

2019 Value of Tourism

A Snapshot of Tourism in BC

OVERVIEW

This information provides insight into the economic value of tourism in British Columbia for 2019. It is also a complementary piece to the full Value of Tourism in British Columbia: Trends from 2009 to 2019 report, available in spring of 2021.

Information provided is produced by BC Stats for Destination BC, and derived by Destination BC based on the Visitor Travel Survey from Statistics Canada.

TOTAL TOURISM REVENUE

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

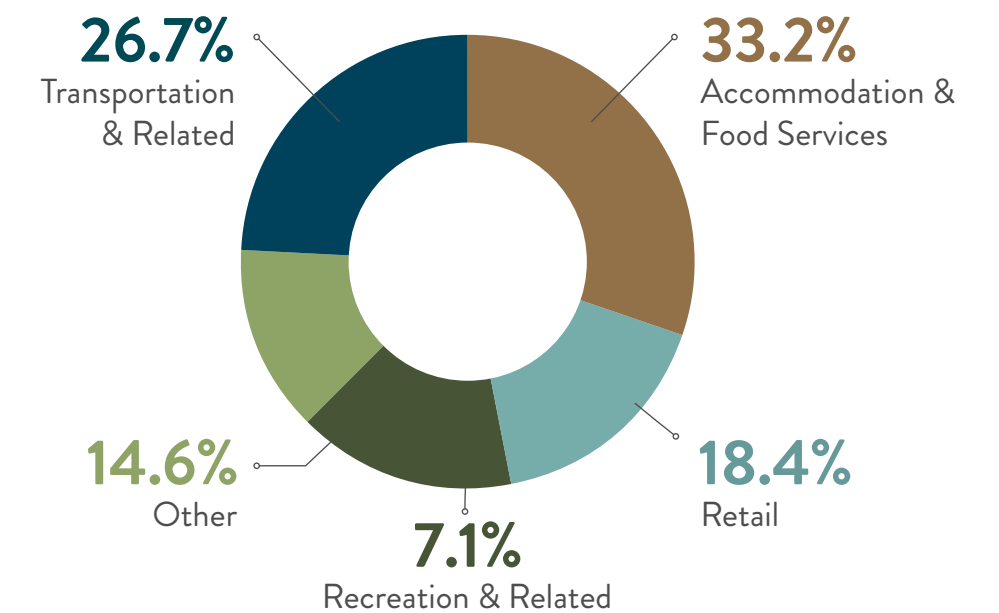


\$22.3 Billion
2019 Annual Revenue

+5.6%
Over 2018

+67.8%
Since 2009

2019 SHARE OF TOURISM REVENUE BY SERVICE AREA



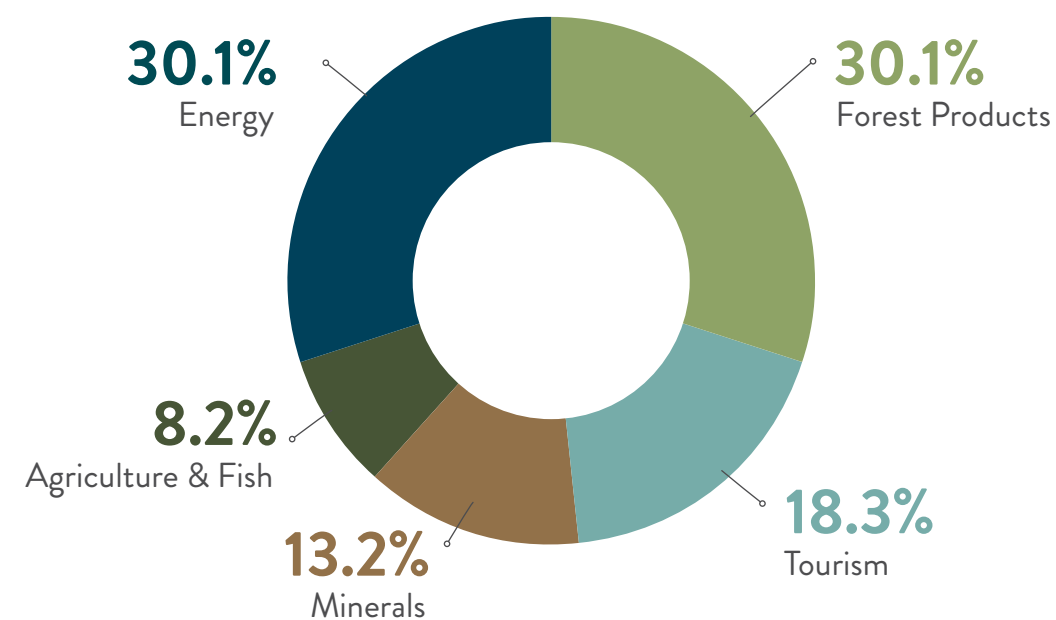
TOURISM EXPORT REVENUE



\$7.2 Billion
(+4.3% Over 2018)

In 2019, tourism exports generated revenue of \$7.2 billion, an increase of 4.3% over 2018. Tourism export revenue was higher than that of the mineral (\$5.2 billion) and agriculture and fish (\$3.2 billion) primary resource industries, but lower than that of energy (\$11.9 billion) and forest products (\$11.9 billion).

2019 SHARE OF TOURISM EXPORT REVENUE BY PRIMARY RESOURCE INDUSTRY



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



\$1.8 Billion
+8.8% Over 2018

ESTIMATED ROOM REVENUE

Based on 61 participating MRDT communities in 2019, 58 in 2018, and 49 in 2010.



