

2023 VALUE OF TOURISM

A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the annual economic value of tourism in British Columbia. This Snapshot is complementary to the **Value of Tourism in British Columbia: Trends from 2013 to 2023 Data Tables**. Information provided is produced by BC Stats for Destination BC.

TOTAL TOURISM REVENUE

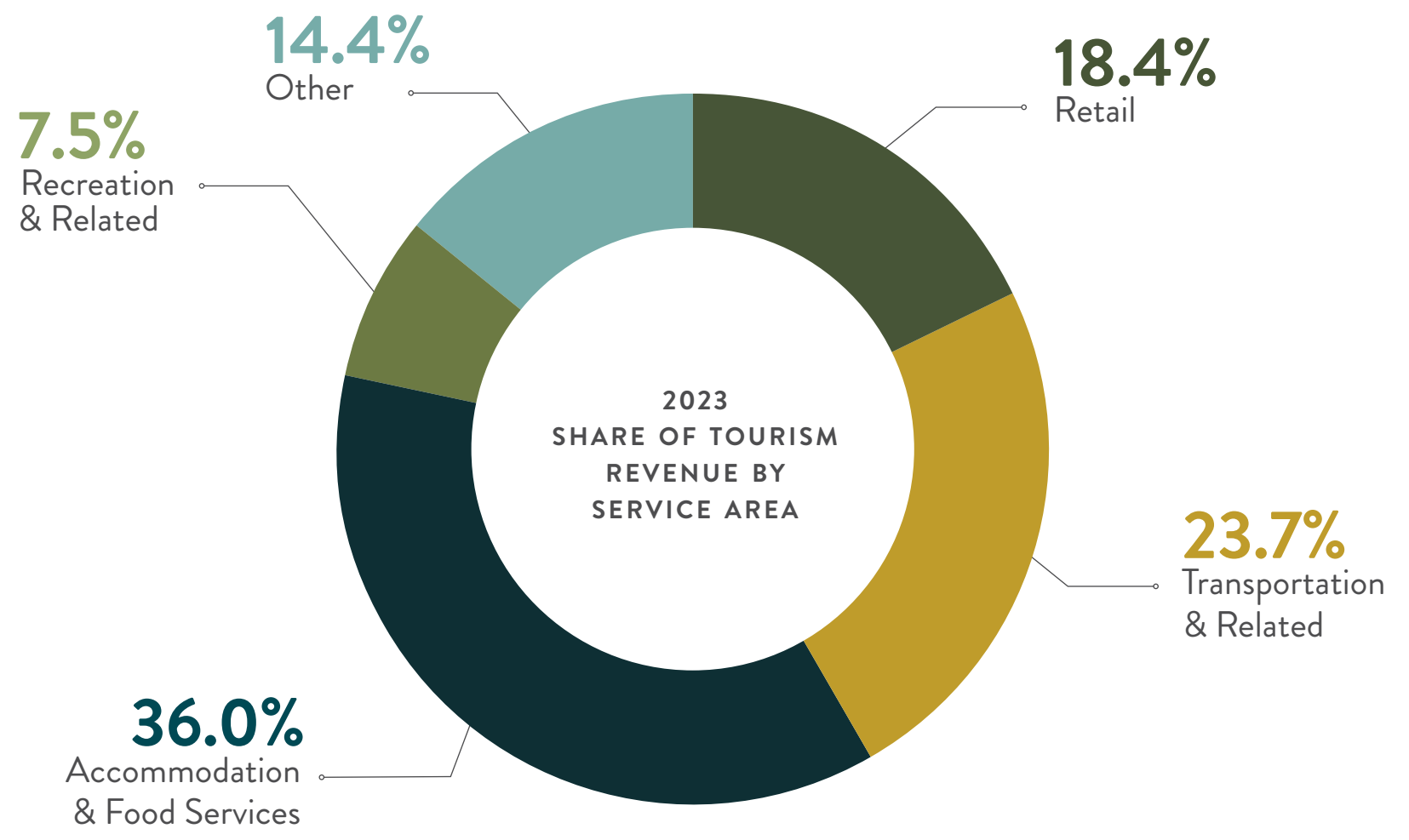


Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

\$22.1 Billion
2023 Annual Revenue

+12.4%
Over 2022

+64.1%
Since 2013



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



\$2.5 Billion

+10.2%
From 2022

+74.6%
From 2013

ESTIMATED ROOM REVENUE

Based on 46 participating MRDT communities in 2023, 43 in 2022, and 27 in 2013.



\$4.6 Billion

+20.4%
Over 2022

+200.3%
From 2013

Due to methodological adjustments and updated data releases, the tourism economic performance indicators published in 2025 should not be compared to the values published prior as all changes have been applied retrospectively. Fulsome retrospective values will be available in the Value of Tourism British Columbia: Trends from 2013 to 2023 Data Tables; available early 2025.

