

MAR 2025

REGION OVERVIEW

In 2022, travellers in the Vancouver, Coast & Mountains region were hosted by 85,000 tourism employees and visited over 10,000 tourism businesses¹. Collectively, the tourism industry generated over \$9.7 billion in gross spending in the region, accounting for approximately 54% of BC's total overnight spending.^{2 3}

¹BC Stats

²Destination BC Estimates, 2022—Gross Spending less Consumer Taxes

³Destination BC



Destination British Columbia acknowledges with gratitude the x̣ẉməθḳẉəỵəm (Musqueam Indian Band), Ṣḳẉx̣ẉú7mesh Úxwumixw (Squamish Nation), and sə̣ḷilẉətaʔ (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We further recognize with gratitude that we carry out our work on the lands of First Nations throughout the province. We honour our ongoing relationships with Indigenous Peoples and First Nation communities around BC, and we commit to continuing to work together.

ABOUT THIS TOURISM REGION

The Vancouver, Coast & Mountains (VCM) tourism region represents 4% of BC’s landmass and 62.5% of its population. Home to over 3.5 million residents, VCM expands outwards from Metro Vancouver along the Sea-to-Sky Corridor to Whistler and Pemberton, through the Fraser Valley and up the Fraser Canyon, and across the Sunshine Coast. The region includes the territories of 54 First Nations and 27 Community Destination Management Organizations (CDMOs).⁴

Regional Population 2024⁵



3,562,200

Population as % of BC 62.5%

Tourism Industry Snapshot	2023
Businesses (2024) ⁶	10,100
% of Total Provincial Tourism Businesses ⁷	60%
Indigenous Businesses Listed with ITBC (2024) ⁸	146
HelloBC Listings with Accessibility Features ⁹	33%
Employment (2022) ¹⁰	84,900
Regional GDP (2022) ¹¹	\$4.3 billion
Regional Tourism Revenue (2022) ¹²	\$9.7 billion
Room revenue (000s) ¹³	\$2,802,400
Visitor Centre parties ¹⁴	129,200
Resort Municipality Initiative Communities ¹⁵	Harrison Hot Springs, Whistler

⁴Inclusive of municipalities that have Economic Development Officers with tourism as part of their portfolios.

⁵BC Stats, Development Region and Municipal Population Estimates 2024, adjusted for tourism region boundaries

⁶BC Stats / Pacific Analytics

⁷BC Stats / Pacific Analytics (2023 Provincial Tourism-Related Businesses: 16,839)

⁸Indigenous Tourism BC Stakeholders

⁹Destination BC, as a percentage of total HelloBC listings by region. Actual number of HelloBC listings with accessibility features: 368 (September 2024)

¹⁰BC Stats / Pacific Analytics. Please note this does not include Hospitality employment.

¹¹BC Stats / Pacific Analytics

¹²BC Stats. Please note that regional revenues do not sum up to provincial revenue due to \$0.8 billion in provincial tourism revenue that is not allocated to a region.

¹³BC Stats. Calculated from Municipal and Regional District Tax (MRDT). Only those communities subject to the MRDT are included. Annual totals should be interpreted with caution since data for a community may not be available for all months within the year. Only those communities subject to the MRDT are included. Note: In July 2023 there was a major historical data revision due to a change in how the data is collected.

¹⁴Destination BC

¹⁵The Resort Municipality Initiative (RMI) program is intended to support small, tourism-based municipalities to enhance their tourism infrastructure, visitor experiences, and sustainable tourism practices and products. Funding is provided by the Province of British Columbia.

