

VALUE OF TOURISM

Trends from 2006-2016



DESTINATION
BRITISH COLUMBIA™

December 2018

Stanley Park Seawall

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1. Overview

The Value of Tourism in British Columbia: Trends from 2006-2016 presents 10 years of data on the economic value of tourism to British Columbia. Overall, the tourism industry in British Columbia has demonstrated strong growth since 2006 despite multiple political transitions, economic downturns, and natural disasters. These measures include:

- Tourism revenue—money received by businesses, individuals, and governments due to tourism activities;
- Tourism GDP—the industry’s overall contribution to British Columbia’s economy;
- Tourism businesses and employment—a profile of the number of businesses and employees working in the industry;
- Tourism Price Index— changes in the cost of goods and services purchased by visitors; and
- Visitor volume and associated expenditures by both domestic and international markets of origin.

Key Stats from 2016

Tourism Indicators	2016	% Change from 2015
Total Tourism Revenue	\$17.0B	↑+7.9%
Accommodation Room Revenue	\$2.3B	↑+12.5%
Provincial Tax Revenue	\$1.1B	↑+4.5%
Export Revenue	\$4.9B	↑+18.0%
Gross Domestic Product (in 2007 constant dollars)	\$7.9B	↑+5.6%
Tourism-Related Businesses	19,170	↑+1.2%
Tourism Employment	133,100	↑+3.6%
Tourism Wages and Salaries	\$4.7B	↑+3.2%
Average Tourism Compensation	\$35K	↓-0.4%
Domestic Visitor Volume	15.4M	↑+2.1%
Domestic Visitor Expenditures	\$6.3B	↑+8.4%
International Visitor Volume	5.2M	↑+11.7%
International Visitor Expenditures	\$4.9B	↑+18.0%

A person is seen from behind, standing on a small patch of grassy land in a calm lake. They are wearing a dark hat, a light-colored vest over a dark shirt, and light-colored pants. They are holding a fishing rod and a green fly line is visible in the air, arched over the water. The background is a dense forest of evergreen trees, and a mountain peak is visible in the distance, partially covered in white mist or clouds. The water is still, reflecting the surrounding landscape.

2. CONTRIBUTIONS TO THE ECONOMY

Fly fishing on Emerald Lake in
Yoho National Park

2. Contributions to the economy

There are two principal ways of measuring the tourism industry's contribution to the British Columbia economy:

- **Tourism revenue** measures the monetary amount received by businesses, individuals, and governments, due to tourism activities.
- **Gross domestic product (GDP)** measures the value added to the economy by tourism activities. The cost of supplies and services used to produce goods or services are subtracted from total revenue. This measure highlights the economic contribution the tourism industry makes to the British Columbia economy.

Accurately estimating tourism revenue is challenging because the tourism industry draws from parts of several industries: accommodation and food services, retail services, transportation services and other services. Many tourism and statistical agencies have adopted a supply-side approach to estimating tourism revenue by developing tourism satellite accounts (TSA).¹ Statistics Canada and Destination Canada have been leaders in developing a national TSA, which is the source of estimates of tourism revenue for Canada as a whole.

In 2009, British Columbia's provincial statistical agency (BC Stats) adopted a supply-side approach for estimating tourism industry revenues for British Columbia. The total revenue for each tourism-related industry is calculated directly from annual and monthly data collected from businesses. Then, a specific tourism proportion is applied to the revenue for each tourism-related industry to estimate the total revenue due to the tourism industry. This approach is similar to the methodology that was already in place for estimating tourism GDP.

Estimates of many of BC's tourism economic indicators are generated by BC Stats from Statistics Canada's business survey data. In 2016, a number of changes were made to the underlying survey methodology by Statistics Canada. In order to provide comparable historical data, previous data collected from these surveys have been adjusted to reflect the changes in methodology. As such, estimates available in this document are not directly comparable to estimates in earlier publications (e.g. data published in 2016 or earlier).

This section summarizes total tourism revenue and the tourism industry's GDP between 2006 and 2016. The section also includes accommodation room revenue estimates, tax revenue, export revenue and Tourism Price Index (TPI). Detailed tables are available at <https://www.destinationbc.ca/> in the Data Tables document. Tables 1 through 8 are specific to the information covered in this section.

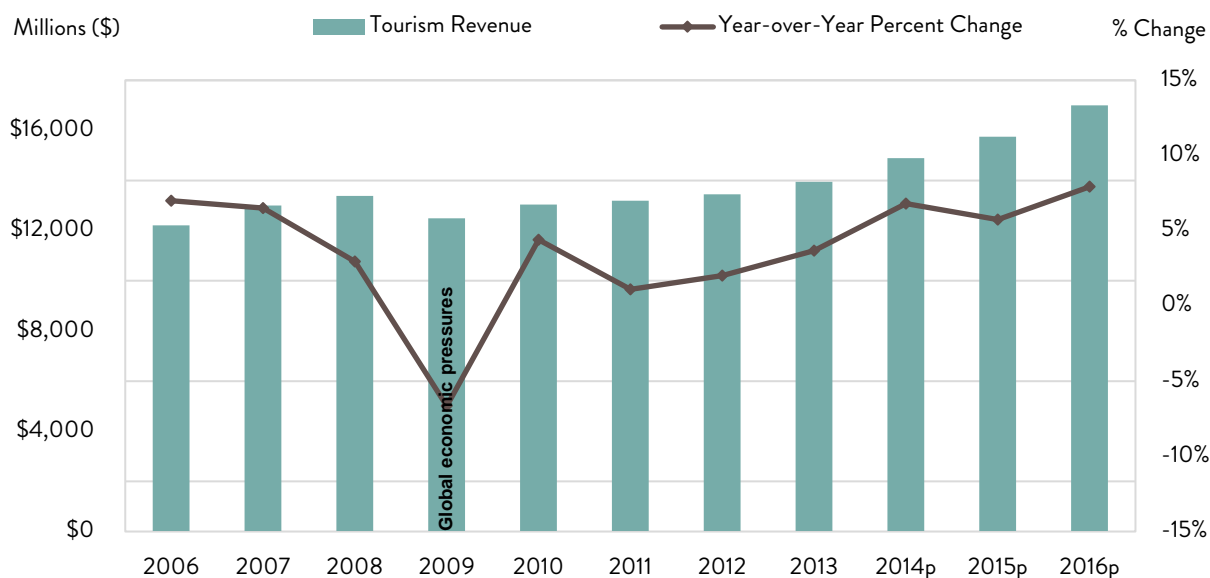
¹ A TSA is a system of measuring the impact of tourism on the economy; it is a framework that accounts for the impacts across all industries which, in turn, reveals the total direct impact on the economy.

TOURISM REVENUE

Total revenue

British Columbia's tourism industry generated revenue of \$17 billion in 2016,² an increase of +7.9% from 2015 (Figure 1). Since 2006, total tourism revenue has grown +39.3%. In fact, tourism revenue has grown every year between 2006 and 2016, with the exception of 2009. However, year-over-year growth varied considerably, ranging between an increase of +7.9% in 2016 and a decrease of -6.7% in 2009. The decline of tourism revenue in 2009 was caused by the global economic recession (particularly the impact on the United States). The increase in tourism revenue that began in 2010 and continued through 2015 was partially attributable to the high-profile exposure from the 2010 Olympic and Paralympic Winter Games, implementation of Approved Destination Status for Canada in China (increased air capacity to British Columbia), and a rebound of the global economy. For more information, see Table 1 in the separate Data Tables document.

FIGURE 1: OVERALL TOURISM REVENUE AND YEAR-OVER-YEAR CHANGE (2006 TO 2016)



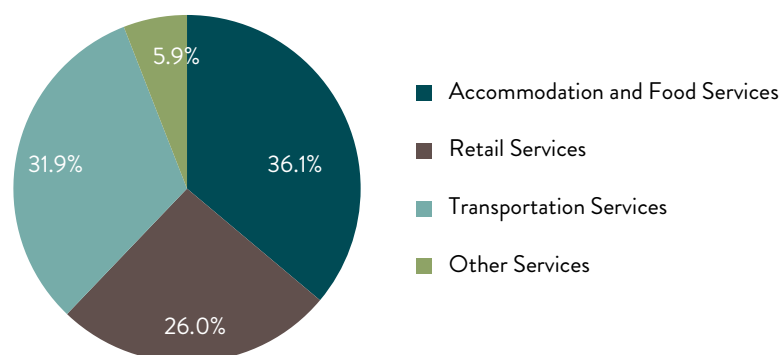
It is important to understand the breakout of revenue by market of origin for business planning and marketing and development investments; however, the supply-side approach does not permit this breakout – this information requires a demand-side approach. The relative importance of different markets generating revenue for the tourism industry and the extent to which growth rates differ (as well as other traveller and trip behaviour and characteristics) can be captured through visitor surveys and is presented in Section 4 (Market of Origin) of this report, on pages 24-29.

² Source: BC Stats, 2014, 2015, and 2016 data are preliminary and subject to revision ("2014p", "2015p", and "2016p").

Tourism revenue by sector

Accommodation and food services generated over one-third (36.1%) of total tourism revenue in 2016. Transportation services accounted for nearly a third (31.9%) and retail services accounted for more than a quarter (26.0%) of total tourism revenue in 2016 (Figure 2).

FIGURE 2: SHARE OF 2016 TOURISM REVENUE BY SECTOR

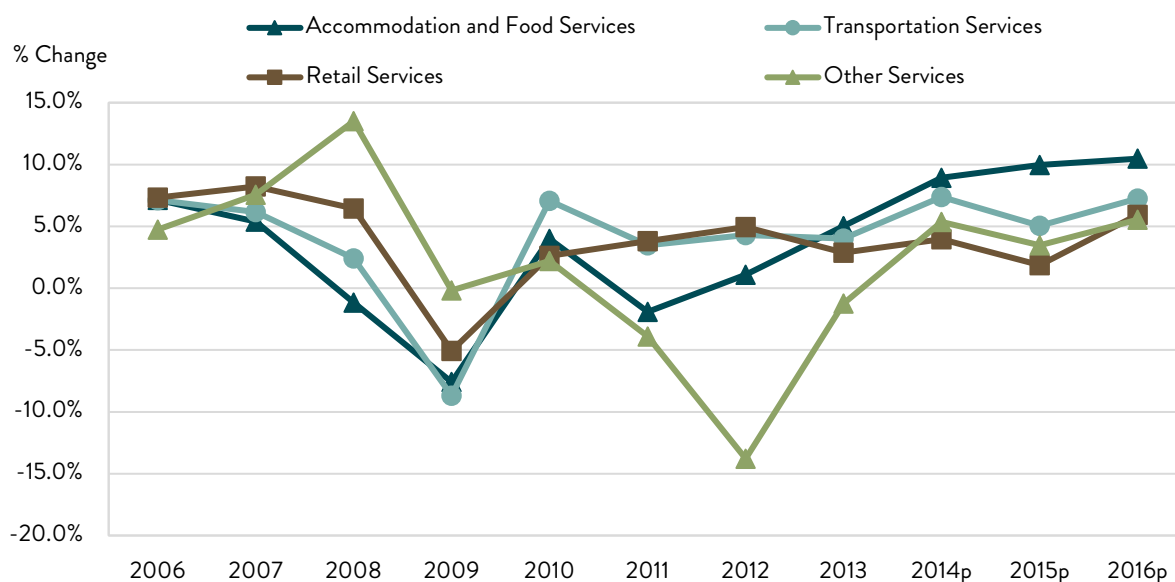


Other tourism-related services (including vehicle rentals, tourism-related recreation and entertainment, and vacation homes) accounted for 5.9% of total revenue.

Since 2006, there has been strong growth for transportation, retail, and accommodation and food services, with increases of +44.4%, +41.1%, and +37.9%, respectively. Other tourism-related services grew by +17.2%.

The share of total revenue generated by each sector remained relatively constant from 2006 to 2016; however, annual growth rates fluctuated considerably (Figure 3). For most sectors, 2009 was a year of decrease due to the economic recession; however, levels have returned to those seen in previous years. For more information, see Table 2 in the separate Data Tables document.

FIGURE 3: TOURISM REVENUE GROWTH RATES BY SECTOR (2006 TO 2016)



Accommodation and food services had an average annual growth of +3.8% over the 10-year period. The sector saw declines during 2008 and 2009, with an average change of -4.4% per year. From 2011 to 2016, revenue increased at an average rate of +5.6% per year; positive growth was seen each year, with the exception of 2011.

The transportation services sector had an average annual growth of +4.1% between 2006 and 2016. In 2009, the sector's revenue decreased by -8.7%. From 2011 to 2016, growth at an average rate of +5.2% per year was seen, with positive growth each year.

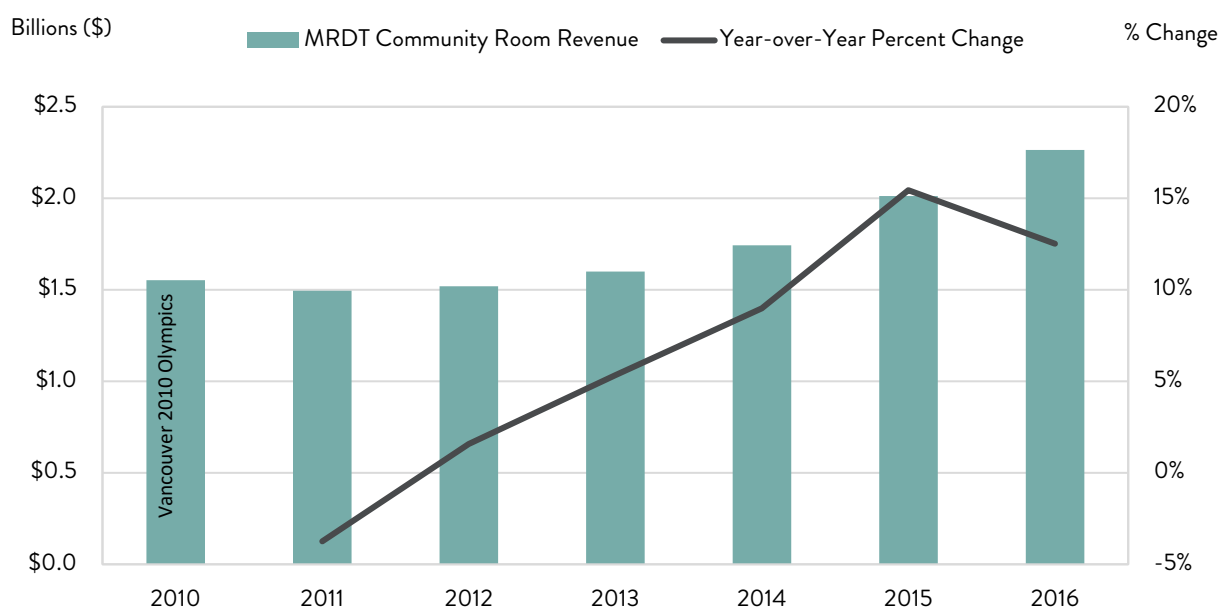
The average annual growth rate for the retail services sector has been approximately +3.9% since 2006 with positive growth every year except 2009. In 2009, the sector's revenue decreased by -5.1%.

