DESTINATION BRITISH COLUMBIA®

2024 VALUE OF TOURISM

A Snapshot of Tourism in BC

OVERVIEW

This information provides insight into the annual economic value of tourism in British Columbia.

TOTAL TOURISM REVENUE

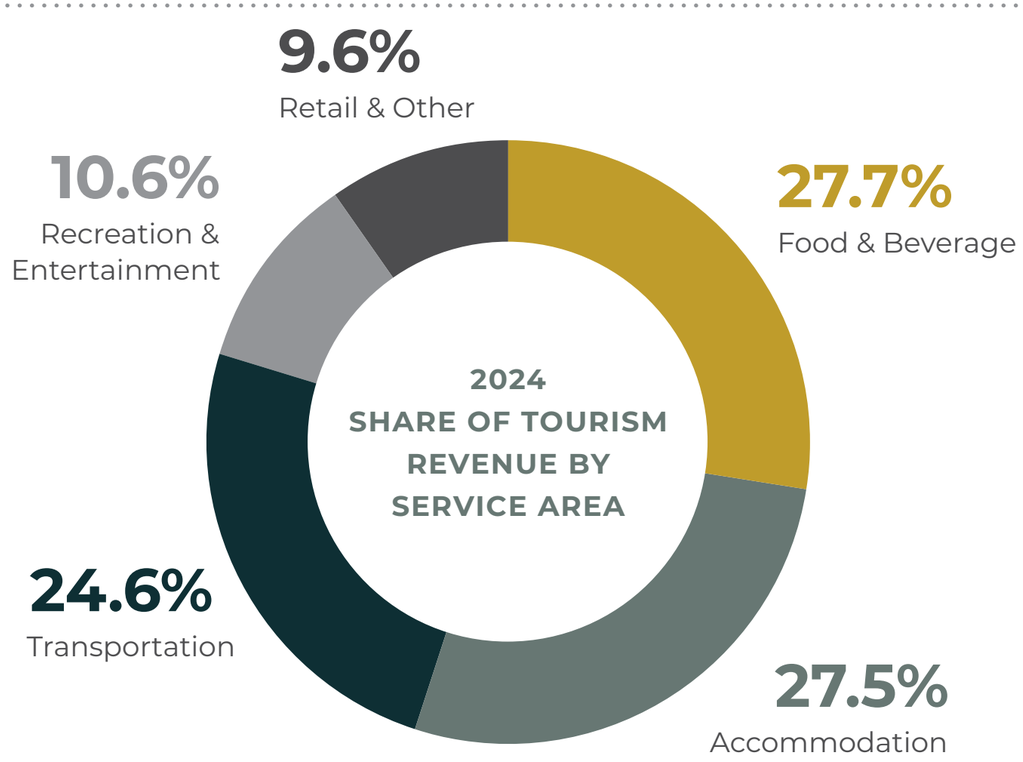
Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

$23.0 Billion

2024 ANNUAL REVENUE

+4.2%
Over 2023

Gross revenue including consumer taxes. Revenue is reported in nominal values, meaning in current prices.



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE

$2.1 Billion

+4.6%
From 2023

ESTIMATED ROOM REVENUE

Based on 72 participating MRDT communities in 2024 and 2023.

$4.8 Billion

+3.0%
Over 2023

Due to methodological adjustments and updated data releases, the tourism economic performance indicators published in 2026 should not be compared to the values published prior as all changes have been applied retrospectively.

