
Too few	37%	38%
Spring (Mar - May)		
Too many	11%	9%
Just the right amount	70%	70%
Too few	19%	21%
Summer (Jun - Aug)		
Too many	38%	48%
Just the right amount	52%	43%
Too few	10%	9%
Fall (Sep - Nov)		
Too many	8%	7%
Just the right amount	66%	67%
Too few	26%	25%

S1. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community?

S2. To what extent do you agree or disagree with the following statement:

S3. Do you think your community has too few, too many, or just the right amount of tourism throughout the year?

Regional Results – Kootenay Rockies



	Total 2024	Tourism Region Kootenay Rockies
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)		
Tourism brings people from diverse backgrounds and cultures into my community	83%	80%
I value the contribution visitors make to my local economy	80%	82%
The tourism industry supports local businesses in my community	80%	79%
I believe my community is a desirable place to visit	78%	82%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	69%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	75%
I feel positive about my encounters with visitors in my community	75%	72%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	74%	71%
I take pride in making visitors feel welcome in my community	74%	74%
My community is in a good position to welcome visitors safely	73%	76%
Visitors are able to experience the authenticity of my community when they visit	72%	74%
Overall, tourism contributes positively to the quality of life of my community	71%	68%
I am aware of Indigenous tourism experiences and/or businesses in BC	66%	64%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	65%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	55%	46%
I like visiting popular areas even if they might be busy with visitors	55%	45%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	50%	53%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	45%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	47%	50%
Residents are involved and play a role in influencing the planning and development of tourism in my community	47%	55%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	40%
The tourism industry offers greater career growth opportunities than most other industries	37%	35%
The tourism industry does more to reduce waste than other industries	21%	24%
The tourism industry does more to reduce local carbon emissions than other industries.	21%	22%
Most jobs in the tourism industry offer higher wages than most other industries.	19%	9%

	Total 2024	Tourism Region Kootenay Rockies
Perceptions on Amount of Tourism in Community		
Winter (Dec - Feb)		
Too many	6%	16%
Just the right amount	57%	60%
Too few	37%	24%
Spring (Mar - May)		
Too many	11%	6%
Just the right amount	70%	66%
Too few	19%	27%
Summer (Jun - Aug)		
Too many	38%	34%
Just the right amount	52%	53%
Too few	10%	12%
Fall (Sep - Nov)		
Too many	8%	6%
Just the right amount	66%	63%
Too few	26%	32%

S1. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community?

S2. To what extent do you agree or disagree with the following statement:

S3. Do you think your community has too few, too many, or just the right amount of tourism throughout the year?

Regional Results – Northern BC



	Total 2024	Tourism Region Northern BC
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)		
Tourism brings people from diverse backgrounds and cultures into my community	83%	76%
I value the contribution visitors make to my local economy	80%	79%
The tourism industry supports local businesses in my community	80%	71%
I believe my community is a desirable place to visit	78%	61%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	69%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	74%
I feel positive about my encounters with visitors in my community	75%	78%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	74%	77%
I take pride in making visitors feel welcome in my community	74%	75%
My community is in a good position to welcome visitors safely	73%	62%
Visitors are able to experience the authenticity of my community when they visit	72%	70%
Overall, tourism contributes positively to the quality of life of my community	71%	66%
I am aware of Indigenous tourism experiences and/or businesses in BC	66%	64%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	58%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	55%	48%
I like visiting popular areas even if they might be busy with visitors	55%	59%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	50%	38%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	42%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	47%	44%
Residents are involved and play a role in influencing the planning and development of tourism in my community	47%	49%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	49%
The tourism industry offers greater career growth opportunities than most other industries	37%	32%
The tourism industry does more to reduce waste than other industries	21%	24%
The tourism industry does more to reduce local carbon emissions than other industries.	21%	20%
Most jobs in the tourism industry offer higher wages than most other industries.	19%	19%

	Total 2024	Tourism Region Northern BC
Perceptions on Amount of Tourism in Community		
Winter (Dec - Feb)		
Too many	6%	6%
Just the right amount	57%	40%
Too few	37%	55%
Spring (Mar - May)		
Too many	11%	9%
Just the right amount	70%	59%
Too few	19%	32%
Summer (Jun - Aug)		
Too many	38%	19%
Just the right amount	52%	61%
Too few	10%	20%
Fall (Sep - Nov)		
Too many	8%	12%
Just the right amount	66%	56%
Too few	26%	31%

S1. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community?
S2. To what extent do you agree or disagree with the following statement:
S3. Do you think your community has too few, too many, or just the right amount of tourism throughout the year?