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TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole was up +9.6% over 2022. In 2023, tourism contributed 3.1% or \$9.7 billion of value added to the BC economy, as measured through GDP (in 2017 constant dollars). The contributions of the tourism industry in 2023 was above all other primary resource industries. Tourism experienced the greatest impact of COVID-19 compared to any other primary resource industry in 2020 (declined -46.3% from 2019) however, in 2023, tourism's recovery rate was the strongest (increased +10% over 2022).

GDP BY PRIMARY RESOURCE INDUSTRY



GDP by Primary Resource Industry calculated from NAICS codes: Forestry and Logging (113), Agriculture and Fish (111 & 114), Oil and Gas Extraction (211), and Mining and Quarrying (except oil and gas) (212).

TOURISM BUSINESSES

16,860



tourism-related businesses were in operation in BC in 2023, a -0.3% decrease over 2022.

Number of tourism-related businesses in operation at a single point in time in 2023 (December 2023).

TOURISM WAGES AND SALARIES

BC's tourism industry paid

\$5.9 Billion

in wages and salaries in 2023.

+11.8% Over 2022 | +62.5 From 2013



👤 = \$1 Billion

TOURISM EMPLOYMENT

125,700



people were employed in tourism-related businesses, a +7.9% increase over 2022.

Number of jobs that tourism spending supports.

TOURISM WAGES AND SALARIES

BC's tourism industry paid

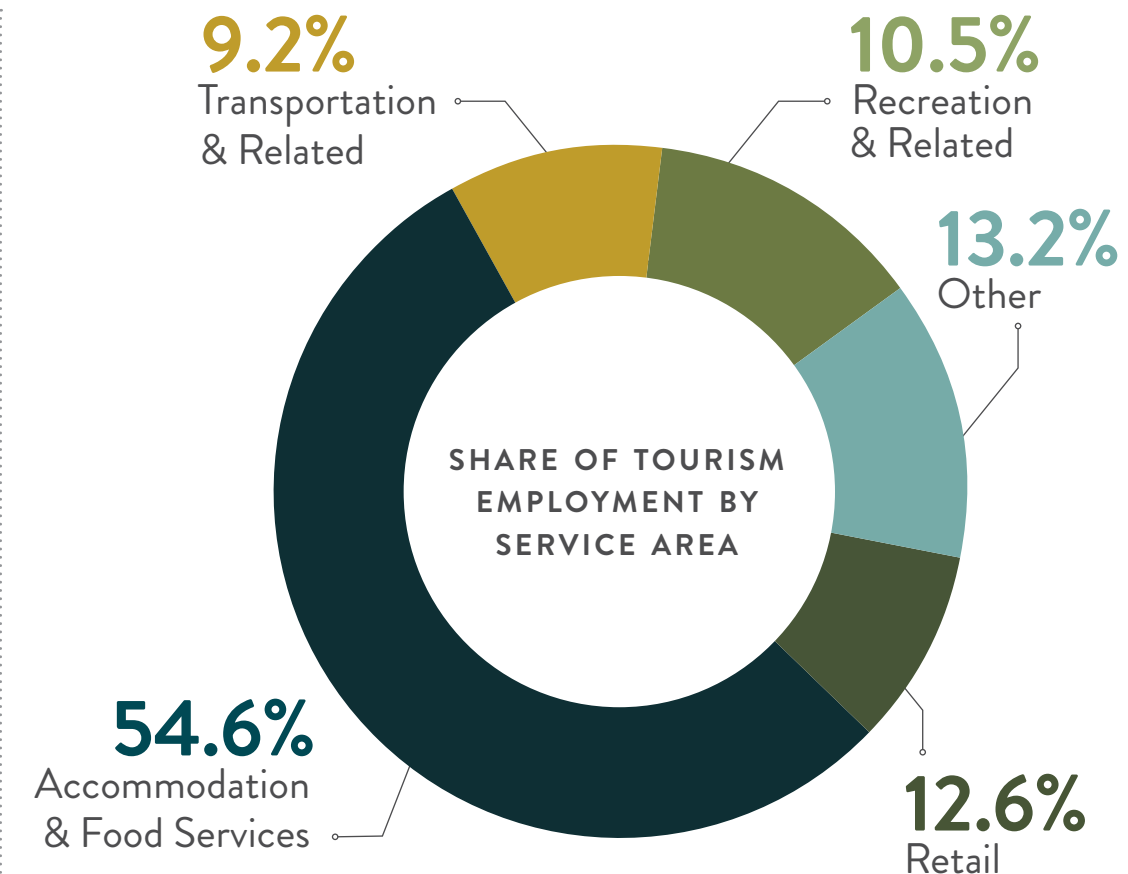
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