Government investment in the tourism sector in British Columbia was \$1.2 billion in 2022, and private investment was \$1.7 billion. As an indicator of recent tourism investment in BC, Destination BC compiles a list of destination development projects that have been provided funding each year, based on announcement date; the VCM tourism region was estimated to receive \$190 million in funding for 85 projects in 2022 and \$148 million in funding for 70 projects in 2023. This includes multi-year funding projects into the future.¹⁶

Destination Development Projects

	2022	2023
Number of Projects	85	70
Total Investment	\$190,964,100	\$147,801,100

The VCM region is well-connected through major transportation hubs. The Vancouver International Airport (YVR) welcomed over 26 million passengers in 2024, while Abbotsford Airport welcomed 1 million passengers. BC Ferries, operating five primary routes within the region, transported nearly 13 million passengers. Additionally, over 1.3 million cruise passengers passed through Vancouver, highlighting the region's role as a major transportation hub.

¹⁶Destination BC. Note: these figures are underestimated as this list is not complete or exhaustive; there are likely additional projects.





Transportation
Passengers 2024



VANCOUVER
26,205,800¹⁷



ABBOTSFORD
1,000,800¹⁸



FERRY¹⁹ (Routes 1 / 2 / 3 / 8 / 30)
15,713,700



CRUISE PASSENGERS
1,320,300¹⁹

Top Regional Markets

Most visitors to VCM in 2023 were from BC, Alberta, and Ontario. BC residents contributed to 33% of the total nights spent in the region. The top international markets were Washington and California.²⁰

Visitor Nights* – Canada



BC

33%



Alberta

17%



Ontario

12%

Visitor Nights* – US



Washington

5%



California

5%



Oregon

1%

Visitor Nights* – International



UK

4%



Mexico

3%



Australia

2%

*As a % share of nights spent by all visitors in the region.

¹⁷Individual Airports

¹⁸BC Ferries

¹⁹Port of Vancouver

²⁰Environics Analytics Data Tabulation (2022 to 2023), Destination BC

Employment



84.9K

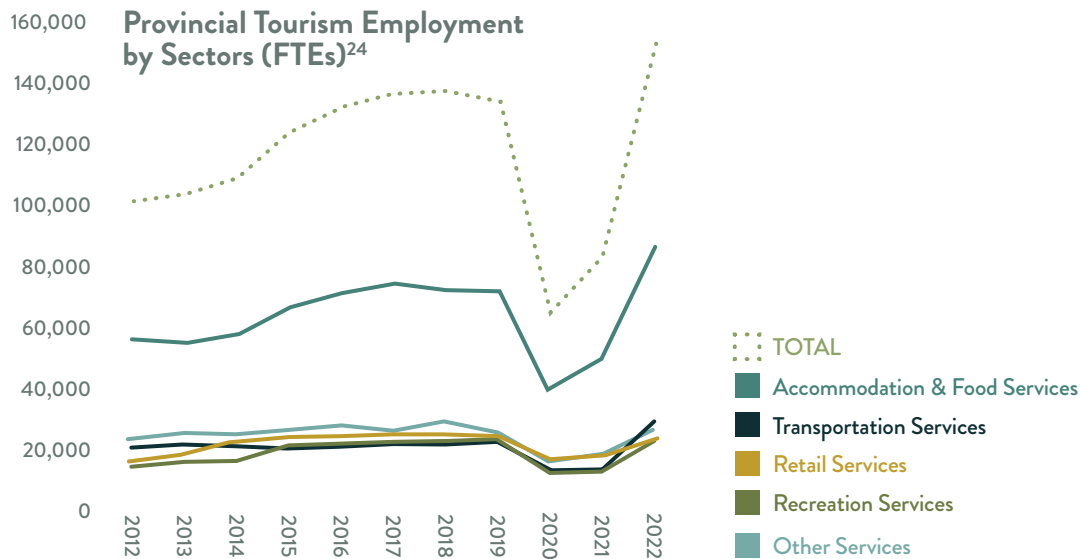
people were employed in tourism-related businesses in the VCM region in 2022.