\$3.2 Billion
+16.5% Over 2018 | +105.9% Since 2010*

*the earliest year available for comparison

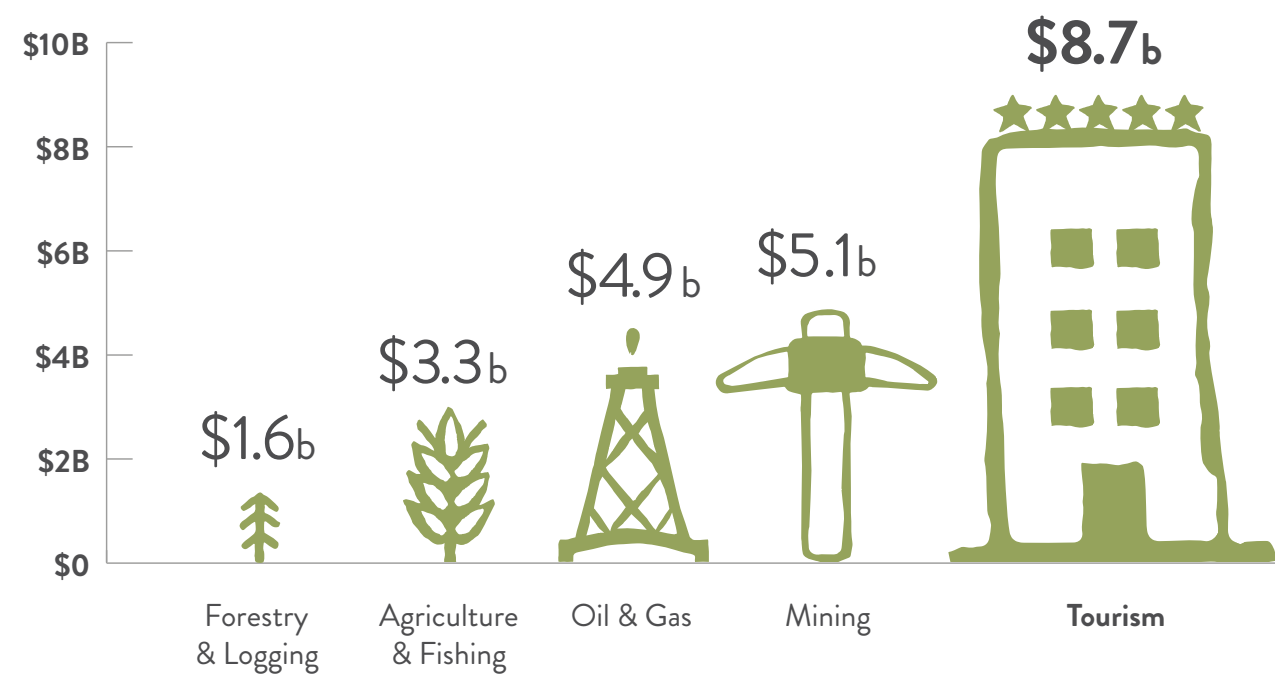
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TOURISM GROSS DOMESTIC PRODUCT

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

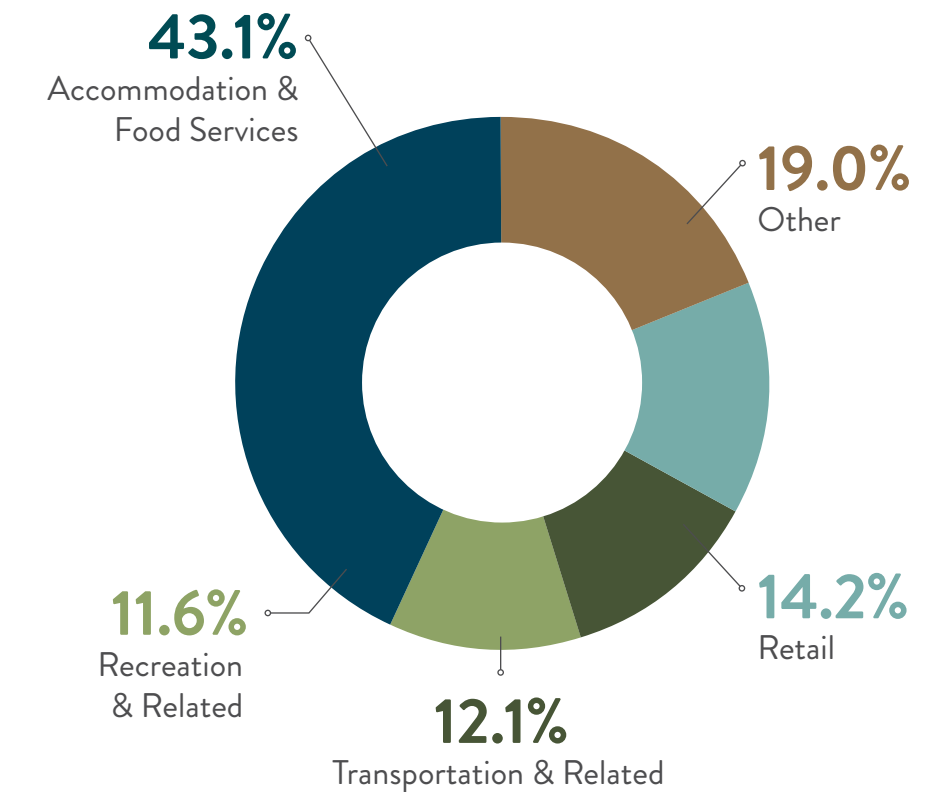
in wages and salaries in 2019.

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



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

SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



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