The performance of other tourism-related services has varied greatly over the years, with a high of +13.5% growth in 2008 to a low of a -13.8% decline in 2012. From 2011 to 2016, the sector has experienced an average annual decline of -0.8%.

Estimated room revenue

Provincial accommodation room revenue can be estimated for urban centres, communities, and regional districts that collect the Municipal Regional District Tax (MRDT). Growth of room revenue for MRDT communities has been accelerating since 2010, with an average growth of +6.1% per year (Figure 4). The province saw a decrease in MRDT community room revenue in 2011, from \$1.6 to \$1.5 billion (-3.7%). This was partly due to the spike in room revenue associated with hosting the Olympic and Paralympic Winter Games in 2010 and the residual effects of the global economic crisis of 2008. In 2016, 16 out of the 52 communities generated 78.1% of the revenue collected through MRDT program. In 2016, MRDT community room revenue grew +12.5% since 2015 and reached a total of \$2.3 billion.

FIGURE 4: OVERALL MRDT COMMUNITY ROOM REVENUE AND YEAR-OVER-YEAR PERCENT CHANGE (2010 TO 2016)



While community participation since 2010 has varied, the majority of communities in the program have continued throughout the years. Overall, between 2010 and 2016, 49 to 52 communities actively participated. Estimated room revenue of select participating MRDT communities can be found in Table 4 in the separate Data Tables document.³

Tax revenue⁴

In 2016, the tourism industry generated \$1.1 billion in revenue from provincial taxes, which includes income, hotel, gas, and other taxes (Figure 5). In 2016, tourism-related tax revenue increased +4.5% from 2015. Since 2006, tax revenue has increased by +32.1%.

In 2006, British Columbia experienced a +7.8% growth in tourism tax revenue. Tax revenue continued to grow between 2006 and 2008 (average growth of +4.1%), due to industry growth. Provincial tourism tax revenue decreased in 2009, but increased +13.8% in 2010 as the industry recovered from the global recession and due to the introduction of the Harmonized Sales Tax (HST)⁵ on April 1, 2010. In 2011, the HST was in effect for a full calendar year – the increase in tax revenue seen (+15.2%) was largely due to this. In 2012, the second full year of the HST, tax revenue grew +4.0%. In 2013, tax revenue decreased by -11.5% due to replacement of the HST with Provincial Sales Tax (PST). The tax

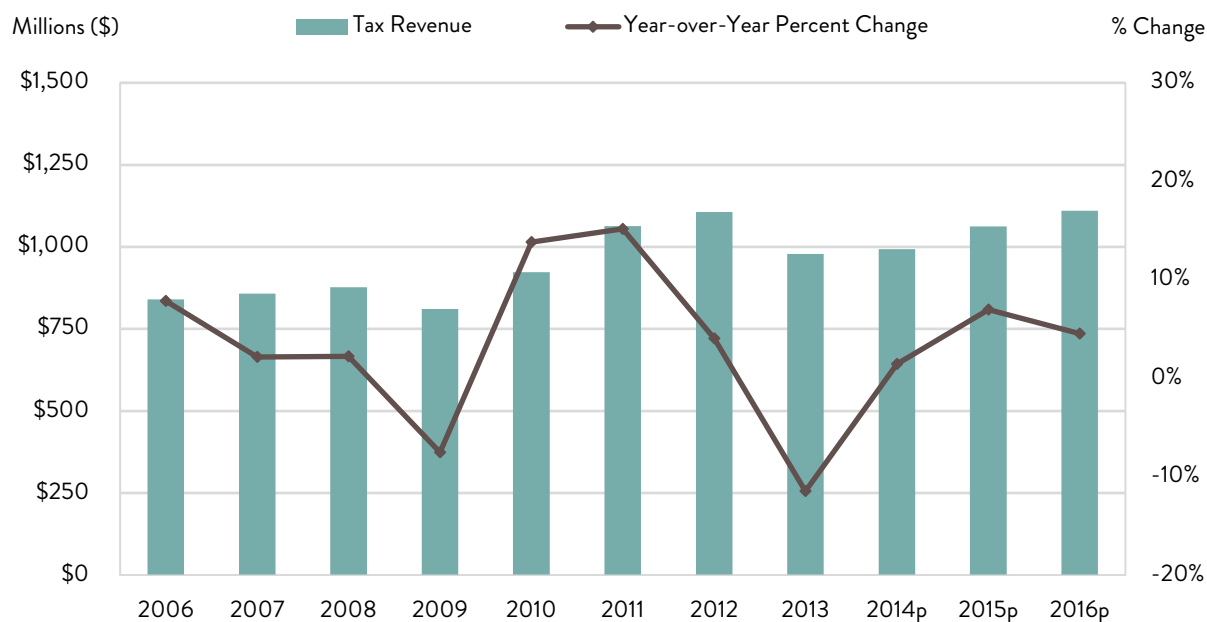
³ For a more detailed list of participating communities and their associated room revenue, visit BC Stats website (<http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/Tourism.aspx>) under “January 2010 to current”.

⁴ Source: BC Stats; 2014, 2015 and 2016 tax revenue data are preliminary and may be revised by BC Stats (“2014p”, “2015p”, and “2016p”).

⁵ The Harmonized Sales Tax (HST) is applicable to consumer purchases, many of which were previously exempt from the Provincial Sales Tax.

revenue has increased by the average of +4.3% per year since 2014. For more information, see Table 1 in the separate Data Tables document.

**FIGURE 5: TOURISM-RELATED TAX REVENUE AND YEAR-OVER-YEAR CHANGE
(2006 TO 2016)**

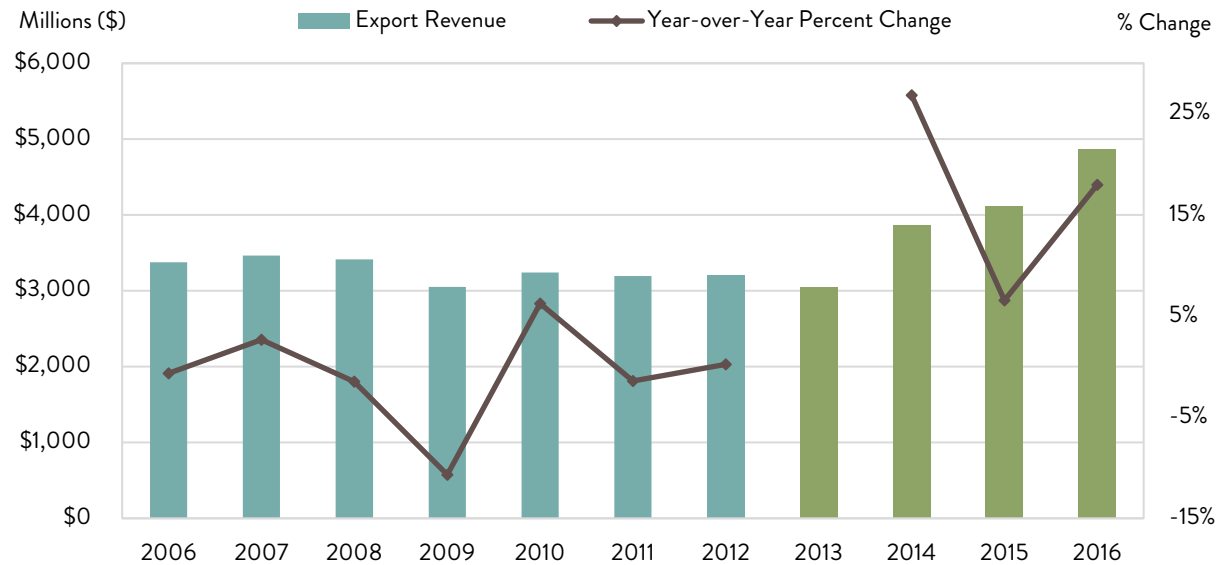


Export revenue

Tourism export revenue is generated from the sale of tourism products and services to international visitors. The tourism industry generated \$4.9 billion in export revenue in 2016, growing +18.0% from 2015 (Figure 6). Changes in methodology by Statistics Canada in 2013 created a break in trend data for tourism export revenue and thus the level of tourism export revenue in the following years cannot be directly compared to prior years. Please note the methodology change only occurred for the tourism industry and did not occur for other industries as provided by BC Stats. Tourism export revenue has increased by +59.5% since 2013.

The tourism export revenue varied considerably between 2006 and 2012. In 2006, export revenue decreased by -0.7%. The slight gain in 2007 was offset in 2008 and export revenue dropped dramatically in 2009, as the global recession impacted international markets. Export revenue grew by +6.3% in 2010, dipped by -1.4% in 2011, and grew very slightly in 2012 (+0.2%). Between 2006 and 2012, tourism export revenue decreased by -5.2%. For more information, see Tables 1 and 3 in the separate Data Tables document.

FIGURE 6: TOURISM EXPORT REVENUE (2006 TO 2016)

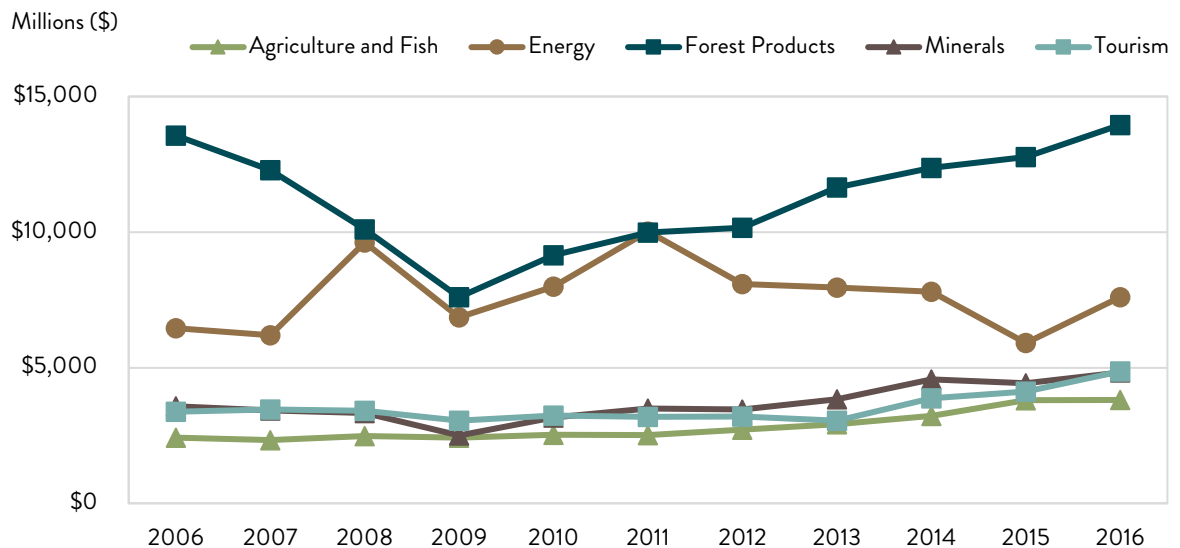


Export revenue from British Columbia's primary resource commodities

Export revenue from all commodity sources has increased since 2013, except for mineral exports (Figure 7).

Forest products export generated the largest export revenue in 2016 (\$14.0 billion), an increase of +19.7% since 2013 (Figure 7). Energy export revenue has dropped by -4.4% since 2013, decreasing to \$7.6 billion in 2016. Minerals export revenue has increased by +25.9% since 2013, reaching \$4.8 billion in 2016. Tourism export revenue has increased by +18.0% since 2015, and by +59.5% since 2013. Agriculture and fish export revenue increased by +30.9% compared to 2013, and by +0.3% since 2015, reaching \$3.8 billion in 2016. For more information, see Table 3 in the separate Data Tables document.

FIGURE 7: EXPORT REVENUE FROM BRITISH COLUMBIA'S PRIMARY RESOURCE COMMODITIES (2006 TO 2016)

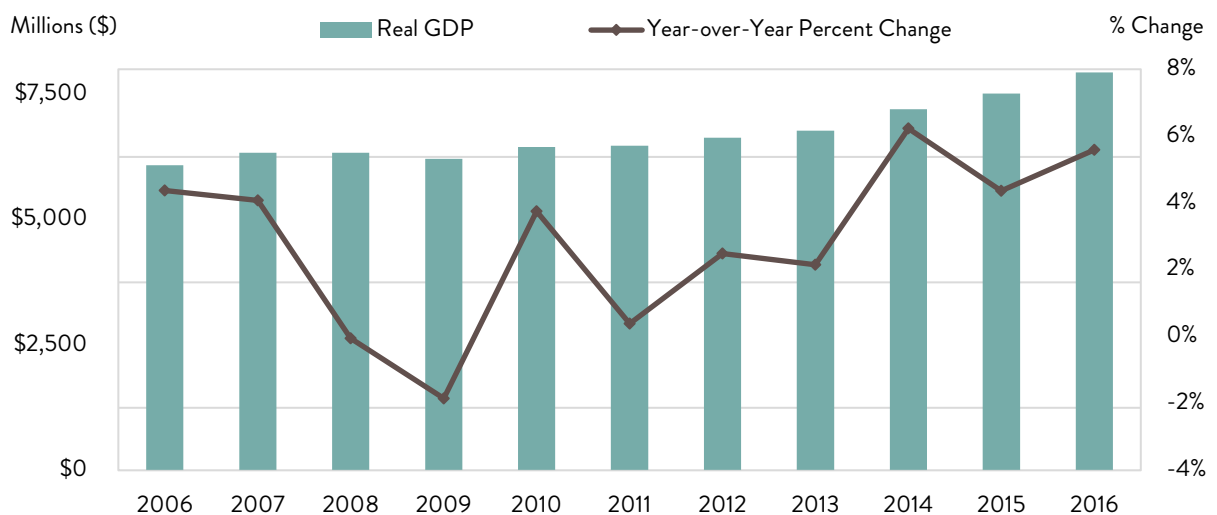


GROSS DOMESTIC PRODUCT (GDP)

GDP

GDP for the provincial economy as a whole grew an average of 2.7% from 2006 to 2016. The tourism industry contributed \$7.9 billion of value added or GDP (in 2007 constant dollars) to the BC economy. This represents a +5.6% growth over 2015 and +25.2% growth since 2007 (Figure 8). For more information see Table 1 in the separate Data Tables document.