Regional Results – Cariboo Chilcotin Coast



	Total 2024	Tourism Region Cariboo Chilcotin Coast
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)		
Tourism brings people from diverse backgrounds and cultures into my community	83%	83%
I value the contribution visitors make to my local economy	80%	82%
The tourism industry supports local businesses in my community	80%	90%
I believe my community is a desirable place to visit	78%	67%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	82%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	58%
I feel positive about my encounters with visitors in my community	75%	82%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	74%	79%
I take pride in making visitors feel welcome in my community	74%	80%
My community is in a good position to welcome visitors safely	73%	72%
Visitors are able to experience the authenticity of my community when they visit	72%	79%
Overall, tourism contributes positively to the quality of life of my community	71%	74%
I am aware of Indigenous tourism experiences and/or businesses in BC	66%	63%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	65%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	55%	52%
I like visiting popular areas even if they might be busy with visitors	55%	63%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	50%	50%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	42%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	47%	55%
Residents are involved and play a role in influencing the planning and development of tourism in my community	47%	55%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	63%
The tourism industry offers greater career growth opportunities than most other industries	37%	40%
The tourism industry does more to reduce waste than other industries	21%	33%
The tourism industry does more to reduce local carbon emissions than other industries.	21%	18%
Most jobs in the tourism industry offer higher wages than most other industries.	19%	27%

	Total 2024	Tourism Region Cariboo Chilcotin Coast
Perceptions on Amount of Tourism in Community		
Winter (Dec - Feb)		
Too many	6%	0%
Just the right amount	57%	35%
Too few	37%	65%
Spring (Mar - May)		
Too many	11%	6%
Just the right amount	70%	33%
Too few	19%	61%
Summer (Jun - Aug)		
Too many	38%	4%
Just the right amount	52%	73%
Too few	10%	23%
Fall (Sep - Nov)		
Too many	8%	7%
Just the right amount	66%	34%
Too few	26%	58%

S1. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community?
S2. To what extent do you agree or disagree with the following statement:
S3. Do you think your community has too few, too many, or just the right amount of tourism throughout the year?

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Tourism Region (2024)					
				Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Age									
18-24	6%	6%	8%	8%	7%	8%	4%	9%	2%
25-34	19%	21%	19%	21%	16%	16%	16%	22%	21%
35-44	17%	16%	16%	18%	13%	13%	15%	18%	17%
45-54	18%	15%	16%	16%	16%	16%	16%	16%	14%
55-64	14%	14%	13%	13%	12%	14%	17%	15%	17%
65 and over	26%	26%	27%	24%	37%	33%	31%	20%	31%
Prefer not to answer	n/a	<1%	<1%	<1%	<1%	<1%	0%	0%	0%
Region									
Vancouver, Coast & Mountains	56%	64%	63%	100%	-	-	-	-	-
Vancouver Island	17%	18%	18%	-	100%	-	-	-	-
Thompson Okanagan	18%	10%	10%	-	-	100%	-	-	-
Kootenay Rockies	4%	3%	3%	-	-	-	100%	-	-
Northern BC	5%	4%	4%	-	-	-	-	100%	-
Cariboo Chilcotin Coast	1%	1%	1%	-	-	-	-	-	100%
Gender									
Female	51%	50%	51%	51%	51%	51%	50%	48%	50%
Male	48%	48%	48%	48%	47%	47%	49%	49%	50%
Genderqueer/Genderfluid/Non-binary	1%	1%	1%	1%	2%	1%	0%	1%	0%
Two-Spirit	n/a	<1%	<1%	<1%	<1%	<1%	0%	0%	0%
Other	n/a	<1%	<1%	<1%	<1%	<1%	1%	1%	0%
Prefer not to answer	n/a	1%	<1%	<1%	0%	1%	0%	<1%	0%
Member of Equity-Deserving Group									
Racialized People or People of Colour	n/a	16%	16%	22%	6%	7%	3%	9%	2%
Persons with Disabilities		12%	13%	11%	16%	18%	15%	18%	16%
LGBTQIP2SAA		9%	9%	10%	9%	6%	5%	7%	1%
Indigenous		3%	5%	5%	4%	7%	3%	9%	2%
None of the Above		64%	62%	59%	68%	68%	74%	61%	78%
Prefer not to answer		2%	2%	2%	2%	1%	3%	2%	2%