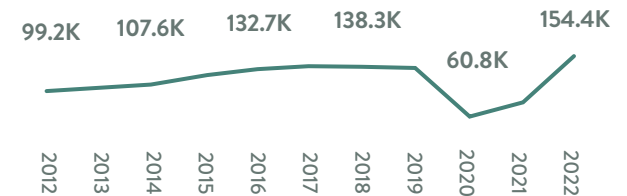
\$2.7B

The VCM tourism industry paid \$2.7 billion in wages and salaries.²¹

The following chart illustrates the evolution of tourism employment in BC from 2012 to 2022, broken down into five key sectors. Over this period, the tourism industry demonstrated overall growth despite a significant downturn in 2020 due to the global pandemic. Accommodation and food services consistently remained the largest employer in the tourism sector, showing remarkable recovery and growth from 33,600 FTEs in 2020 to 83,100 FTEs in 2022, surpassing pre-pandemic levels and highlighting the sector's resilience and importance to the provincial economy.



Provincial Tourism Employment by Year (FTEs)



The hospitality workforce in the VCM region—including those working in tourism—is highly diverse, with 46% of workers identifying as visible minorities and 37% as immigrants—both significantly higher than provincial averages. Including hospitality workers, the sector employs 230,825 people across accommodation, food & beverage, recreation & entertainment, and transportation services. While Indigenous representation in the workforce is slightly below the provincial average at 3%, the region shows strong multicultural employment particularly in accommodation (57%) and food & beverage services (63%), demonstrating the sector's role in providing significant employment opportunities for diverse communities.²³

²¹BC Stats

²²BC Stats. Note: numbers may not add up to the stated total as numbers have been rounded.

²³go2HR

How do Residents View Tourism?

VCM residents value tourism's impact on their communities, especially the economic benefits: 80% say they value the contribution visitors make to their local economy. Residents who value visitors' economic contributions are most likely to feel that tourism improves their quality of life and that its benefits outweigh any drawbacks.²⁴

Resident Perceptions of Tourism 2024

84%

Tourism brings people from diverse backgrounds / cultures.
VS. BC RESIDENTS 83%

80%

Residents that value the contribution visitors make to their local economy.
VS. BC RESIDENTS 80%

78%

Tourism supports local businesses in their community.
VS. BC RESIDENTS 80%

77%

Residents that agree their community is a desirable place to visit.
VS. BC RESIDENTS 78%

74%

Residents that take pride in making visitors feel welcome.
VS. BC RESIDENTS 74%

74%

Residents that agree the positive impacts of tourism in their community outweigh the negative impacts.
VS. BC RESIDENTS 74%

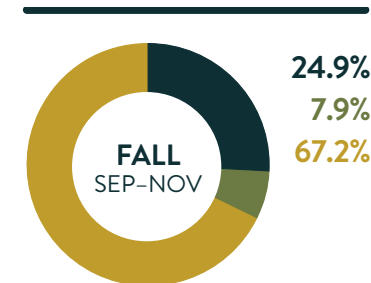
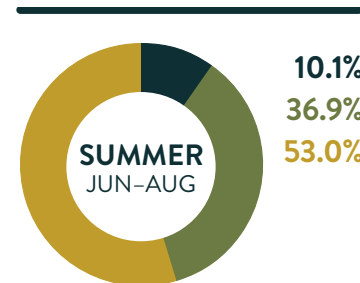
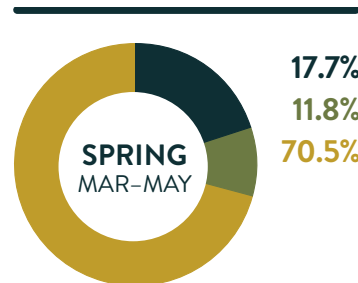
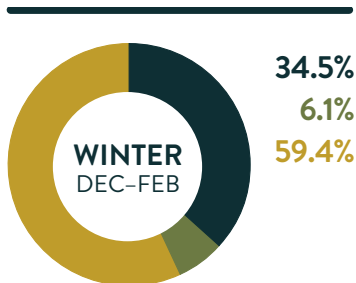
70%