FIGURE 8: TOURISM GROSS DOMESTIC PRODUCT AND YEAR-OVER-YEAR CHANGE (2006 TO 2016)



GDP by sector

In 2016, transportation services accounted for 37.3% of tourism GDP (in 2007 constant dollars).

Accommodation and food services followed, accounting for 35.1% of British Columbia's tourism GDP (Figure 9).

While retail services earned 26.3% of tourism revenue, this sector only accounted for 11.5% of tourism GDP.

Other tourism-related services earned 5.9% of revenue but accounted for more than double that (16.1%) in terms of share of GDP.

All services have experienced growth in real GDP since 2007 (Figure 10). For more information, see Table 5 in the separate Data Tables document.

FIGURE 9: SHARE OF 2016 GDP BY SECTOR

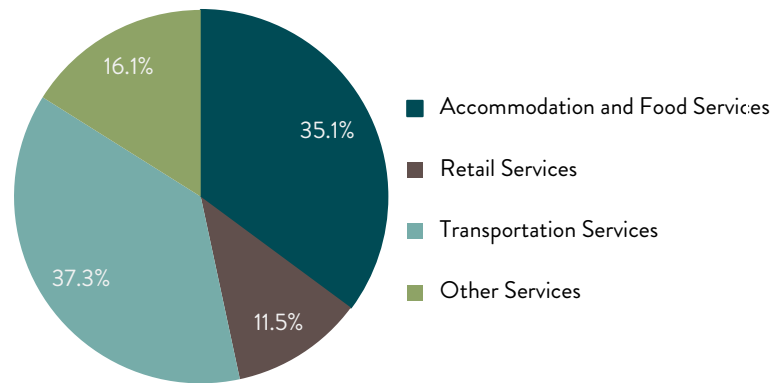
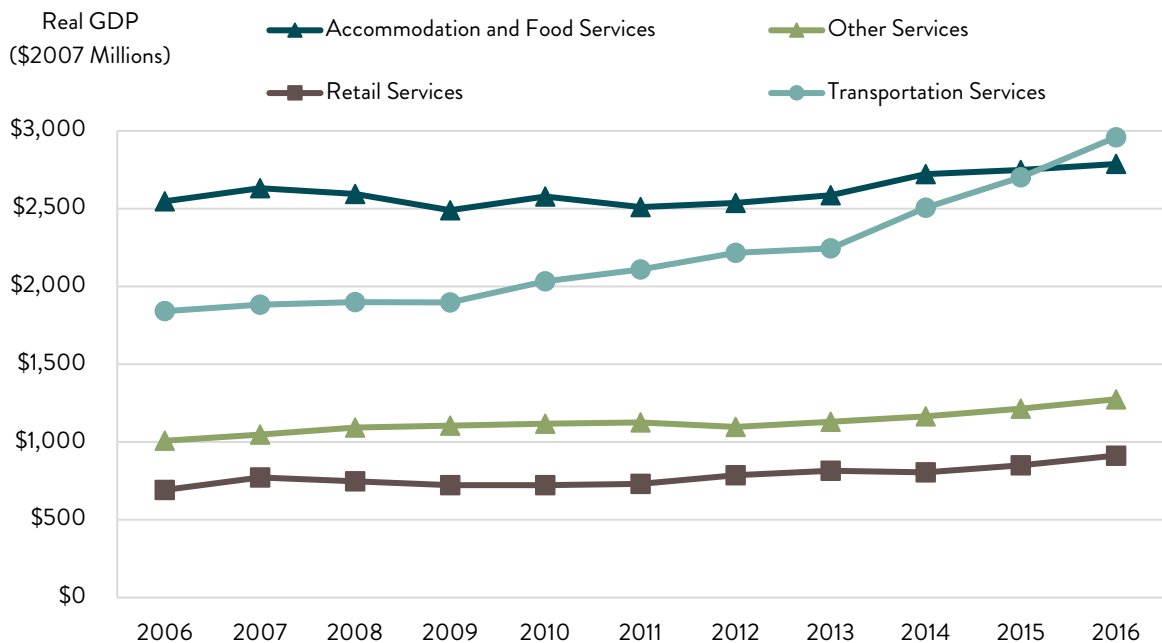
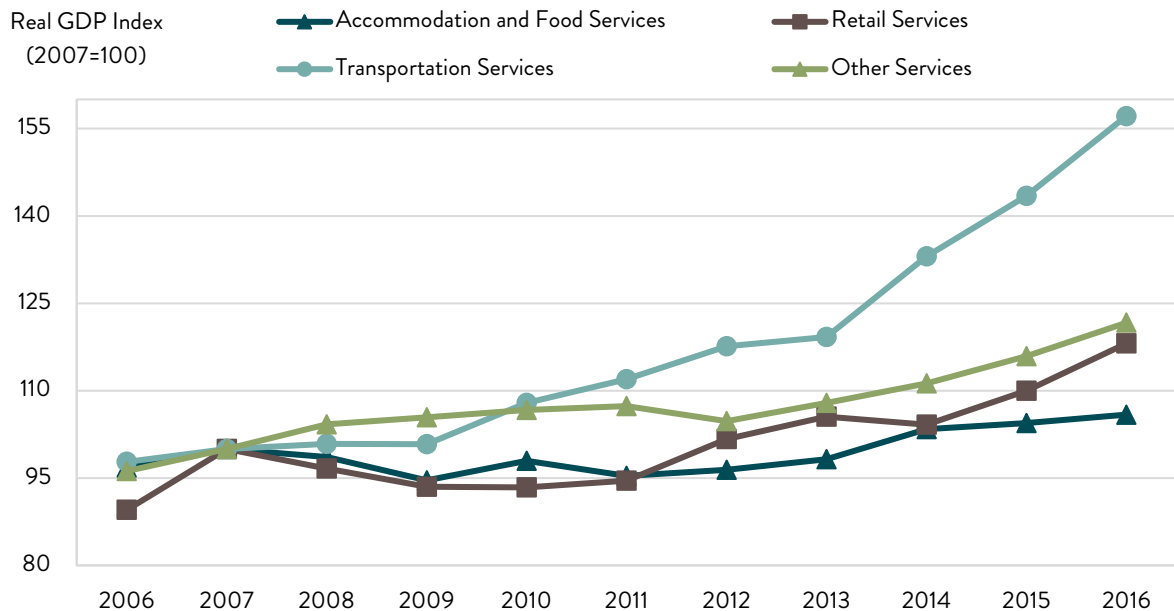


FIGURE 10: REAL GDP BY SECTOR (2006 TO 2016)



The real GDP index of the tourism sector saw an overall growth of +30.3% since 2006. The accommodation and food services index dropped in 2009 and 2011, but growth resumed in 2012, and continued through to 2016. The transportation index grew +9.6% since 2015 and +60.7% since 2006. The retail services sector index has seen limited growth since a decline in 2009 and 2010, but grew +7.4% in 2016 (compared to 2015) (Figure 11). For more information, see Table 6 in the separate Data Tables document.

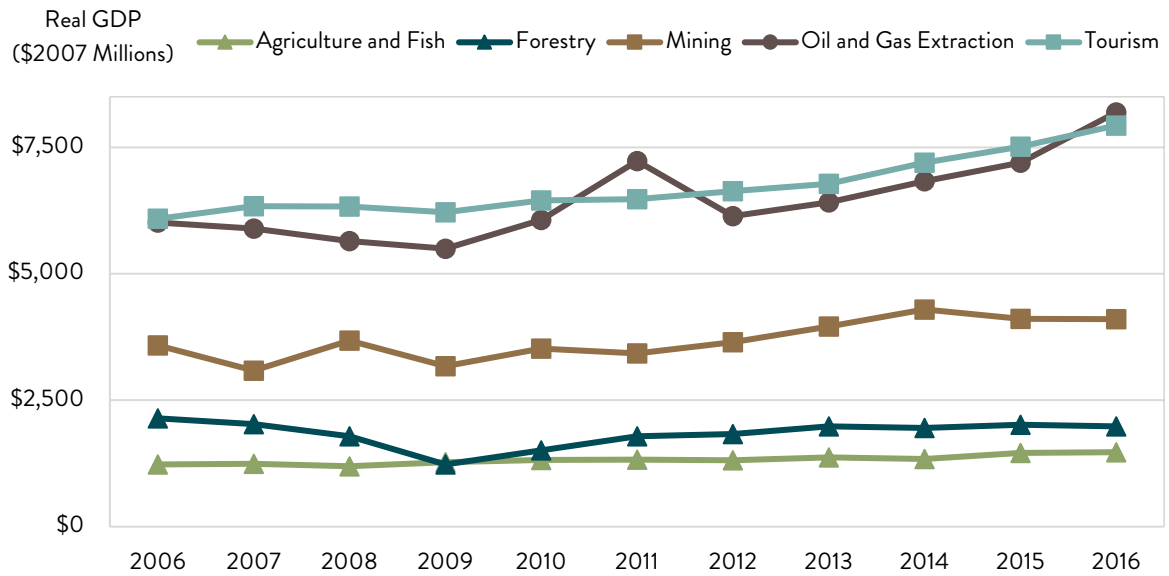
FIGURE 11: REAL GDP INDEX BY SECTOR (2006 TO 2016)



GDP by primary resource industry

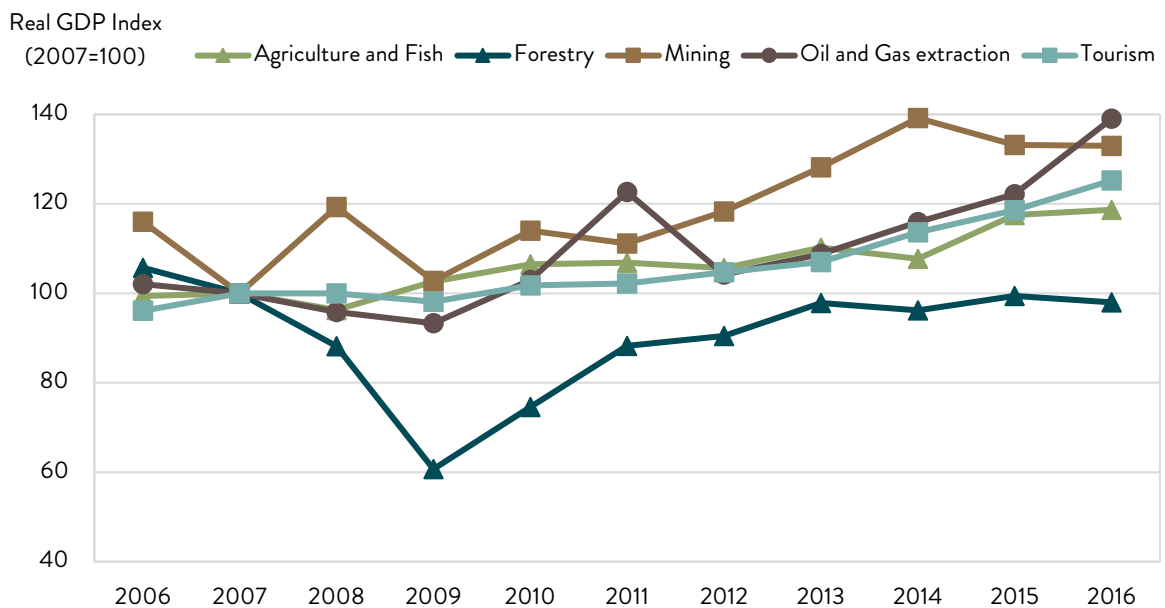
In 2016, tourism contributed more to GDP than any other primary resource industry with the exception of oil and gas extraction (\$8.2 billion). Additionally, mining contributed \$4.1 billion, forestry and logging contributed \$2.0 billion, and agriculture and fish contributed \$1.5 billion (Figure 12). From 2006 to 2016 the GDP of all primary resource industries have increased, aside from forestry which dropped -7.3%. For more information, see Table 7 in the separate Data Tables document.

FIGURE 12: REAL GDP BY PRIMARY RESOURCE INDUSTRY (2006 TO 2016)



The real GDP indexes of tourism and the agriculture and fish sectors have hovered around their respective 2007 levels, while the real GDP index for the forestry sector experienced high variation. Similarly, the real GDP indexes of mining and oil and gas extraction have fluctuated since 2007 (Figure 13). For more information, see Table 7 in the separate Data Tables document.

