

PROVINCE-WIDE RESULTS



Resident Perceptions of Tourism Snapshot Series 2025-26

KEY QUESTIONS

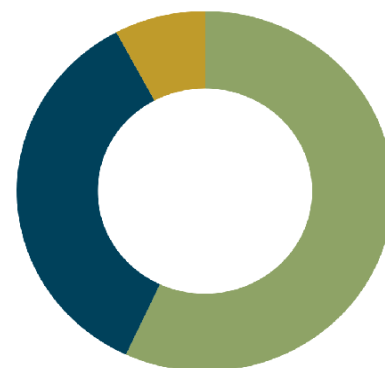
" I value the contribution visitors make to my local economy.



" Overall, tourism contributes positively to the quality of life in my community.

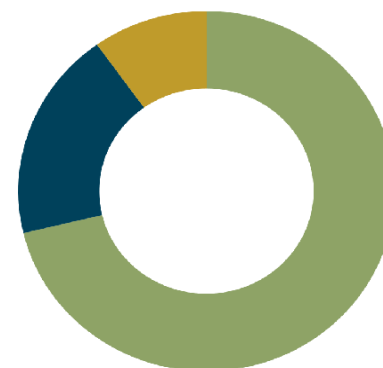


" Do you think your community has too few, too many, or the right amount of tourism throughout the year?



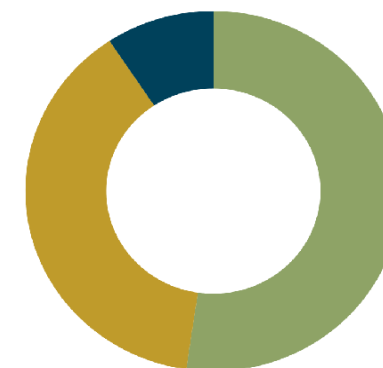
Just Right	56.9%
Too Few	35.3%
Too Many	7.8%

WINTER
DEC - FEB



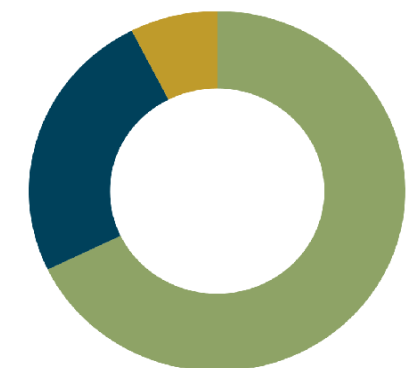
Just Right	71.26%
Too Few	18.86%
Too Many	9.88%

SPRING
MAR - MAY



Just Right	52.3%
Too Few	9.3%
Too Many	38.4%

SUMMER
JUN - AUG



Just Right	67.83%
Too Few	24.68%
Too Many	7.49%

FALL
SEP - NOV

PROVINCE-WIDE RESULTS



IMPACT ASSESSMENT

ECONOMIC IMPACTS include government investment in tourism infrastructure, contributions made by visitors to local economies, and the weighing of positive and negative impacts of tourism.

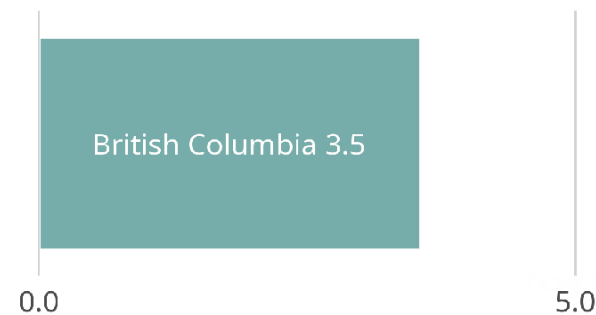
ENVIRONMENTAL IMPACTS include the degree to which the tourism industry reduces local carbon emissions, reduces waste, and contributes to the protection of natural areas.

SOCIAL/CULTURAL IMPACTS include the diversity of amenities, development of local business, and diversity of people supported by tourism.

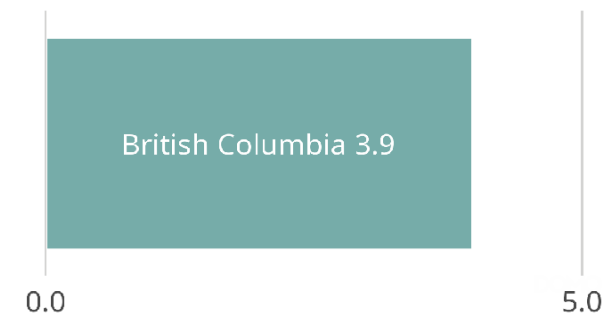
JOB/CAREER IMPACTS include career growth and wage perceptions from jobs and careers in the tourism industry.

INDIGENOUS IMPACTS include awareness of Indigenous tourism experiences and businesses in BC.