B. Do you identify as... / BB. Do you identify yourself to be a member of any of the following groups? Select all that apply / C. Which age range do you fall into? / A. Please enter the first three digits of your primary residence postal code. | A1/A2/A3/A4/A5. [If A = V0E, V0H, V0K, V0N OR V0T, ASK] Which of the following best represents the region where you live?

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Tourism Region (2024)					
				Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Years lived in British Columbia									
Less than 1 year	1%	2%	2%	2%	1%	2%	2%	3%	2%
1-5 years	7%	7%	8%	8%	7%	9%	8%	9%	4%
6-10 years	7%	7%	7%	6%	8%	8%	8%	4%	1%
11-15 years	6%	5%	5%	5%	7%	5%	3%	3%	0%
More than 15 years	78%	79%	78%	79%	78%	76%	78%	80%	93%
Prefer not to answer	<1%	<1%	<1%	<1%	<1%	<1%	0%	<1%	0%
Highest Level of Education									
High school or less	18%	19%	20%	17%	25%	26%	27%	27%	45%
Post-secondary school (University / College)	61%	61%	59%	61%	54%	57%	58%	59%	41%
Graduate School	18%	17%	18%	20%	16%	12%	12%	11%	13%
Other	n/a	3%	2%	2%	4%	4%	3%	1%	1%
Prefer not to answer	n/a	1%	1%	1%	1%	1%	<1%	1%	0%
Annual Household Income									
Under \$50,000 per year	23%	19%	20%	19%	22%	24%	26%	22%	31%
\$50,000 to under \$75,000	18%	17%	18%	17%	20%	19%	25%	15%	21%
\$75,000 to under \$100,000	18%	17%	17%	17%	19%	16%	18%	21%	15%
\$100,000 to under \$150,000	20%	20%	19%	20%	17%	19%	17%	26%	5%
\$150,000 to under \$250,000	12%	11%	11%	13%	8%	9%	4%	9%	18%
\$250,000 or more	12%	3%	4%	4%	3%	3%	2%	1%	1%
Prefer not to answer	10%	12%	10%	11%	10%	10%	8%	7%	10%

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Tourism Region (2024)					
				Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Industry of Employment									
I'm not employed (retired, homemaker, student, other reasons)	38%	36%	37%	34%	45%	44%	44%	32%	42%
Health care and social assistance	8%	8%	8%	8%	7%	8%	10%	7%	5%
Educational services	8%	6%	6%	6%	4%	4%	5%	6%	5%
Construction	3%	4%	5%	5%	4%	7%	5%	10%	9%
Finances, insurance, real estate, rental and leasing	6%	5%	5%	6%	3%	2%	1%	5%	0%
High Technology	4%	4%	4%	6%	3%	2%	2%	<1%	0%
Public administration	3%	4%	3%	3%	5%	3%	1%	4%	2%
Transportation and warehousing	3%	3%	3%	4%	3%	3%	3%	2%	0%
Manufacturing / Aerospace	2%	2%	2%	2%	1%	1%	2%	1%	1%
Tourism	2%	2%	2%	1%	1%	2%	4%	2%	3%
Film / Animation / Design	1%	2%	1%	2%	1%	1%	1%	1%	0%
Agriculture / Fisheries / Aquaculture / Viticulture	1%	1%	1%	1%	2%	2%	<1%	1%	0%
Utilities	0%	1%	1%	1%	1%	0%	1%	1%	0%
Forestry	1%	1%	1%	<1%	1%	1%	1%	1%	13%
Mining	1%	1%	<1%	<1%	0%	1%	2%	1%	0%
Oil & Gas	0%	1%	<1%	<1%	<1%	1%	2%	4%	0%
Other	20%	19%	19%	20%	17%	18%	15%	21%	19%
Prefer not to answer	n/a	1%	1%	1%	1%	1%	0%	1%	0%