FIGURE 13: COMPARING REAL GDP INDEX BY PRIMARY RESOURCE INDUSTRY (2006 TO 2016)

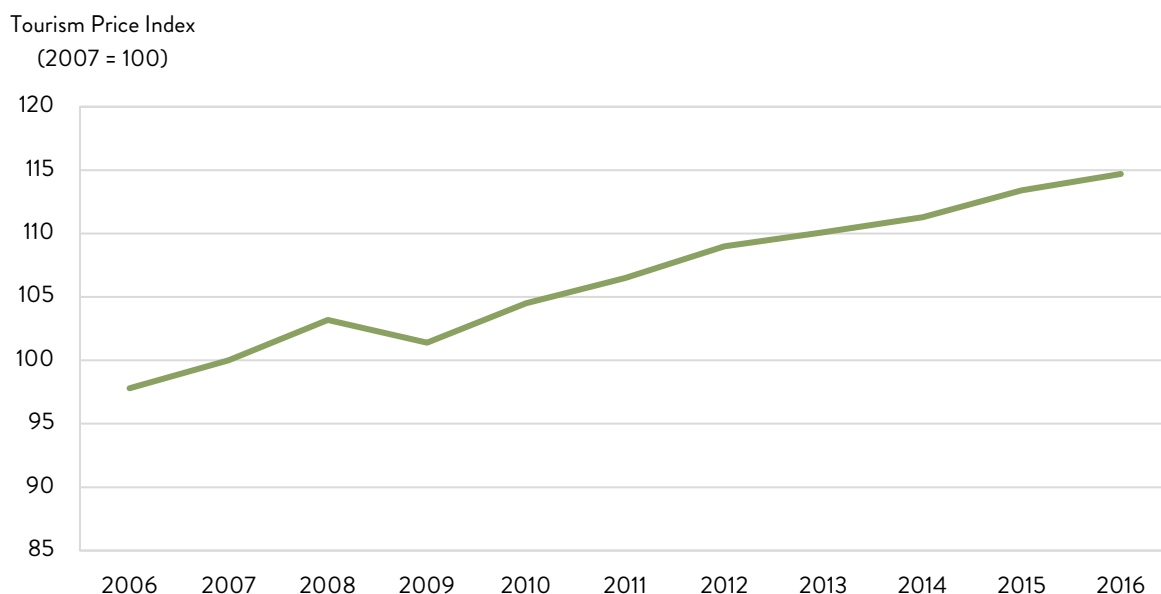


Tourism Price Index (TPI)⁶

The Tourism Price Index (TPI) for British Columbia measures changes in the cost of goods and services purchased by visitors. The TPI is calculated using BC Stats tourism revenue estimates to weight Consumer Price Indexes (CPI) or Implicit Price Indexes (IPI), calculated from household consumption expenditure data for the types of goods and services typically used by visitors. This measure has the potential to aid the guidance of tourism policies and define actions and measures with regard to prices and promotion of tourism products.

BC's Tourism Price Index increased from 113.4 (2007=100) in 2015 to 114.7 in 2016; an increase of 1.1%, indicating that goods and services purchased by visitors cost slightly more in 2016 than in 2015 (Figure 14). Compared to 2006, visitors paid 17.3% more for goods and services. Throughout the years, a small but steady increase has been present in the price of goods and services visitors are purchasing, with the exception of 2009 where a slight decrease was seen, likely a result of the recession. For more information, see Table 8 in the separate Data Tables document.

FIGURE 14: TOURISM PRICE INDEX (2006 TO 2016)



⁶ Source: BC Stats.

Note: For more information on the Methodology, please request from Destination British Columbia.

All data from 2006 to 2016 is preliminary and subject to change.

A photograph of a farmer wearing a red and blue plaid shirt, holding a wooden crate filled with ripe peaches. The crate has the word "Merlot" written on it in blue. The background is blurred, showing other people and market stalls.

3. BUSINESS AND PEOPLE

A farmer with a box full of peaches at
the Naramata Community Market

3. Business and people

In addition to the revenue and GDP that the tourism industry contributes to the British Columbia economy, the industry supports a wide range of small, medium, and large businesses, and provides jobs across the province.⁷

This section summarizes statistics on tourism businesses and tourism employment in British Columbia. Detailed tables are available in the separate Data Tables document. Tables 1 and 9 through 15 are specific to the information covered in this section.

TOURISM BUSINESSES

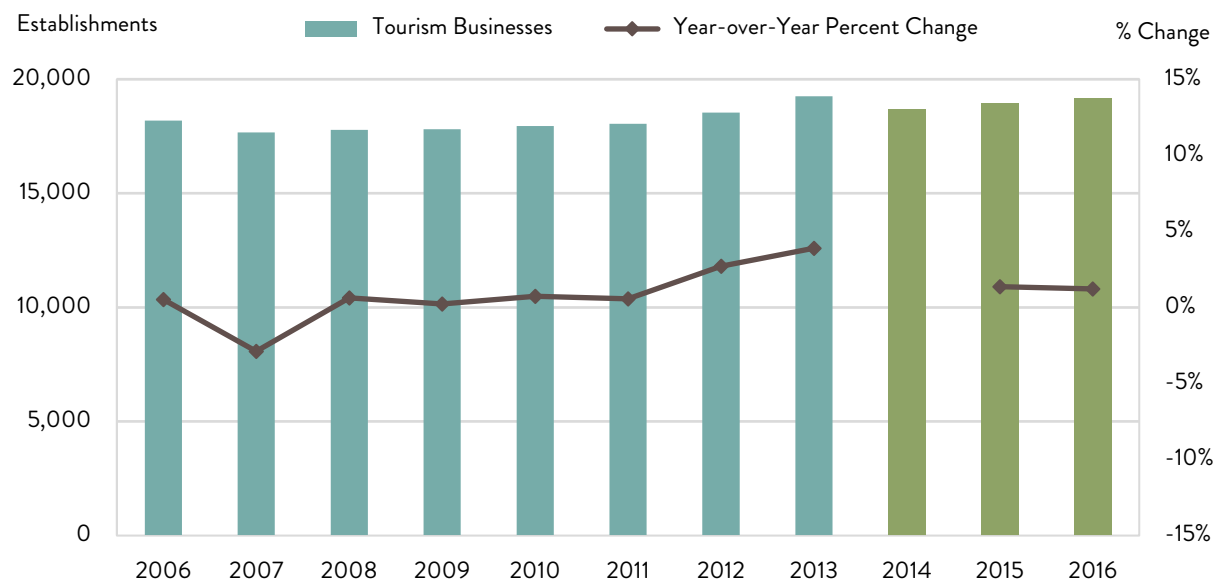
Total businesses

In 2014, BC Stats implemented a new methodology regarding how information is reported in the Business Register. This new methodology has not been applied retroactively, and as a result, 2014, 2015 and 2016 data cannot be compared to years prior.

In 2016, there were 19,170 tourism-related businesses operating in British Columbia (Figure 15), an increase of +1.2% over 2015. The number of tourism businesses was fairly steady from 2006 to 2013, with overall growth of +5.4%, while 2012 and 2013 saw substantial growth (+2.7% and +3.9%, respectively). For more information, see Table 1 in the separate Data Tables document.

⁷ Source: BC Stats.

**FIGURE 15: COUNT OF TOURISM BUSINESSES AND YEAR-OVER-YEAR CHANGE
(2006 TO 2016)**



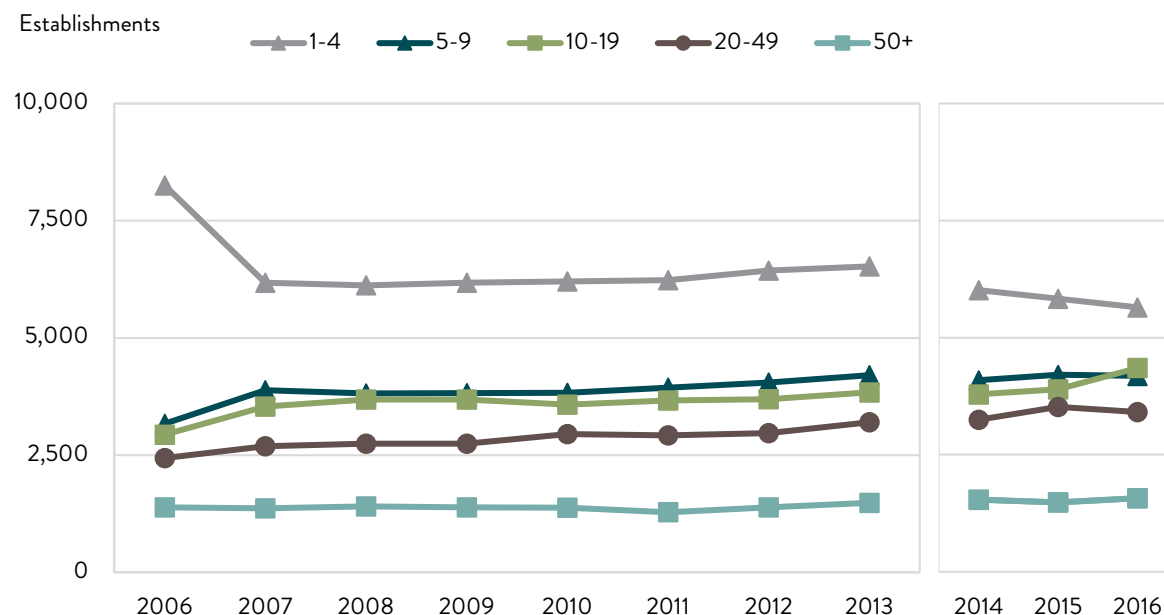
Total businesses by size

In 2016, most tourism businesses had less than 20 employees (share of 74.0%), followed by those with 20 to 49 employees (share of 17.8%). Only 8.2% of businesses had 50 or more employees in 2016.

From 2015 through 2016, the number of businesses, aside from those with 10-19 and 50+ employees, all showed a slight decrease. In 2006, very small businesses accounted for 45.4% of all businesses; this dropped to 6,179 in 2007, a decline of -25.2% from the previous year (Figure 16). The decrease in the number of tourism businesses in 2007 occurred primarily among very small businesses (those of 1 to 4 employees).⁸ For more information, see Table 9 in the separate Data Tables document.

⁸ The decrease in the number of tourism establishments in 2007 was attributed to the introduction of new “inactivation rules” in the redesigned Business Register to detect inactive businesses as early as possible, resulting in a more accurate reflection of the operating structure of businesses (<http://ivt.crepuq.qc.ca/industries/documentation/brengl3.pdf>).

FIGURE 16: COUNT OF TOURISM BUSINESSES BY SIZE (2006 TO 2016)

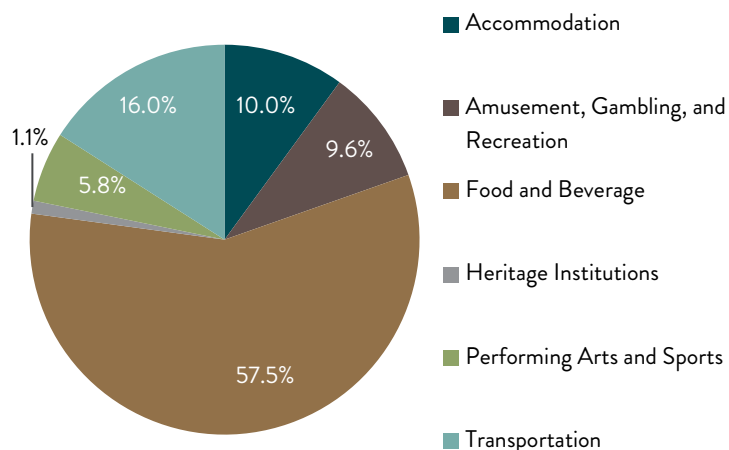


Tourism businesses by sector

Over half of British Columbia's tourism-related businesses were in the food and beverage sector (57.5%), followed by the transportation sector (16.0%) and the accommodation sector (10.0%) (Figure 17).⁹

The growth rates have increased for all sectors since 2015, except heritage institutions, and transportation (decreased by -1.0%, and -6.8%, respectively) (Figure 18). In 2016, the performing arts and sports sector experienced the highest growth rate among all sectors (increased by +5.0%). The growth rate for the food and beverage sector has increased by +2.7% since 2015. The growth rates for the accommodation and transportation sectors have increased by +2.9% and +3.3%, respectively.

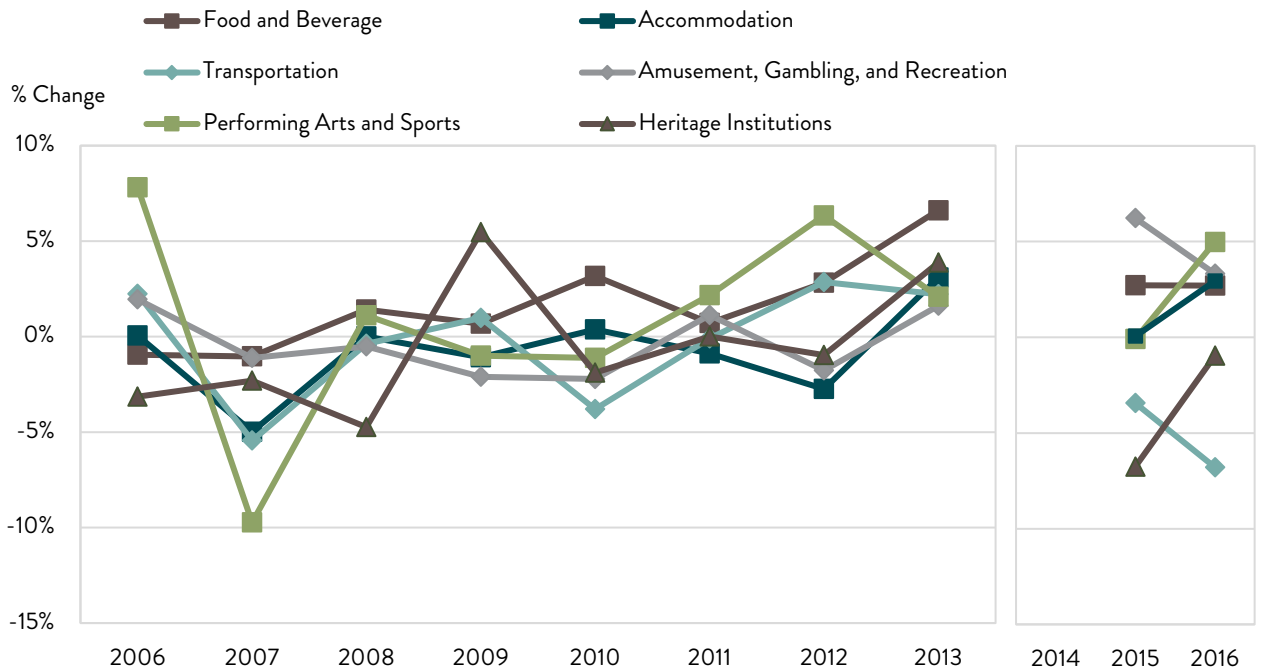
FIGURE 17: SHARE OF 2016 TOURISM BUSINESSES BY SECTOR



⁹ The data on tourism-related businesses is based on Statistics Canada's Business Register, which uses slightly different coding for sectors than revenue and GDP data.

In 2007, all tourism sectors experienced a net decrease in the number of tourism businesses, but the decline was less pronounced in the food and beverage and amusement, gambling and recreation sectors. For more information, see Table 10 in the separate Data Tables document.

