



DESTINATION
BRITISH COLUMBIA®

The Power of Tourism

Local Government Leadership Academy Forum 2024

Bird watching at Terra Nova Rural Park in Richmond | BC Bird Trail/The Number Creative



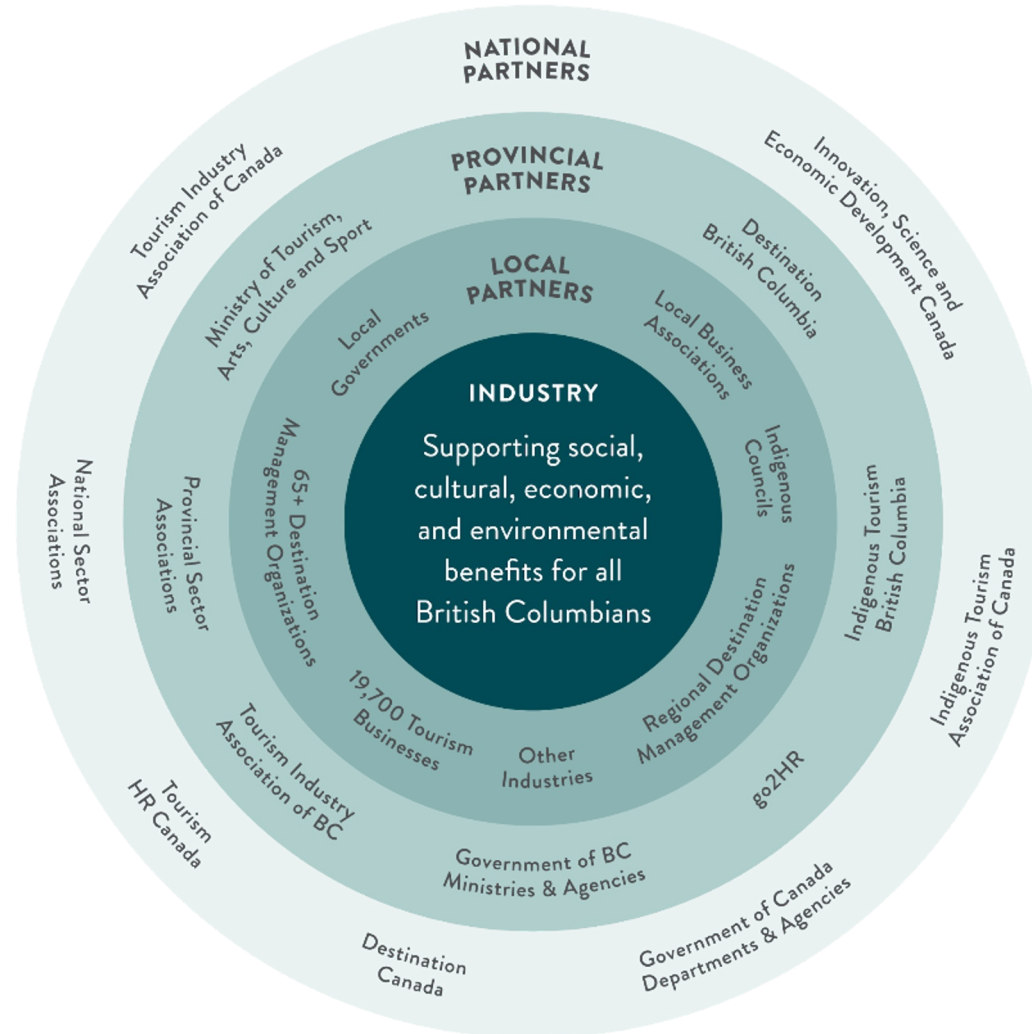
DESTINATION
BRITISH COLUMBIA®



BRITISH
COLUMBIA

Ministry of
Tourism, Arts,
Culture and Sport

BC's Tourism Industry Ecosystem





LOCAL GOVERNMENT PLAYS CRITICAL ROLE

Fort St. John | Northern BC Tourism/Christos Sagiorgis

Value of Tourism (2019)