FEBRUARY 2026

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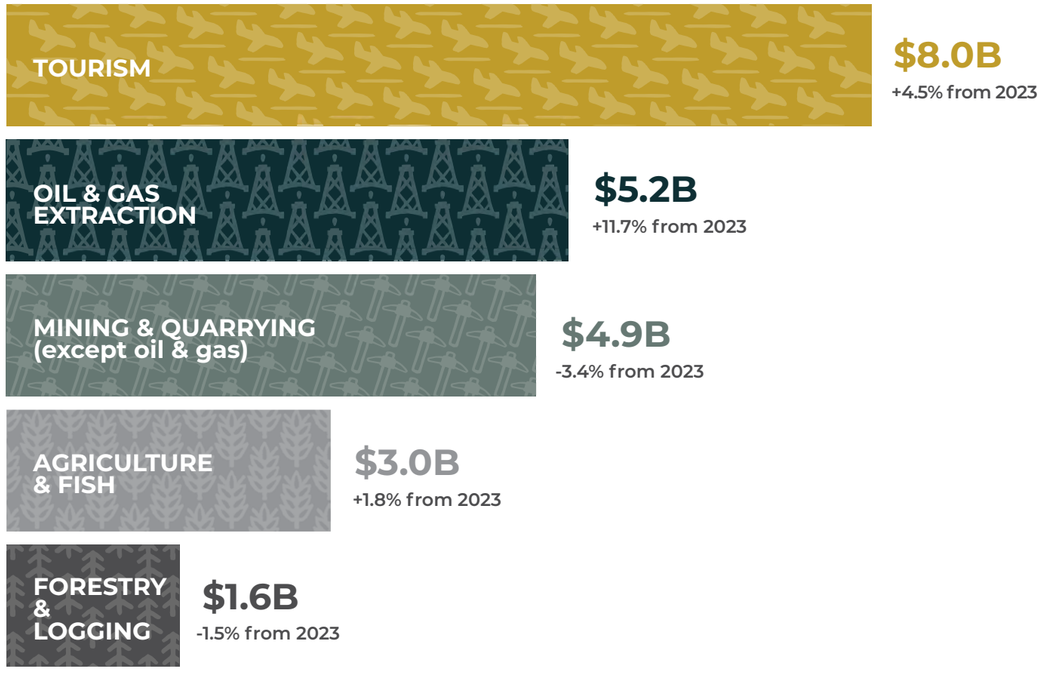
TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole was up +1.2% from 2023. In 2024, tourism contributed 3% or nearly $8.0 billion of value added to the BC economy, as measured through GDP (in 2017 constant dollars). In 2024, the tourism industry's contributions were above those of all other primary resource industries.

GDP BY PRIMARY RESOURCE INDUSTRY



GDP is reported in 2017 constant dollars (real GDP).

GDP by Primary Resource Industry calculated from NAICS codes: Forestry and Logging (113), Agriculture and Fish (111, 112 & 114), Oil and Gas Extraction (211), and Mining and Quarrying (except oil and gas) (212).

TOURISM BUSINESSES

16,925

tourism-related businesses were in operation in BC in 2024, a 0.4% increase over 2023.

Number of tourism-related businesses in operation at a single point in time in 2024.

TOURISM EMPLOYMENT

113,760

people were employed in tourism-related businesses in 2024, a +1.5% increase over 2023.

Number of jobs that tourism spending supports.

TOURISM WAGES AND SALARIES

BC's tourism industry paid

$5.0 Billion

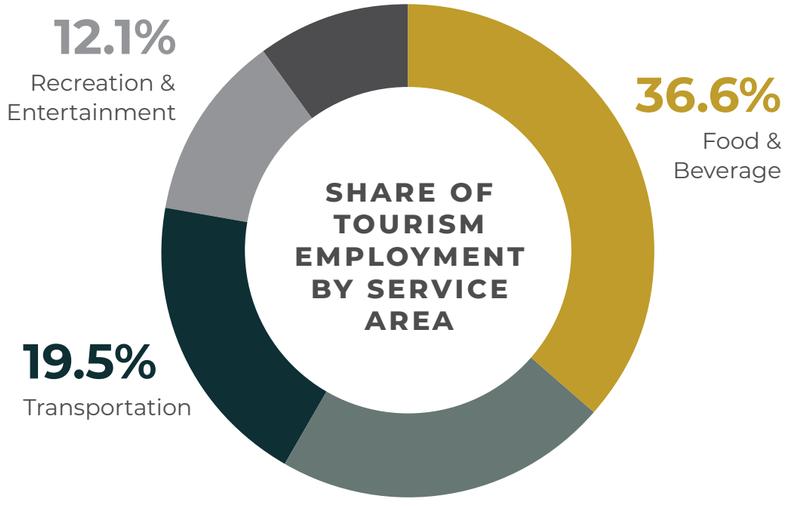
in wages and salaries in 2024.

+6.4%
Over 2023



= $1 Billion

SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



DATA SOURCE

British Columbia's tourism economic data are produced in partnership with BC Stats, the Ministry of Tourism, Arts, Culture and Sport, and Destination BC.

Data files are available through BC Stats and the BC Data Catalogue.

WANT MORE INFORMATION?

For additional tourism research and industry insights, visit: destinationbc.ca/research-insights

To receive updates and opportunities, subscribe to Destination BC's industry newsletter: destinationbc.ca/subscribe/

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