FIGURE 18: TOURISM BUSINESS GROWTH RATES BY SECTOR (2006 TO 2016)

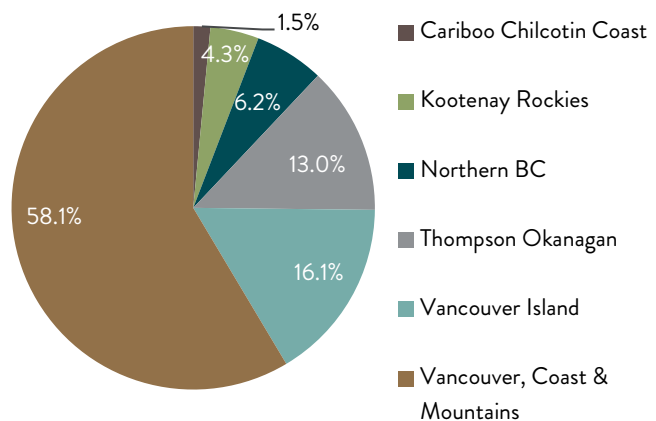


Tourism businesses by region

More than half of British Columbia's tourism-related businesses are located in the Vancouver, Coast & Mountains region (Figure 19). Combined, Vancouver, Coast & Mountains, Vancouver Island, and the Thompson Okanagan accounted for 87.3% of British Columbia's tourism establishments.

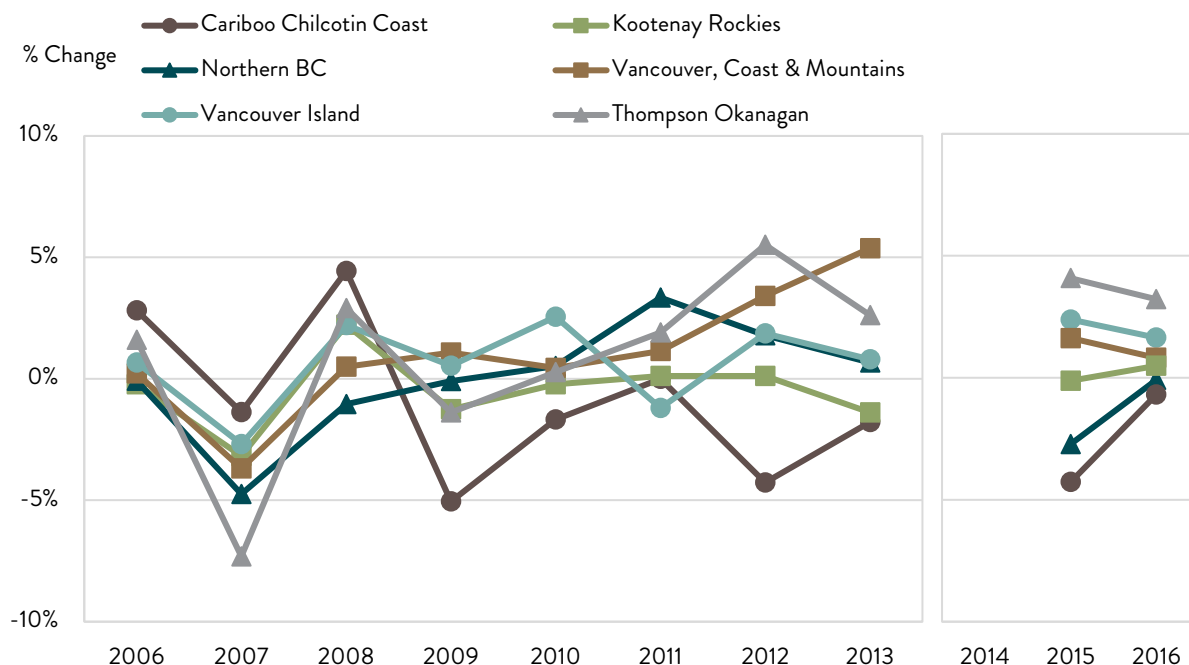
The number of tourism businesses in Thompson Okanagan, Vancouver Island and Vancouver, Coast & Mountains has increased (by +3.2%, +1.6%, and +0.8%, respectively) since 2015 (Figure 20). The number of businesses in Kootenay Rockies increased by +0.5%, compared to 2015. The Cariboo Chilcotin Coast experienced a drop by -0.7% in the number of businesses since 2015 whereas the number of businesses in Northern BC remained almost the same.

FIGURE 19: SHARE OF 2016 TOURISM BUSINESSES BY REGION



From 2006 to 2013, the number of tourism businesses increased by +8.3% in the Vancouver, Coast & Mountains region, +4.1% in the Thompson Okanagan region, +4.0% in the Vancouver Island region, and +0.2% in the Northern BC region. The Cariboo Chilcotin Coast (-9.6%), and the Kootenay Rockies (-3.6%), each experienced declines in the number of tourism businesses (Figure 20). For more information, see Table 11 in the separate Data Tables document.

FIGURE 20: TOURISM BUSINESS GROWTH RATES BY REGION (2006 TO 2016)



TOURISM EMPLOYMENT

Direct employment

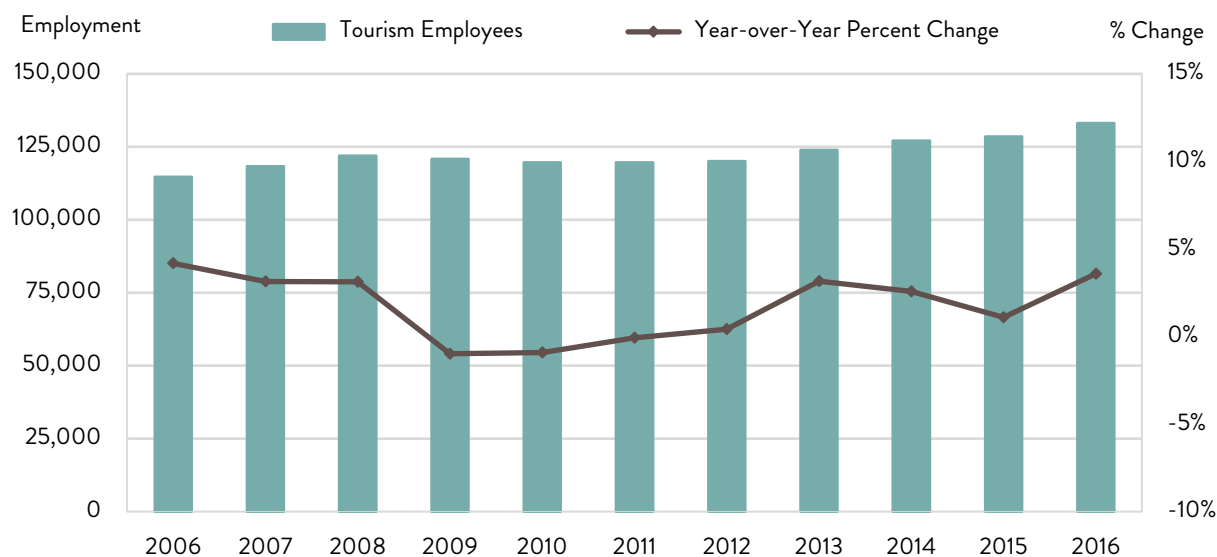
Direct tourism employment measures the number of people working in the four tourism-related industries due to tourism activities. Employment estimates are generated by assigning a percentage of total employment to four related industries of tourism.

In 2016, British Columbia's tourism industry employment was estimated to be 133,100, a +3.6% increase from 2015 (Figure 21).¹⁰ This means that tourism provides a job for roughly 1 out of every 16 people employed in the province. Since 2006, the number of people employed in the tourism industry has grown by +16.0%. The rate of growth bumped up to +3.2% in 2013. Growth continued, albeit at a

¹⁰ Tourism employment estimates are developed from Statistics Canada's Survey of Employment, Payroll and Hours (SEPH), and are derived from information on payroll deductions. SEPH may under-report employment, as it does not include self-employed workers, who do not make payroll deductions. The Labour Force Survey also collects employment data, and the individual coding estimates are available; however, the coding by industry is less reliable than SEPH, so industry breakdowns are less accurate.

slower pace, in 2014 and 2015. For more information, see Table 1 in the separate Data Tables document.

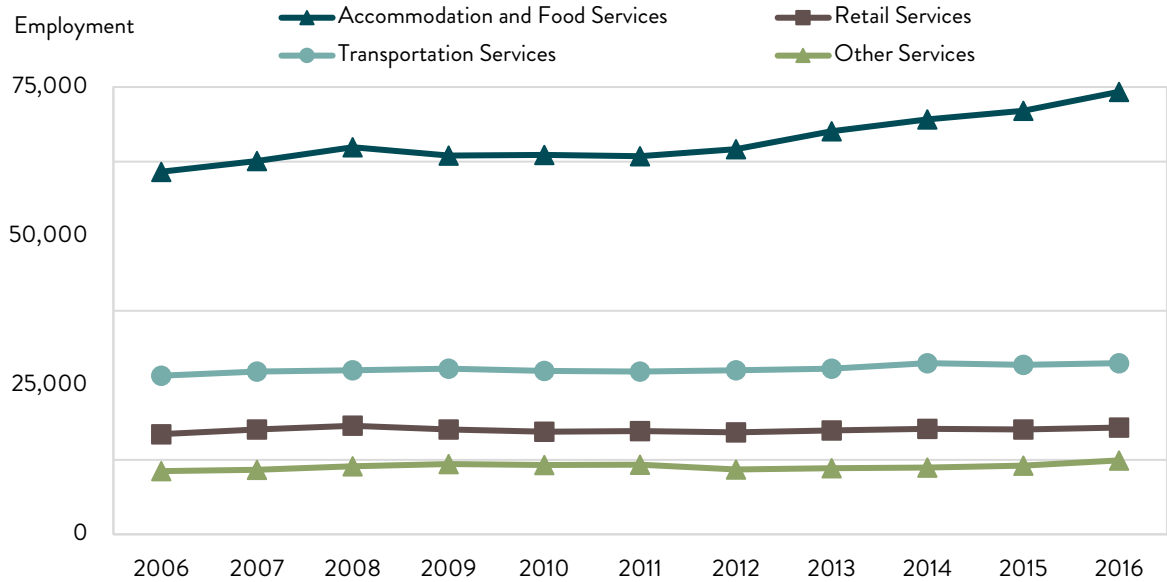
FIGURE 21: EMPLOYMENT IN THE TOURISM INDUSTRY AND YEAR-OVER-YEAR CHANGE (2006 TO 2016)



Tourism employment by sector

The accommodation and food services sector accounted for over half (55.7%) of all tourism employment in British Columbia, while the transportation sector accounted for nearly a quarter (21.6%) (Figure 22). Since 2006, the number of employees has grown by +6.5% in the retail services, +22.0% in the accommodation and food services, +7.9% in the transportation sector, and by +17.0% in other services. For more information, see Table 12 in the separate Data Tables document.

FIGURE 22: TOURISM EMPLOYMENT BY SECTOR (2006 TO 2016)



Tourism employment by region

The Vancouver, Coast & Mountains region has the largest share of British Columbia tourism employment (+62.4%), followed by Vancouver Island (+16.8%) and the Thompson Okanagan (+11.4%) (Figure 23). Combined, these three regions account for 90.6% of all tourism employment in British Columbia.

Tourism employment increased in all regions except for the Cariboo Chilcotin Coast (-15.8%) and Northern BC (-1.6%). The Kootenay Rockies (+12.2%), Vancouver Island (+7.7%), Thompson Okanagan (+7.0%), and Vancouver, Coast & Mountains (+2.5%), experienced growth compared to 2015 (Figure 24).

Despite fluctuation in the number of employees in each region since 2006, the ten-year period shows growth in all regions except Vancouver Island (dropped by -6.4%) and Cariboo Chilcotin Coast (-20.0%). Substantial growth occurred in the Thompson Okanagan (+32.2%), Northern BC (+18.9%), and Vancouver, Coast & Mountains (+21.0%). There was an increase in tourism employment in Kootenay Rockies (+7.0%) since 2006. For more information, see Table 13 in the separate Data Tables document.

FIGURE 23: SHARE OF 2016 TOURISM EMPLOYMENT BY REGION

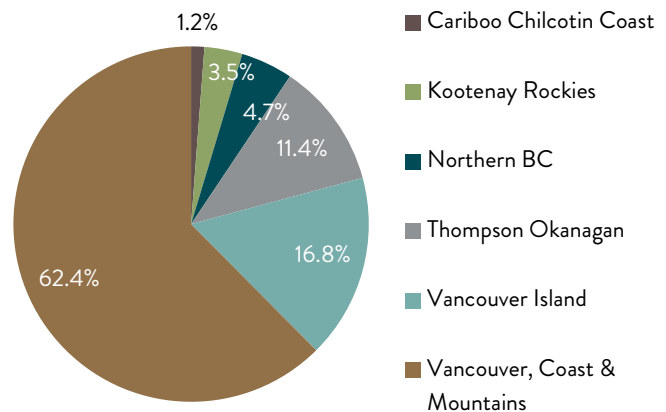
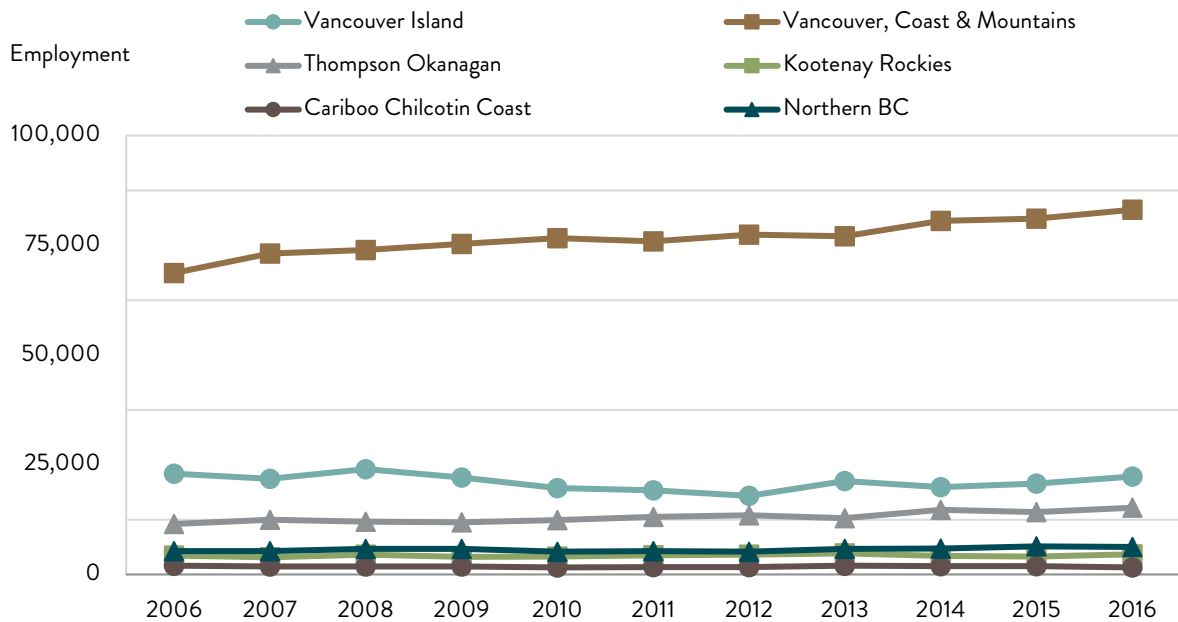