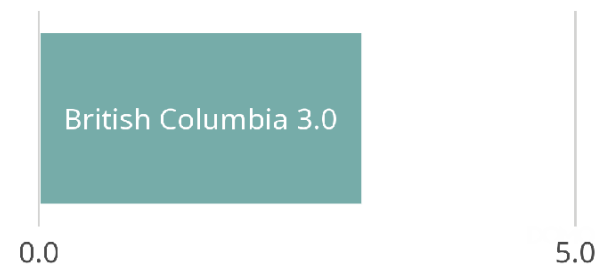
OVERALL



ECONOMIC



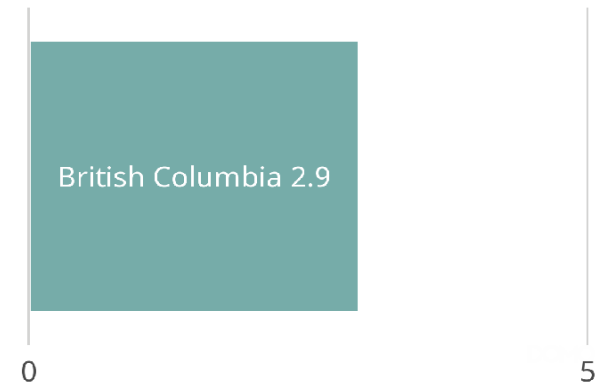
ENVIRONMENTAL



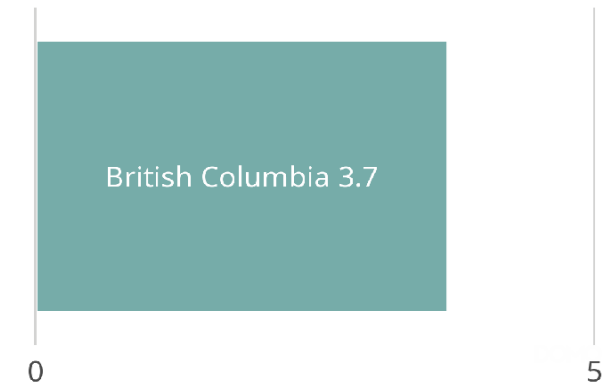
SOCIAL/CULTURAL



JOB/CAREER



INDIGENOUS



PROVINCE-WIDE RESULTS



RESIDENT SEGMENTATION

TOURISM AMBASSADORS have very strong positive perceptions across all five impact areas (Economic, Environmental, Social-Cultural, Job-Career, Indigenous).

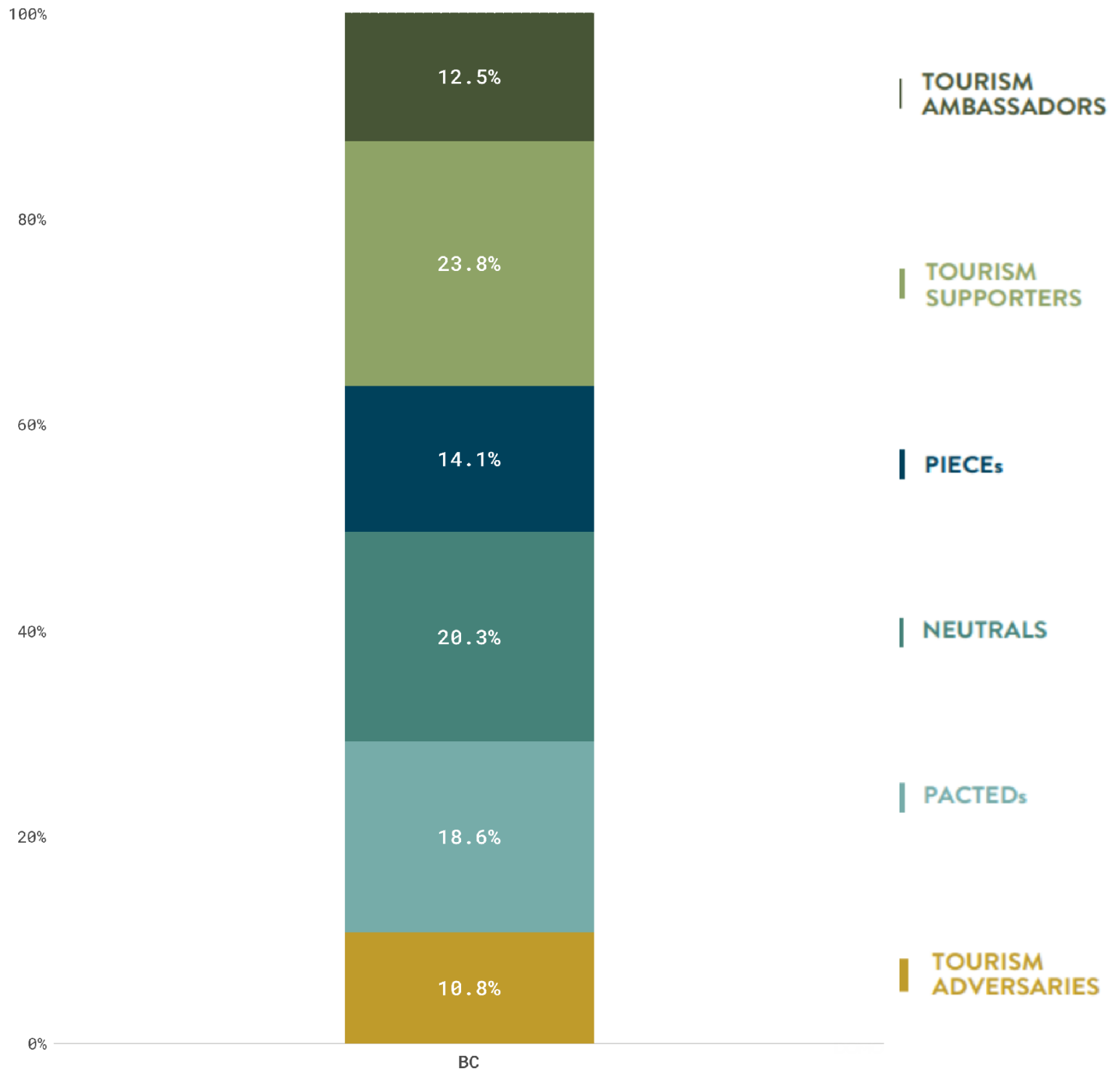
TOURISM SUPPORTERS have strong positive perceptions across all five impact areas.

