

# VALUE OF TOURISM 2014

## A Snapshot of Tourism in BC\*

FEBRUARY 2016

### OVERVIEW

This publication provides a snapshot of the economic value of tourism to British Columbia in 2014. It is also a complementary piece to the full 'Value of Tourism in British Columbia: Trends from 2004 to 2014' report. Information provided in this snapshot is produced by BC Stats for Destination British Columbia, and from Statistics Canada International Travel Survey.

### TOURISM REVENUE

#### Total tourism revenue

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism activities. In 2014, the tourism industry generated \$14.6 billion in revenue, a 5.1% increase over 2013, and a 37.7% increase from 2004.



#### Provincial tax tourism revenue

Tourism-related provincial tax revenue was \$825

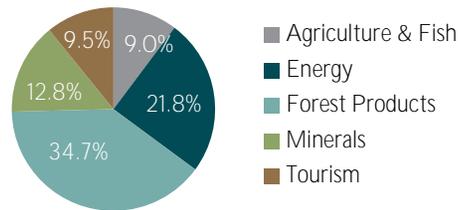
\*BC Stats implemented change in the methodology used to produce estimates in 2014. As a result, the estimates available in this document are not directly comparable to estimates in earlier publications. For more information, please email [TourismResearch@DestinationBC.ca](mailto:TourismResearch@DestinationBC.ca).

million in 2014, a decrease of 7.6% over 2013, and an increase of 13.2% since 2004. The decrease was due to **British Columbia's transition from the** Harmonized Sales Tax (HST) to the Provincial Sales Tax (PST) on April 1, 2013.

#### Tourism export revenue

In 2014, tourism exports generated revenue of \$3.4 billion, an increase of 9.1% over 2013. Tourism export revenue was similar to that of the mineral (\$4.6B) and agriculture and fish (\$3.2B) primary resource industries, but lower than that of forest products (\$12.4B) and energy products (\$7.8B).

2014 export revenues from BC's primary resource commodities



#### Tourism gross domestic product

GDP for the provincial economy as a whole grew 2.9% over 2013. The tourism industry contributed \$7.1 billion of value added to the BC economy, as measured through GDP (in 2007 constant dollars). This represents 4.5% growth over 2013 and 13.1% growth since 2007. In 2014, tourism contributed more to GDP than the

forestry and agriculture and fish primary resource industries but less than the mining, oil and gas extraction industry.

### TOURISM EMPLOYMENT

#### Tourism employment

In 2014, 127,500 people were employed in tourism-related businesses, a 2.2% increase over 2013 and a 18.4% increase since 2004.

2014 tourism employment by sector



#### Tourism wages and salaries

In 2014, the tourism industry paid \$4.3 billion in wages and salaries, up 4.5% from 2013, and a 30.2% increase since 2004. Average compensation in the tourism industry, in 2014 was \$33,616, up 2.2% from 2013, and 10.0% since 2004.

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