FIGURE 24: TOURISM EMPLOYMENT BY REGION (2006 TO 2016)

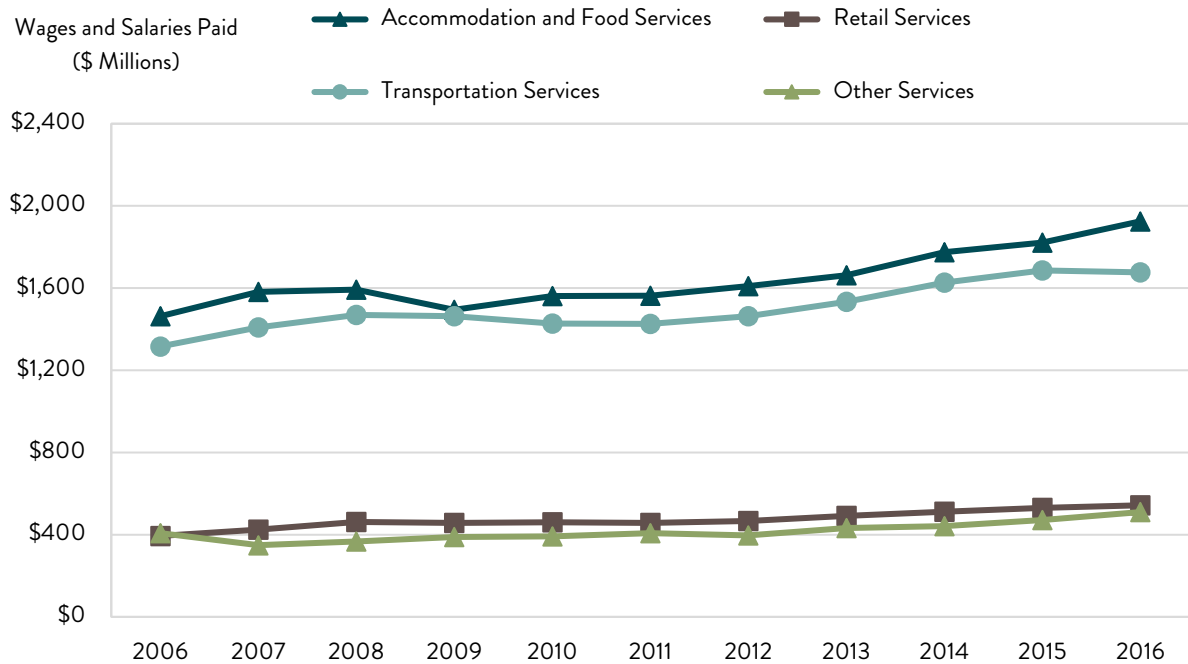


Wages and salaries

The tourism industry paid \$4.7 billion in wages and salaries in 2016. Compared to 2015, employees' earnings have increased +3.2% (Figure 25).

Tourism wages and salaries increased +29.9% since 2006. From 2006 through 2008, earnings continued to grow by an average of +5.6% per year. Wages and salaries dropped during the 2009 economic downturn, but picked up again in 2010. For more information, see Table 1 in the separate Data Tables document.

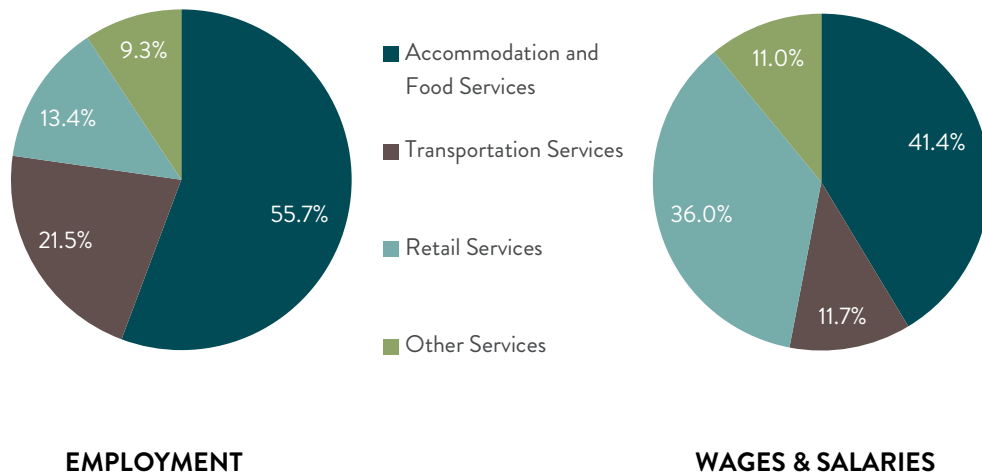
FIGURE 25: WAGES & SALARIES PAID IN THE INDUSTRY (2006 TO 2016)



Wages and salaries by sector

As noted earlier, the accommodation and food services sector comprises more than half of all tourism businesses (67.5%) and employs 55.7% of tourism workers, however only 41.4% of tourism wages and salaries are earned through this sector. In contrast, the transportation sector accounts for 16.0% of tourism businesses, employs 21.6% of tourism workers, and accounts for 36.0% of tourism earnings (Figure 26). For more information, see Table 14 in the separate Data Tables document.

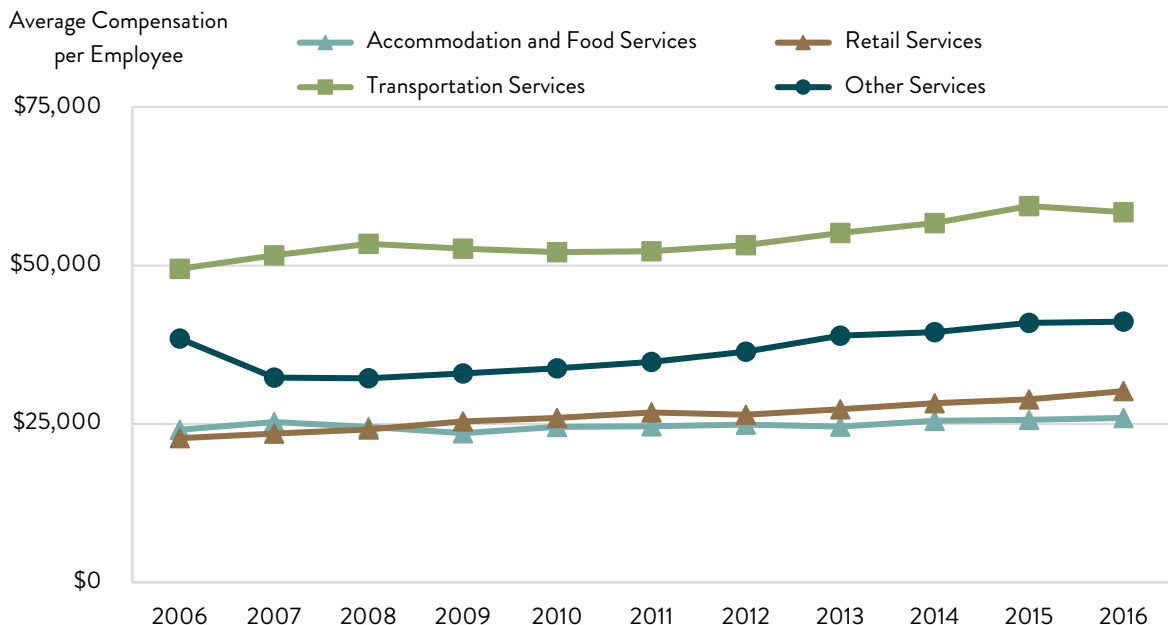
FIGURE 26: SHARE OF 2016 TOURISM EMPLOYMENT AND SALARIES BY SECTOR



Average compensation per employee

Average employee compensation decreased by -0.4% in 2016 over 2015, reaching \$34,959. While the average compensation per employee in all tourism sectors has increased since 2006 (by +12.0%), the 2016 average compensation within transportation was more than double of the compensation in accommodation and food sector (Figure 27). Since 2006, growth in average earnings has been highest in retail services (+29.3% increase in the ten-year period), followed by transportation services (+18.0%), then accommodation and food services (+7.8%), and finally other services (+6.9%). For more information, see Table 15 in the separate Data Tables document.

FIGURE 27: AVERAGE COMPENSATION PER EMPLOYEE BY SECTOR (2006 TO 2016)



A hiker with a blue backpack and a yellow hat is crossing a shallow, rocky stream. The water is clear, and the rocks are dark and jagged. In the background, a large, rugged mountain with patches of snow and a dense forest of evergreen trees rises against a cloudy sky. The overall scene is a beautiful, natural landscape.

4. MARKET OF ORIGIN

4. Market of origin

Visitor market of origin data is captured through visitor surveys. Destination British Columbia relies on two surveys¹¹ conducted by Statistics Canada:

- International Travel Survey (ITS): an exit survey for some international visitors and an entry and online follow up survey for others.
- Travel Survey of Residents of Canada (TSRC): a monthly telephone survey of Canadian households.

These surveys ask respondents to report on their trips, destinations visited and trip length, and to estimate overall trip expenditures. There are limitations in the reliability of visitor surveys, as the surveys depend on respondents' ability to recall and report data accurately. Also, differences in survey methodologies (different survey modes, differences in trip or traveller definitions) may affect estimates of visitor volume or expenditure/revenue¹² derived from these surveys.

There are differences in estimates of tourism expenditures/revenues between Statistics Canada (demand-side estimates) and BC Stats methodology (supply-side estimates), which can be attributed to several factors:

- Same-day travellers to British Columbia are not included in Destination BC's analysis of Statistics Canada surveys.
- Some overnight tourism trips are considered "out of scope" for the ITS and TSRC, and thus not captured in these surveys.
- Travel by residents of the territories is not captured by the TSRC.
- Trips by Canadians that include a component in British Columbia but have a destination outside Canada are not included in the TSRC.
- Pre-trip expenditures on goods or services for tourism purposes are not included in the TSRC.
- Respondents to telephone surveys, such as the TSRC, may under-report the number of trips and trip expenditures to reduce interview times or may fail to recall trips or trip details. Similarly, respondents to intercept surveys, such as the ITS, may under-report trip expenditures, due to memory lapses.

Therefore, components of the market of origin data presented here should be interpreted with some caution.

¹¹ Please visit Statistics Canada's website for more information on the ITS Frontier counts, the ITS intercept and follow-up questionnaires and air exit surveys, as well as the TSRC questionnaire.

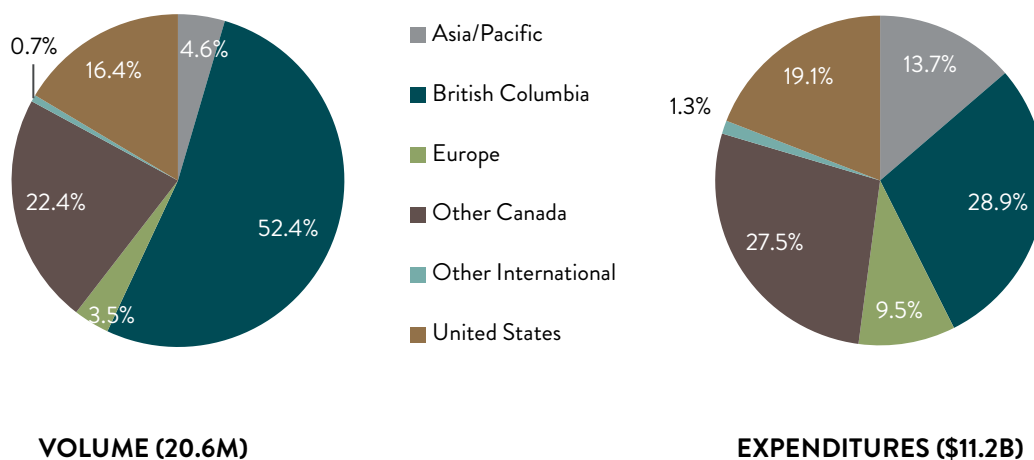
This section summarizes visitor volume of overnight travellers to British Columbia (i.e., one or more nights were spent in British Columbia) by domestic, international, and all travellers to British Columbia. Visitors within British Columbia include British Columbia residents, other Canadian residents, and international visitors. Visitors may be travelling for leisure, business, or educational purposes. This section also reports tourism expenditures by origin from the visitor surveys to provide a more complete picture of British Columbia's tourism markets.

Detailed tables of market of origin are available in the separate Data Tables document available at <https://www.destinationbc.ca/>; Tables 1, and 16 through 21 are specific to the information covered in this section.

Overall visitor volume and expenditures

In 2016, there were approximately 20.6 million overnight visitors in British Columbia who spent \$11.2 billion.¹³ Over half of the visitors (52.4%) were British Columbia residents (Figure 28). Visitors from other parts of Canada accounted for 22.4% of all visits and international visitors accounted for the remaining 25.1% of visitor volume. While British Columbia residents made up the largest share of visitor volume, international visitors made up 43.8% of visitor expenditures. British Columbia residents accounted for 27.5% of visitor expenditures and other Canadian residents accounted for the remaining 28.9%.