TOTAL TOURISM REVENUE

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

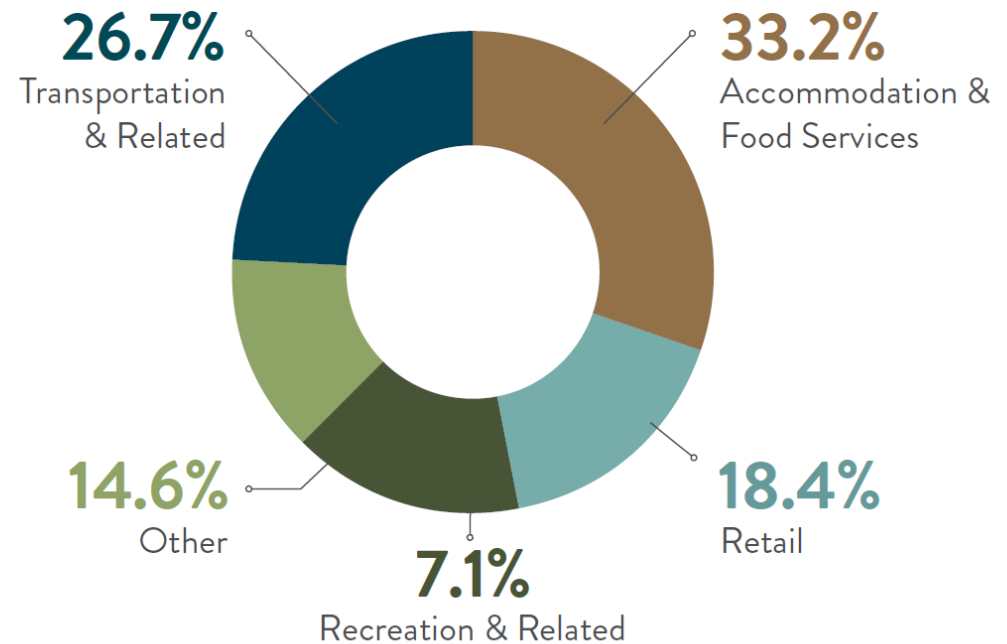


\$22.3 Billion
2019 Annual Revenue

+5.6%
Over 2018

+67.8%
Since 2009

2019 SHARE OF TOURISM REVENUE BY SERVICE AREA

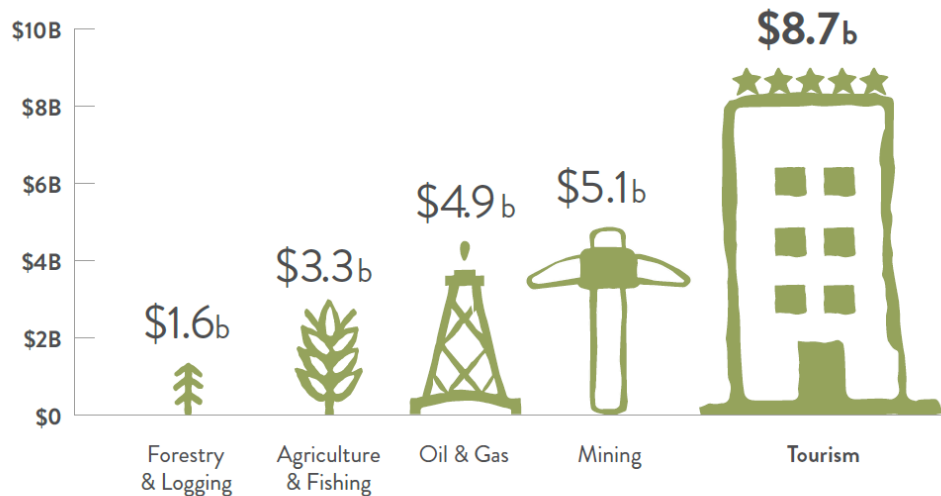


Value of Tourism (2019)

TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole grew 2.5% over 2018. The tourism industry contributed 3.4% or \$8.7 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). This represents 3.4% growth over 2018, and 41.8% growth since 2009. In 2019, tourism contributed more to GDP than any other primary resource industry.

GDP BY PRIMARY RESOURCE INDUSTRY



TOURISM BUSINESSES

19,748



tourism-related businesses in operation in BC in 2019, a 2.2% increase over 2018.

TOURISM EMPLOYMENT

149,900



people employed in tourism-related businesses, a 1.8% increase over 2018.

TOURISM WAGES AND SALARIES

The tourism industry paid

\$6.1 Billion

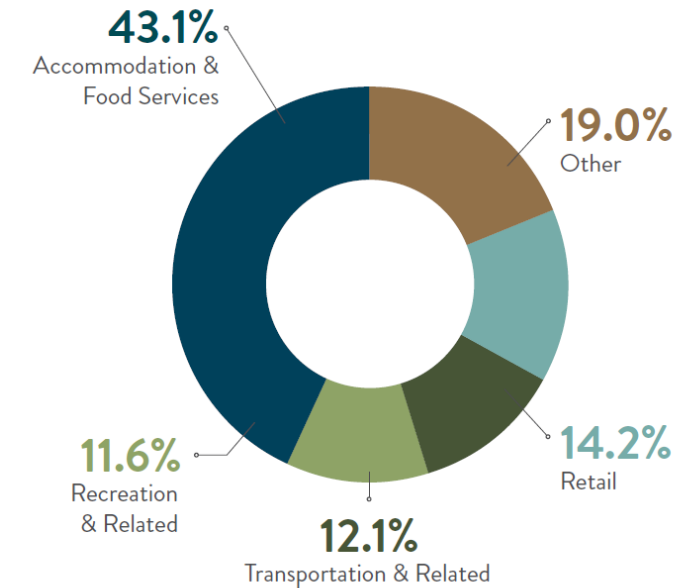
in wages and salaries in 2019.