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Tourism Region (2024) ¹					
				VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Ethnic Origin of Ancestors									
American	1%	1%	<1%	<1%	1%	<1%	<1%	0%	0%
British	8%	8%	8%	7%	12%	9%	13%	6%	11%
Canadian	9%	5%	5%	4%	7%	6%	10%	9%	5%
Chinese	11%	10%	10%	14%	3%	2%	0%	1%	1%
Danish	1%	1%	1%	1%	2%	2%	2%	2%	4%
Dutch	4%	3%	4%	3%	4%	5%	4%	3%	7%
English	18%	17%	16%	13%	23%	17%	19%	20%	35%
European	4%	8%	8%	7%	9%	8%	10%	9%	11%
Filipino	1%	2%	2%	3%	1%	1%	0%	2%	0%
Finnish	1%	1%	1%	1%	1%	1%	<1%	1%	0%
French	7%	5%	6%	5%	8%	7%	8%	5%	1%
German	10%	10%	10%	9%	10%	17%	9%	13%	16%
Hungarian	1%	1%	1%	1%	1%	1%	1%	1%	1%
Indian	2%	3%	4%	5%	1%	1%	1%	5%	0%
Indigenous	3%	3%	4%	3%	4%	6%	3%	9%	4%
Irish	14%	12%	11%	9%	15%	15%	17%	12%	14%

	Total 2022	Total 2023	Total 2024	Tourism Region (2024) ¹					
				VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Ethnic Origin of Ancestors									
Italian	3%	3%	3%	3%	2%	2%	4%	2%	0%
Japanese	1%	1%	1%	2%	1%	1%	0%	1%	0%
Norwegian	2%	2%	2%	1%	2%	1%	3%	3%	1%
Polish	3%	3%	3%	3%	3%	3%	3%	1%	3%
Russian	2%	2%	2%	2%	1%	2%	5%	3%	0%
Scottish	17%	15%	14%	12%	19%	16%	19%	18%	15%
South Asian	1%	1%	<1%	1%	<1%	<1%	0%	0%	0%
Swedish	2%	1%	1%	1%	2%	3%	2%	2%	8%
UK	1%	1%	1%	1%	1%	1%	<1%	1%	0%
Ukrainian	5%	5%	5%	5%	4%	8%	7%	4%	2%
Welsh	2%	2%	2%	1%	3%	1%	3%	2%	6%
White	2%	1%	1%	1%	2%	2%	2%	3%	0%
Other	10%	11%	11%	13%	6%	9%	4%	10%	3%
Don't Know	16%	<1%	<1%	<1%	<1%	<1%	<1%	0%	0%
Prefer not to answer	n/a	14%	14%	14%	14%	12%	14%	11%	13%

¹VCM: Vancouver, Coast & Mountains, VI: Vancouver Island, TO: Thompson Okanagan, KR: Kootenay Rockies, NBC: Northern BC, CCC: Cariboo Chilcotin Coast
D4. What are the ethnic origins of your ancestors? Please list as many as you'd like. An ancestor is usually more distant than a grandparent.