FIGURE 28: OVERALL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN (2016)

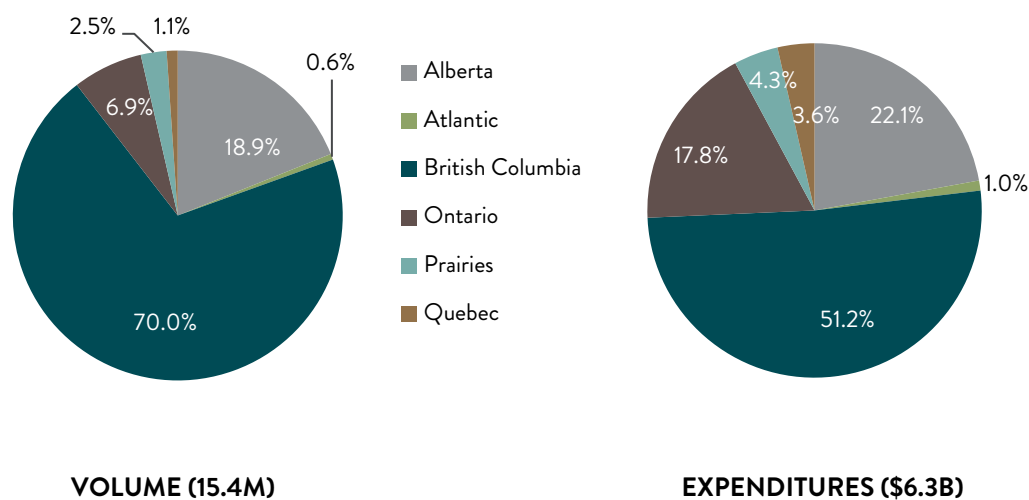


¹³ Source of domestic data: Statistics Canada, Travel Survey of Residents of Canada (includes travellers who spent one or more nights in BC). Methodological changes to the Travel Survey of Residents of Canada do not allow comparisons before 2011.

Domestic visitor volume and expenditures

Overnight visitors from Canada accounted for 15.4 million overnight visitors in 2016, an increase of +2.1% from 2015. Of travellers from Canada, British Columbia residents made up the largest share of visitor volume (70.0%) and expenditures (51.2%) in 2016 (Figure 29). Alberta was the second largest domestic market of overnight visitors to British Columbia, representing 18.9% of the Canadian visitor volume and 22.1% of expenditures. Overall, visitors from Canada spent +8.4 % more in 2016 than in 2015, for a total of \$6.3 billion in tourism-related expenditures in 2016.

FIGURE 29: SHARE OF 2016 DOMESTIC VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN



In 2016, the number of visitors from Alberta, Ontario, and Quebec all increased significantly by +20.8%, 64.7%, and 110.2%, respectively over 2015 and their expenditures increased by +1.0%, +79.9% and +121.7% respectively over 2015. The Prairies showed growth in visitor volume at an increase of +18.5%, as well as a slight increase in expenditures of +2.4% over 2015. Compared to 2015, visitor volume from British Columbia decreased by -6.6% in 2016 and their expenditures decreased by -3.7%. Visitor volume from the Atlantic Provinces increased by +18.5% over 2015; however, expenditures decreased by -32.3%.

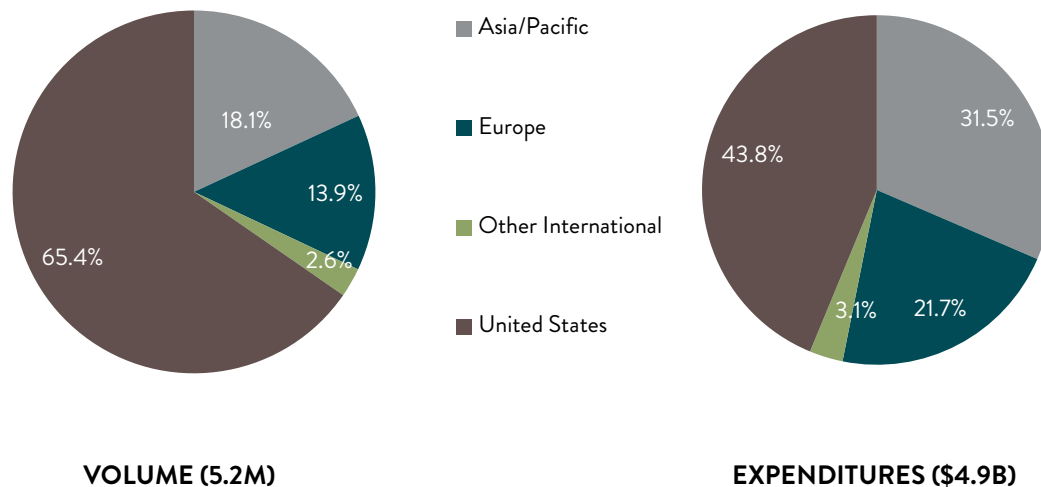
International visitor volume and expenditures¹⁴

In 2016, 5.2 million international overnight visitors came to British Columbia and spent approximately \$4.9 billion. The United States was the largest overnight international market for British Columbia, comprising 65.4% of international visitor volume and 43.8% of expenditures in 2016 (Figure 30).

¹⁴ A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, 2015 and 2016 international visitor volume and expenditure data cannot be compared to years prior.

Asia/Pacific was the second largest market, comprising 18.1% of visitor volume and 31.5% of expenditures. Europe was the third largest market, comprising 13.9% of visitor volume and 21.7% of expenditures. Other International markets account for the remaining portion (2.6% of visitor volume and 3.1% of expenditures).

FIGURE 30: SHARE OF 2016 INTERNATIONAL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN



United States

From 2006 to 2012, a decrease of United States visitors was seen each year with the exception of a slight increase in 2010 (+1.9%) and 2012 (+1.3%). United States visitor expenditures reached \$2.1 billion in 2016 (Figures 31 and 32). Within the United States, Washington and California were British Columbia's largest markets, representing 59.0% of United States visitor volume and 50.9% of expenditures in 2016. For more information, see Tables 1 and 18 through 21 in the separate Data Tables document.

Asia/Pacific

In 2016, the number of visitors from the Asia/Pacific totaled 936,000 and expenditures nearly reached \$1.5 billion. Australia and China represented the largest shares of the Asia/Pacific market volume, 19.0% and 28.5%, respectively. These two markets constitute 22.0% and 31.4% of the overall Asia/Pacific market expenditures.

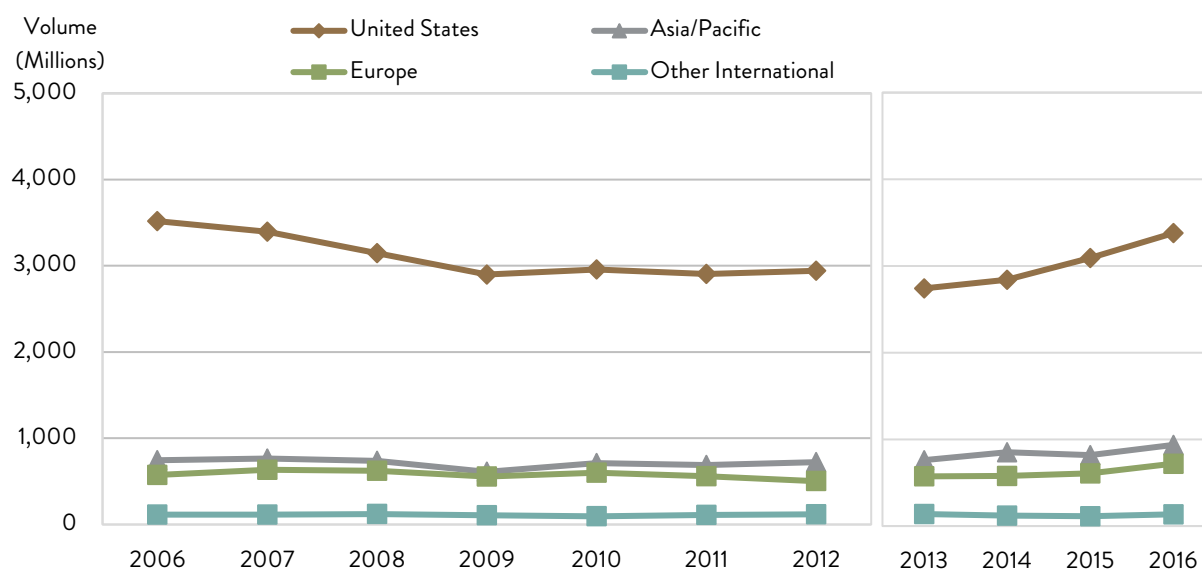
Europe

Visitor volume from Europe reached 719,000 in 2016, 13.9% of the international market share. Visitors from Europe spent approximately \$1.1 billion in 2016, 21.7% of the international market share. Most major European markets experienced declines during the economic downturn in 2009, but rebounded in 2010. The United Kingdom was the largest European market in 2016, representing over a third of the European volume (36.5%), and contributing \$362 million in expenditures (34.3% of European total). Germany was the second largest European market in 2016, representing 18.9% of European visitors and contributing \$211 million in expenditures (20.0% of European total).

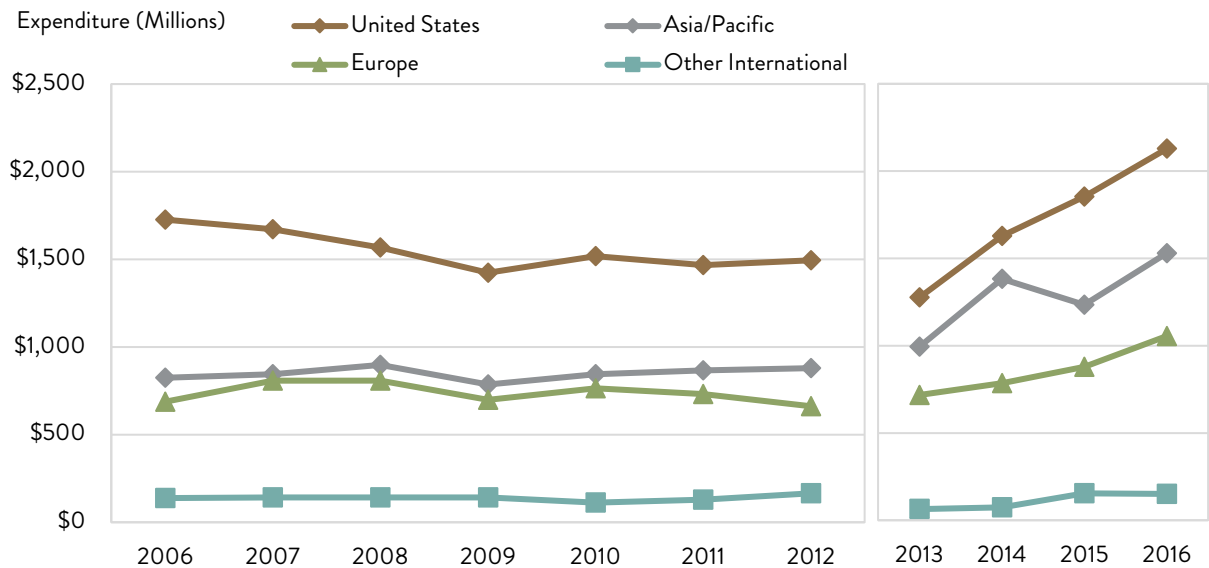
Mexico

In 2016, Mexico visitor volume was 50,000 (1.0% of total international visitation and a decrease of -15.0% from 2015), and contributed \$62 million (1.3% of total international expenditures and a decrease of -28.0% from 2015). Visitor volume from Mexico grew steadily from 2006 through 2008 to 82,000 visitors. Volume dropped in 2009 and 2010 due to the introduction of visa requirements for Mexican visitors, stabilized in 2011 and grew to 57,000 in 2012. Mexico visitor expenditures have followed the same path as that of volume, with annual growth from 2006 through 2008 to \$96 million. This growth was followed by a -7.3% decline in 2009, a -24.9% decline in 2010, but stabilization in 2011, a substantial growth in 2012 (+35.2%), and an increase in 2014 (+23.9%) and 2015 (+47.5%). Expenditures from the Mexico market showed substantial growth between 2006 and 2012 (+13.4%).

FIGURE 31: INTERNATIONAL VISITOR VOLUME GROWTH RATES BY MARKET OF ORIGIN (2006 TO 2016)



**FIGURE 32: INTERNATIONAL VISITOR EXPENDITURE GROWTH RATES BY MARKET OF ORIGIN
(2006 TO 2016)**





5. APPENDIX A: DETAILED TABLES

Table 1: Summary of key economic indicators for the tourism industry and year-over-year change

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Total revenue (\$ M)	\$12,210	\$13,005	\$13,390	\$12,499	\$13,048	\$13,193	\$13,458	\$13,952	\$14,900	\$15,756	\$17,004
% change	7.0%	6.5%	3.0%	-6.7%	4.4%	1.1%	2.0%	3.7%	6.8%	5.7%	7.9%
Total provincial taxes (\$ M)	\$840	\$858	\$877	\$811	\$923	\$1,063	\$1,106	\$979	\$993	\$1,062	\$1,110
% change	7.8%	2.1%	2.2%	-7.5%	13.8%	15.2%	4.0%	-11.5%	1.4%	6.9%	4.5%
Tourism export revenue (\$ M)	\$3,376	\$3,466	\$3,414	\$3,049	\$3,240	\$3,194	\$3,201	\$3,050	\$3,869	\$4,122	\$4,864
% change	-0.7%	2.6%	-1.5%	-10.7%	6.3%	-1.4%	0.2%	N/A	26.8%	6.6%	18.0%
Gross Domestic Product (GDP; \$2007 M)	\$6,088	\$6,336	\$6,333	\$6,216	\$6,449	\$6,474	\$6,635	\$6,778	\$7,200	\$7,514	\$7,934
% change	4.4%	4.1%	0.0%	-1.8%	3.7%	0.4%	2.5%	2.2%	6.2%	4.4%	5.6%
Total businesses	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938	19,170
% change	0.5%	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	N/A	1.4%	1.2%
Tourism employment ('000s)	114.7	118.3	122	120.8	119.7	119.6	120.1	123.9	127.1	128.5	133.1
% change	4.2%	3.1%	3.1%	-1.0%	-0.9%	-0.1%	0.4%	3.2%	2.6%	1.1%	3.6%
Wages and salaries (\$ M)	\$3,581	\$3,764	\$3,889	\$3,806	\$3,841	\$3,854	\$3,936	\$4,119	\$4,354	\$4,509	\$4,653
% change	8.4%	5.1%	3.3%	-2.1%	0.9%	0.3%	2.1%	4.6%	5.7%	3.6%	3.2%
International visitors ('000s)	4,951	4,911	4,630	4,175	4,364	4,262	4,282	4,350	4,390	4,629	5,169
% change	-0.6%	-0.8%	-5.7%	-9.8%	4.5%	-2.3%	0.5%	N/A	0.9%	5.5%	11.7%

Source: BC Stats for all except international visitors (source: Statistics Canada).