Residents that agree tourism contributes positively to the quality of life of their community.
VS. BC RESIDENTS 71%

“

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

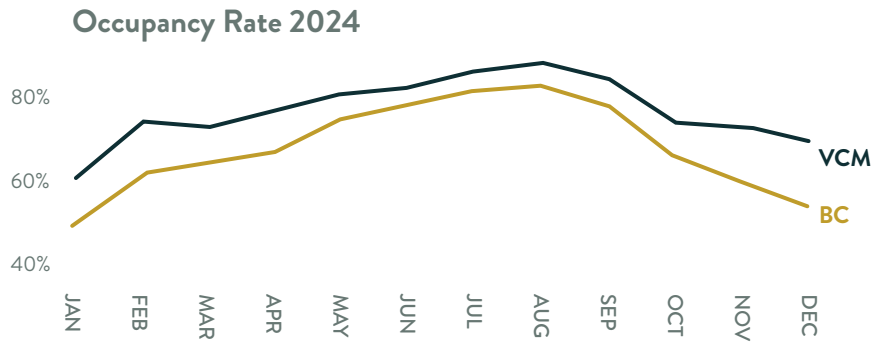
TOO FEW TOO MANY JUST RIGHT



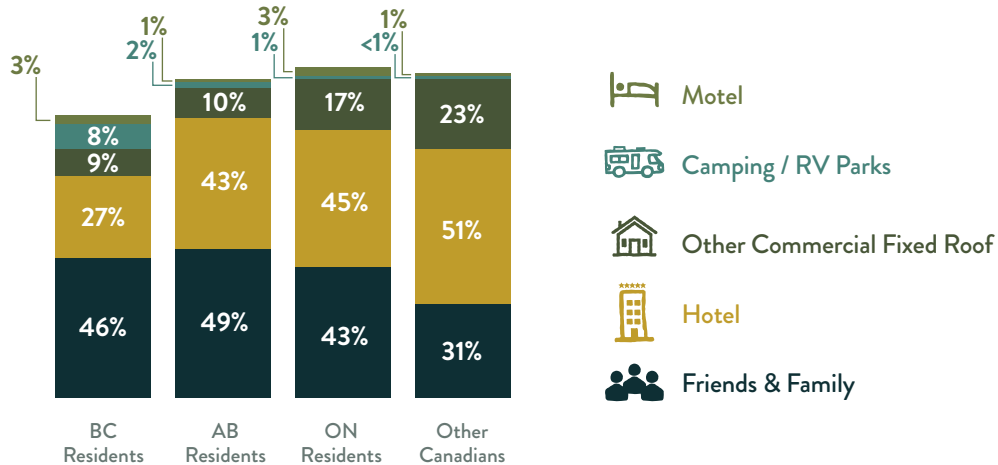
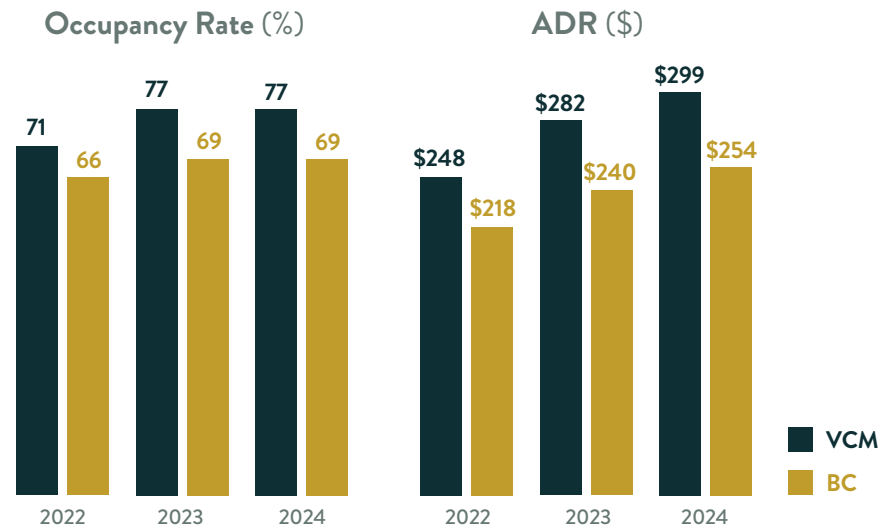
²⁴Destination BC