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Tourism Region (2024) ¹					
				VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Ethnic Identity									
American	1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	0%
British	4%	3%	4%	3%	4%	3%	8%	4%	7%
Canadian	47%	34%	33%	28%	43%	40%	41%	43%	47%
Chinese	12%	9%	9%	13%	3%	2%	0%	<1%	1%
Danish	1%	<1%	<1%	<1%	<1%	1%	0%	1%	0%
Dutch	2%	2%	2%	2%	2%	2%	2%	2%	4%
English	8%	8%	7%	6%	11%	7%	7%	6%	13%
European	2%	4%	4%	4%	5%	4%	4%	2%	5%
Filipino	2%	2%	2%	3%	1%	1%	0%	2%	0%
Finnish	0%	<1%	<1%	<1%	<1%	0%	0%	0%	0%
French	3%	2%	2%	2%	3%	2%	5%	2%	3%
German	4%	3%	4%	4%	4%	8%	2%	4%	13%
Hungarian	<1%	<1%	<1%	<1%	<1%	<1%	0%	1%	1%
Indian	2%	2%	3%	4%	1%	1%	0%	3%	0%
Indigenous	3%	2%	3%	3%	3%	4%	2%	6%	2%
Irish	5%	5%	4%	4%	5%	5%	10%	4%	7%

	Total 2022	Total 2023	Total 2024	Tourism Region (2024) ¹					
				VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	2,894	878	667	170	208	55
Ethnic Identity									
Italian	2%	2%	2%	2%	1%	2%	3%	1%	0%
Japanese	1%	1%	1%	2%	1%	1%	0%	1%	0%
Norwegian	1%	1%	1%	1%	<1%	1%	3%	<1%	1%
Polish	1%	1%	1%	1%	1%	1%	1%	0%	0%
Russian	1%	1%	1%	1%	<1%	1%	2%	1%	0%
Scottish	7%	7%	6%	5%	8%	6%	10%	6%	7%
South Asian	1%	1%	<1%	1%	0%	0%	0%	0%	0%
Swedish	1%	1%	<1%	<1%	1%	1%	1%	1%	1%
UK	<1%	<1%	<1%	<1%	0%	<1%	0%	1%	0%
Ukrainian	3%	3%	2%	3%	2%	4%	2%	0%	0%
Welsh	1%	1%	1%	1%	2%	<1%	1%	<1%	0%
White	7%	3%	4%	3%	4%	5%	5%	6%	6%
Other	9%	8%	9%	11%	4%	8%	3%	8%	4%
Don't Know	1%	<1%	<1%	<1%	<1%	<1%	0%	0%	0%
Prefer not to answer	n/a	15%	15%	16%	15%	13%	17%	15%	13%

¹VCM: Vancouver, Coast & Mountains, VI: Vancouver Island, TO: Thompson Okanagan, KR: Kootenay Rockies, NBC: Northern BC, CCC: Cariboo Chilcotin Coast
D5. Which ethnicity do you identify with today?

Resident Demographic Profile



Region	2024 Sample Sizes
Vancouver, Coast & Mountains	2,894
Abbotsford	100
Chilliwack	101
Mission	53
Burnaby	408
New Westminster	105
Delta	113
Surrey	399
White Rock	21
Maple Ridge/Pitt Meadows	104
Coquitlam/Port Coquitlam/Port Moody	211
Langley	138
North Vancouver	187
West Vancouver	25
Richmond	241
Vancouver (Downtown)	209
Vancouver (East)	212
Vancouver (West)	211
Other Vancouver, Coast & Mountains	56
Vancouver Island	878
Capital Region	369
Central Island [Cowichan Valley, Alberni-Clayoquot]	139
Central Island [Nanaimo only]	128
Central Island [Parksville & Qualicum Beach only]	128
North Island [Mount Waddington, Strathcona, Comox Valley]	114

Region	2024 Sample Sizes
Thompson Okanagan	667
Thompson-Nicola [Kamloops only]	126
Other Thompson-Nicola	34
Northern Okanagan	109
Central Okanagan [Kelowna only]	218
Other Central Okanagan	79
Okanagan-Similkameen	101
Kootenay Rockies	170
Northern BC	208
Prince George	103
Other Northern BC	105
Cariboo Chilcotin Coast	55
Total BC	4,872