+5.8% Over 2018 | +65.0% Since 2010*



👤 = \$1 Billion * the earliest year available for comparison

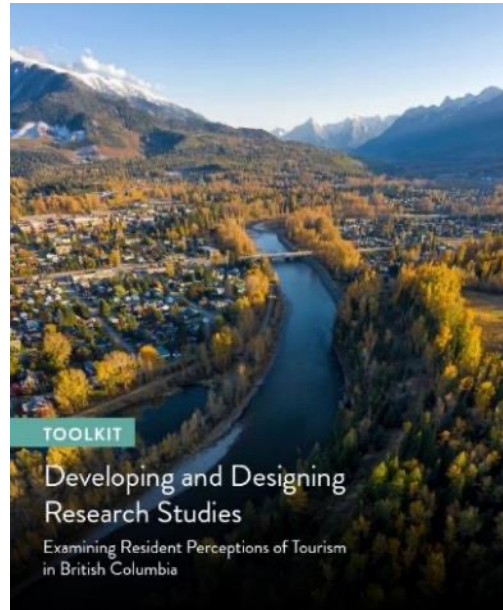
SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



BC Resident Perceptions of Tourism

NEW Research Toolkit

to assist communities to develop their own Resident Study using common methodologies



NEW Snapshot Series Reporting

Series of 34 reports at provincial, regional & local levels

LOCAL SERIES: VANCOUVER



Resident Perceptions of Tourism Snapshot Series 2023-24

KEY QUESTIONS

“ I value the contribution visitors make to my local economy. ”

British Columbia 80.4%
VCM 79.2%
Vancouver 79.5%



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

British Columbia 71.5%
VCM 71.2%
Vancouver 71.0%



“

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



WINTER
DEC-FEB



SPRING
MAR-MAY



SUMMER
JUN-AUG



FALL
SEP-NOV

■ Too Few ■ Too Many ■ Just Right

Resident Perceptions of Tourism Snapshot Series 2023-24



AVAILABLE AT

www.destinationbc.ca/research-insights/type/resident-research/



Resident Perceptions of Tourism Snapshot Series 2023-24

KEY QUESTIONS

“

I value the contribution visitors make to my local economy.

British Columbia
80.4%



“

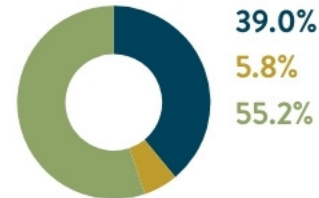
Overall, tourism contributes positively to the quality of life in my community.

British Columbia
71.5%

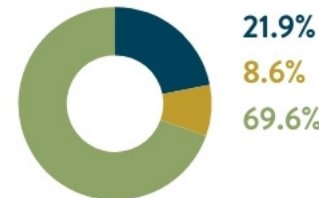


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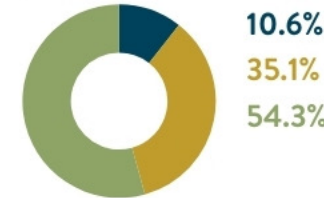
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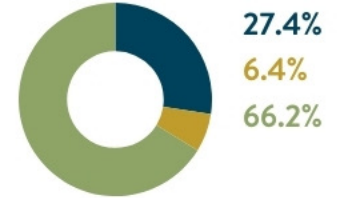
WINTER
DEC-FEB



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FALL
SEP-NOV

■ Too Few ■ Too Many ■ Just Right

TOURISM HAS THE POWER TO SHARE STORIES AND CULTURES





Carver Christian White (Kihlyahda) in his longhouse in the village of Old Masset

TOURISM HAS THE POWER TO AUTHENTICALLY CONNECT

TOURISM HAS THE POWER TO CONTRIBUTE TO BIODIVERSITY GOALS





BC Tourism Climate Resiliency Initiative

\$3 million investment

Funding NOW available for tourism businesses:

www.destinationbc.ca/what-we-do/destination-management/bc-tourism-climate-resiliency-initiative/



TOURISM HAS THE POWER TO IMPROVE QUALITY OF LIFE



A white motorhome is driving away on a two-lane asphalt road that curves to the right. The road is flanked by lush green and yellowing trees. In the background, a dense forest of evergreens leads to a range of large, rugged mountains with significant snow cover under a cloudy sky. The overall scene is a scenic view of a mountainous region in British Columbia.

www.destinationbc.ca/strategic-approach/invest-in-iconics-strategy/





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