Accommodation

Occupancy for the VCM region peaks in August at 87%, compared to 82% for BC. January is the lowest month at 62%, compared to 52% for BC.²⁵



VCM's occupancy rate increased from 71% in 2022 to 77% in 2023 and maintained that level into 2024. Average Daily Rate (ADR) shows steady growth from \$248 in 2022 to \$299 in 2024, staying \$30-\$45 above provincial averages.²⁶



In the VCM region, a significant portion of residents of AB (49%), BC (46%), and ON (43%) prefer staying with friends and family. However, hotels are particularly popular among other Canadians, with 51% opting for this accommodation compared to 27% of residents of BC.²⁷

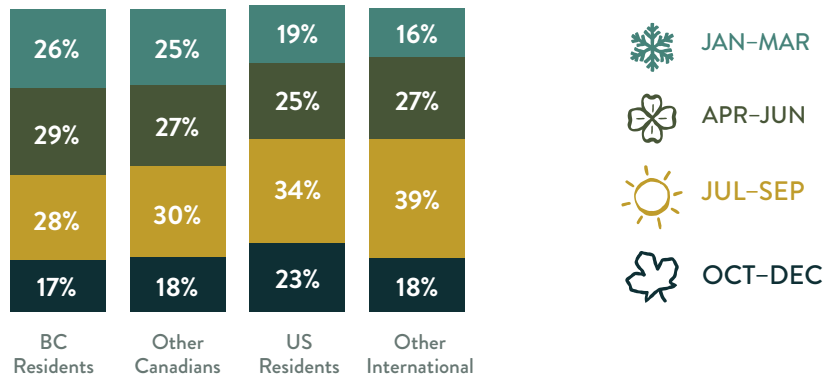
²⁵CoStar Data Tabulation (2022–2024), Destination BC
²⁶CoStar Data Tabulation (2022–2024), Destination BC
²⁷Statistics Canada—National Travel Survey 2022

Seasonality

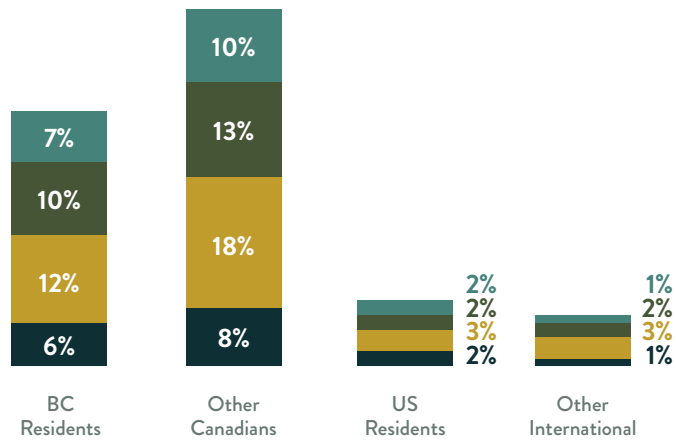
Travel trends in the VCM region follow seasonal variations. The majority of travellers visit during the warmer months of July to September, driven by favourable weather conditions and numerous outdoor activities. Significant numbers of travellers also arrive in the shoulder seasons, indicating a year-round tourism industry.²⁸

Tourism activity in BC peaks during the summer months of July to September with 36% of total visitor nights (18% from other Canadians, 12% from BC residents, and 3% each from US and other international travellers), while maintaining consistent visitor nights from domestic markets throughout other seasons.²⁹