PIECES (People Interested in Economic and Community Excellence) have very strong positive perceptions in Economic, Social-Cultural, and Indigenous impacts and neutral perceptions for Environmental and Job-Career Impacts.

NEUTRALS have neutral perceptions in all impact areas.

PACTEDs (People Against Careers in Tourism and Environmental Degradation) have very negative perceptions in Environmental and Job-Career impacts and neutral perceptions in all other impact types.

TOURISM ADVERSARIES have very negative perceptions across all five impact areas.



PROVINCE-WIDE RESULTS



Resident
Perceptions
of Tourism
Snapshot
Series
2025-26
3 YEAR TREND

		Survey Year	2023-24	2024-25	2025-26
Category	Sub-Category	Amount of Tourism	Year	Year	Year
Key Questions	Economy		80.4	80.0	79.9
	QoL		71.5	70.5	70.6
Seasonality	Winter	Too Many	5.8	5.9	7.8
		Just Right	55.2	57.1	56.9
		Too Few	39.0	37.0	35.3
	Spring	Too Many	8.6	10.7	9.9
		Just Right	69.6	70.1	71.4
		Too Few	21.9	19.2	18.9
	Summer	Too Many	35.1	37.7	38.4
		Just Right	54.3	52.1	52.3
		Too Few	10.6	10.2	9.3
	Fall	Too Many	6.4	7.7	7.5
		Just Right	66.2	66.4	67.9
		Too Few	27.4	25.9	24.7
Impact Type	Overall		3.5	3.5	3.5
	Econ		4.0	3.9	3.9
	Environmental		2.9	3.0	3.0
	Social/Cultural		4.0	4.0	4.0
	Job/Career		2.9	3.0	2.9
	Indigenous		3.6	3.7	3.7

PROVINCE-WIDE RESULTS



RESEARCH
INFORMATION &
METHODOLOGY



More information, including Local Series, Regional Series, and Provincial-level reporting can be found at destinationbc.ca/research-insights/type/resident-research/

Online surveys were completed by BC residents using online panels via Sentis Research

Results are weighted by tourism region, age, and gender to be representative of BC’s overall population

Most questions asked in a five-point agreement scale: Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)

On page 1, top two questions reported as percentage of respondents who answered Strongly Agree (5) and Agree (4). The remaining respondents not included in the reported percentage answered Neither Agree nor Disagree (3), Disagree (2), or Strongly Disagree (1)

Generally, respondents who responded ‘Don’t Know / Not Sure’ were excluded from the results of that question

Regional level results are separated by municipality border using Forward Sortation Areas (FSAs)

The online survey was fielded in November 2025

Total sample size used in this report are as follows:

British Columbia	5,409
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Regional and city level results are separated by municipality border using Forward Sortation Areas (FSAs). For this report, all British Columbia sortation areas were used. British Columbia FSAs all begin with ‘V’

Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation), and səlilwətał (Tsleil-Waututh Nation) on whose shared territories we operate our main office. We respectfully recognize that we carry out our work on the territories of Indigenous Peoples throughout BC. We honour our ongoing and developing relationships with First Nations (status and non-status), Inuit, and Métis Peoples. We are on a path of learning and are committed to working together.