Season of Travel 2023



Provincial Seasonality 2023



Trip Characteristics by Origin

Travellers in VCM have diverse origins. The average length of stay varies, with international travellers typically staying longer than domestic travellers. In 2023, the average trip length was 3.1 nights.³⁰

Total Average Trip Length

3.1 Nights

BC's Total Average Trip Length is 3.6 Nights

Average Nights per Trip

	VCM	Provincial Average
BC Residents	2.2	2.9
Other Canadians	3.3	4.0
US Residents	3.5	3.7
Other International	9.3	11.6

²⁸Enviroics Analytics Data Tabulation (2022 to 2023), Destination BC






²⁹Enviroics Analytics Data Tabulation (2022 to 2023), Destination BC

³⁰Enviroics Analytics Data Tabulation (2022 to 2023), Destination BC

Top Trip Activities

The most popular activities for travellers in VCM include visiting friends or family, dining out, shopping, and sightseeing. For residents of BC, hiking or backpacking is also a favoured activity, while other Canadians frequently visit national or provincial parks.³¹

BC Residents

	Visiting friends or family
	Dine out / go to restaurant, bar or club
	Shopping
	Sightseeing
	Hiking or backpacking

Other Canadians

	Visiting friends or family
	Dine out / go to restaurant, bar or club
	Sightseeing
	Shopping
	National, provincial, or nature park

Spending

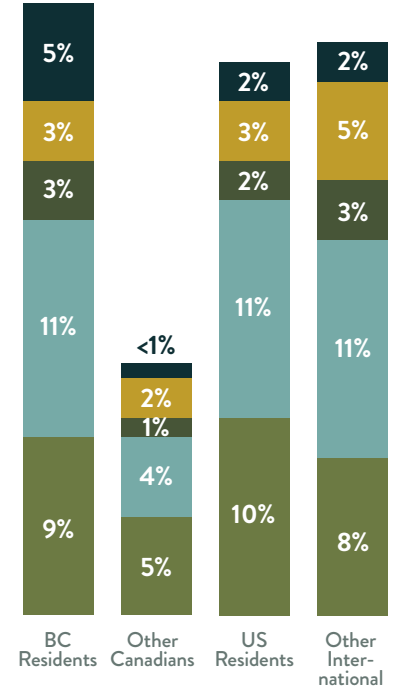
Spending in the VCM region varies across categories and traveller origins. By category, food & beverage dominates tourism spending at 37%, followed closely by accommodation at 32%.

Spending by Category 2024³²

	Accommodation	32%
	Food & Beverage	37%
	Retail	13%
	Recreation & Entertainment	10%
	Transportation	9%

When looking at tourism spending by market, US residents lead accommodation spending at 10%, closely followed by BC residents at 9%. Food and beverage spending is evenly distributed across most markets, with BC residents, US residents, and other international travellers each contributing 11%.

Spending by Market 2024³³



³¹Statistics Canada—National Travel Survey 2022

³²Destination Canada—2024 Canadian Tourism Data Collective, Lodging Aligned Spend Reporting (LASR)

³³Destination Canada—2024 Canadian Tourism Data Collective, Lodging Aligned Spend Reporting (LASR)

Regional Comparisons

Travel Characteristics by Region ^{34*}	% Change 23 vs 22	Regional Share of Total (2023)
	NIGHTS	NIGHTS
All travellers in BC	2%	—
Cariboo Chilcotin Coast	-5%	2%
Kootenay Rockies	-3%	10%
Northern BC	7%	9%
Thompson Okanagan	-10%	19%
Vancouver, Coast & Mountains	8%	42%
Vancouver Island	<1%	18%

*Please note the trips of all regions will not equal the provincial total as travellers can visit multiple regions on one trip.



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³⁴Environics Analytics Data Tabulation (2022 to 2023), Destination BC