Note: 2014, 2015, and 2016 revenue data and associated taxes are preliminary and subject to revision. / Note: Provincial taxes include income, hotel, gas, and other taxes. / Note: Changes in methodology by Statistics Canada in 2013 created a break in trend data for tourism export revenue and thus the level of tourism export revenue in 2013, 2014, 2015 and 2016 cannot be compared directly to prior years. / Note: Real GDP data is in 2007 constant dollars. / Note: In 2014, BC Stats implemented a new methodology regarding how information is reported in the Business Register. This new methodology has not been applied retroactively, and as a result, 2014, 2015, and 2016 data cannot be compared to years prior. / Note: A methodological change occurred for international visitor volume between 2012 and 2013. As a result of this change, 2013, 2014, 2015 and 2016 international visitor volume and expenditure data cannot be compared to years prior.

Table 2: Tourism revenue and year-over-year change by sector

	Sectors	2006	2007	2008	2009	2010	2011	2012	2013	2014p	2015p	2016p
Revenue (\$ M)	Accommodation and food services	\$4,452	\$4,692	\$4,637	\$4,285	\$4,456	\$4,371	\$4,419	\$4,641	\$5,055	\$5,559	\$6,141
	Retail services	\$3,138	\$3,396	\$3,615	\$3,432	\$3,522	\$3,656	\$3,837	\$3,947	\$4,103	\$4,179	\$4,427
	Transportation services	\$3,760	\$3,992	\$4,088	\$3,733	\$3,997	\$4,136	\$4,314	\$4,487	\$4,818	\$5,061	\$5,428
	Other services	\$861	\$926	\$1,051	\$1,049	\$1,072	\$1,030	\$888	\$877	\$924	\$956	\$1,009
	Overall	\$12,211	\$13,006	\$13,391	\$12,499	\$13,047	\$13,193	\$13,458	\$13,952	\$14,900	\$15,755	\$17,005
% change	Accommodation and food services	7.1%	5.4%	-1.2%	-7.6%	4.0%	-1.9%	1.1%	5.0%	8.9%	10.0%	10.5%
	Retail services	7.3%	8.2%	6.4%	-5.1%	2.6%	3.8%	5.0%	2.9%	4.0%	1.9%	5.9%
	Transportation services	7.1%	6.2%	2.4%	-8.7%	7.1%	3.5%	4.3%	4.0%	7.4%	5.0%	7.3%
	Other services	4.7%	7.5%	13.5%	-0.2%	2.2%	-3.9%	-13.8%	-1.2%	5.4%	3.5%	5.5%
	Overall	7.0%	6.5%	3.0%	-6.7%	4.4%	1.1%	2.0%	3.7%	6.8%	5.7%	7.9%

Source: BC Stats.

Note: 2014, 2015, and 2016 revenue data are preliminary and subject to revision.

Table 3: Comparing export revenues for BC's primary commodities in millions

BC Primary Commodities	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Forest industry	\$13,560	\$12,282	\$10,107	\$7,602	\$9,143	\$9,985	\$10,159	\$11,654	\$12,367	\$12,772	\$13,954
<i>Wood products</i>	\$8,776	\$7,164	\$5,408	\$4,127	\$5,106	\$5,706	\$6,175	\$7,746	\$8,102	\$8,406	\$10,018
<i>Pulp and paper products</i>	\$4,784	\$5,118	\$4,699	\$3,475	\$4,037	\$4,279	\$3,985	\$3,908	\$4,266	\$4,366	\$3,936
Agriculture and fish	\$2,422	\$2,332	\$2,484	\$2,424	\$2,524	\$2,512	\$2,720	\$2,912	\$3,221	\$3,802	\$3,811
<i>Agriculture and food</i>	\$1,443	\$1,435	\$1,585	\$1,555	\$1,579	\$1,613	\$1,867	\$2,038	\$2,257	\$2,694	\$2,508
<i>Fish products</i>	\$978	\$897	\$899	\$869	\$945	\$898	\$853	\$873	\$964	\$1,107	\$1,303
Metallic mineral products	\$3,581	\$3,430	\$3,336	\$2,503	\$3,163	\$3,492	\$3,456	\$3,834	\$4,566	\$4,432	\$4,825
Energy products	\$6,455	\$6,196	\$9,623	\$6,864	\$7,996	\$10,024	\$8,085	\$7,957	\$7,803	\$5,912	\$7,606
Tourism industry	\$3,376	\$3,466	\$3,414	\$3,049	\$3,240	\$3,194	\$3,201	\$3,050	\$3,869	\$4,122	\$4,864

Source: BC Stats.

Note: Changes in methodology by Statistics Canada in 2013 created a break in trend data for tourism export revenue and thus the level of tourism export revenue in 2013, 2014, 2015, and 2016 cannot be compared directly to prior years.

Table 4: Accommodation Room Revenue by Community

Market*		2010	2011	2012	2013	2014	2015	2016
MRDT Revenue	Fernie	\$13,103	\$14,842	\$15,255	\$16,588	\$15,809	\$14,297	\$15,479
	% change	N/A	13.3%	2.8%	8.7%	-4.7%	-9.6%	8.3%
	Kamloops	\$42,813	\$47,037	\$44,966	\$48,526	\$50,401	\$51,033	\$56,043
	% change	N/A	9.9%	-4.4%	7.9%	3.9%	1.3%	9.8%
	Kelowna	\$68,700	\$67,661	\$70,406	\$74,988	\$82,558	\$90,935	\$97,932
	% change	N/A	-1.5%	4.1%	6.5%	10.1%	10.1%	7.7%
	Parksville	\$17,871	\$17,023	\$17,675	\$17,698	\$19,390	\$21,849	\$24,613
	% change	N/A	-4.7%	3.8%	0.1%	9.6%	12.7%	12.7%
	Penticton	\$20,821	\$21,412	\$22,509	\$23,350	\$24,611	\$27,426	\$29,522
	% change	N/A	2.8%	5.1%	3.7%	5.4%	11.4%	7.6%
	Prince George	\$28,804	\$34,498	\$35,289	\$37,706	\$40,290	\$40,887	\$38,416
	% change	N/A	19.8%	2.3%	6.9%	6.9%	1.5%	-6.0%
	Prince Rupert	\$7,683	\$8,176	\$8,749	\$11,493	\$11,622	\$11,324	\$11,512
	% change	N/A	6.4%	7.0%	31.4%	1.1%	-2.6%	1.7%
	Revelstoke	\$15,724	\$17,284	\$20,105	\$21,938	\$24,072	\$27,075	\$30,610
	% change	N/A	9.9%	16.3%	9.1%	9.7%	12.5%	13.1%
	Richmond	\$149,073	\$150,226	\$133,156	\$135,751	\$147,306	\$166,401	\$186,256
	% change	N/A	0.8%	-11.4%	1.9%	8.5%	13.0%	11.9%
	Tofino	\$33,882	\$32,936	\$33,098	\$35,188	\$38,749	\$46,938	\$52,384
	% change	N/A	-2.8%	0.5%	6.3%	10.1%	21.1%	11.6%
	Vancouver	\$557,407	\$520,663	\$533,465	\$544,245	\$593,895	\$696,222	\$768,283
	% change	N/A	-6.6%	2.5%	2.0%	9.1%	17.2%	10.4%
	Victoria	\$125,586	\$126,619	\$123,157	\$134,048	\$138,873	\$158,214	\$175,927
	% change	N/A	0.8%	-2.7%	8.8%	3.6%	13.9%	11.2%
	Whistler	\$191,651	\$158,933	\$176,611	\$188,723	\$206,391	\$229,529	\$280,790
	% change	N/A	-17.1%	11.1%	6.9%	9.4%	11.2%	22.3%
	Communities (Above)	\$1,273,119	\$1,217,312	\$1,234,441	\$1,290,243	\$1,393,967	\$1,582,130	\$1,767,768
	% change	N/A	-4.4%	1.4%	4.5%	8.0%	13.5%	11.7%
	Overall	\$1,553,115	\$1,494,972	\$1,518,420	\$1,599,338	\$1,743,083	\$2,012,252	\$2,264,125
	% change	N/A	-3.7%	1.6%	5.3%	9.0%	15.4%	12.5%

Table 5: Tourism GDP using 2007 dollars and year-over-year change by sector

Sectors		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
GDP (\$ M)	Accommodation and food services	\$2,548	\$2,632	\$2,595	\$2,490	\$2,578	\$2,510	\$2,537	\$2,586	\$2,722	\$2,749	\$2,787
	Retail services	\$692	\$773	\$747	\$723	\$722	\$731	\$786	\$816	\$805	\$850	\$913
	Transportation services	\$1,841	\$1,883	\$1,899	\$1,898	\$2,032	\$2,108	\$2,215	\$2,245	\$2,506	\$2,701	\$2,959
	Other services	\$1,008	\$1,048	\$1,092	\$1,105	\$1,118	\$1,125	\$1,098	\$1,131	\$1,166	\$1,215	\$1,275
	Overall		\$6,335	\$6,332	\$6,215	\$6,447	\$6,473	\$6,631	\$6,791	\$7,046	\$7,442	\$7,934
% change	Accommodation and food services	N/A	3.3%	-1.4%	-4.0%	3.5%	-2.6%	1.1%	1.9%	5.3%	1.0%	1.4%
	Retail services	N/A	11.7%	-3.4%	-3.2%	-0.1%	1.2%	7.5%	3.8%	-1.3%	5.6%	7.4%
	Transportation services	N/A	2.3%	0.8%	-0.1%	7.1%	3.7%	5.1%	1.4%	11.6%	7.8%	9.6%
	Other services	N/A	4.0%	4.2%	1.2%	1.2%	0.6%	-2.4%	3.0%	3.1%	4.2%	4.9%
	Overall	N/A	4.1%	0.0%	-1.8%	3.7%	0.4%	2.5%	2.2%	6.2%	4.4%	5.6%

Source: BC Stats.

Note: GDP data is in 2007 constant dollars.

Table 6: Comparing GDP of tourism sectors using an index (2007=100)

Sectors	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Accommodation and food services	97	100	99	95	98	95	96	98	103	104	106
Retail services	90	100	97	94	93	95	102	106	104	110	118
Transportation services	96	100	104	105	107	107	105	108	111	116	122
Other services	98	100	101	101	108	112	118	119	133	143	157
Tourism industry	96	100	100	98	102	102	105	107	114	119	125

Source: BC Stats.

Table 7: Comparing GDP of BC primary resource industries (2007 = 100)

Industries		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
GDP (\$ M)	Agriculture	\$1,233	\$1,240	\$1,194	\$1,273	\$1,321	\$1,325	\$1,310	\$1,367	\$1,336	\$1,457	\$1,472
	Forestry	\$2,142	\$2,026	\$1,787	\$1,230	\$1,511	\$1,788	\$1,833	\$1,982	\$1,949	\$2,013	\$1,985
	Mining	\$3,581	\$3,086	\$3,681	\$3,172	\$3,518	\$3,429	\$3,650	\$3,956	\$4,295	\$4,111	\$4,103
	Oil and Gas Extraction	\$6,014	\$5,893	\$5,649	\$5,498	\$6,068	\$7,230	\$6,141	\$6,410	\$6,833	\$7,197	\$8,192
	Tourism	\$6,088	\$6,336	\$6,333	\$6,216	\$6,449	\$6,474	\$6,635	\$6,778	\$7,200	\$7,514	\$7,934
Index (2007 = 100)	Agriculture	99	100	96	103	107	107	106	110	108	117	119
	Forestry	106	100	88	61	75	88	91	98	96	99	98
	Mining	116	100	119	103	114	111	118	128	139	133	133
	Oil and Gas Extraction	102	100	96	93	103	123	104	109	116	122	139
	Tourism	96	100	100	98	102	102	105	107	114	119	125

Source: BC Stats.

Table 8: Tourism Price Index (TPI)

Tourism Price Index	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Overall	97.8	100	103.2	101.4	104.5	106.5	109	110.1	111.3	113.4	114.7

Source: BC Stats.

Table 9: Tourism establishments and year-over-year Change by business size

Business Size		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Establishments	1 to 4 employees	8,256	6,179	6,121	6,177	6,208	6,235	6,435	6,525	6,014	5,830	5,647
	5 to 9 employees	3,170	3,886	3,816	3,823	3,830	3,941	4,049	4,205	4,091	4,208	4,186
	10 to 19 employees	2,937	3,538	3,687	3,684	3,576	3,667	3,692	3,840	3,790	3,897	4,352
	20 to 49 employees	2,438	2,691	2,744	2,744	2,949	2,920	2,973	3,201	3,248	3,521	3,414
	50 to 199 employees	1,220	1,230	1,248	1,230	1,226	1,157	1,248	1,322	1,374	1,315	1,402
	200 or more employees	166	138	158	156	154	124	136	161	165	167	169
	Overall	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938	19,170
% change	1 to 4 employees	1.0%	-25.2%	-0.9%	0.9%	0.5%	0.4%	3.2%	1.4%	-7.8%	-3.1%	-3.1%
	5 to 9 employees	1.2%	22.6%	-1.8%	0.2%	0.2%	2.9%	2.7%	3.9%	-2.7%	2.9%	-0.5%
	10 to 19 employees	-1.4%	20.5%	4.2%	-0.1%	-2.9%	2.5%	0.7%	4.0%	-1.3%	2.8%	11.7%
	20 to 49 employees	-0.7%	10.4%	2.0%	0.0%	7.5%	-1.0%	1.8%	7.7%	1.5%	8.4%	-3.0%
	50 to 199 employees	1.3%	0.8%	1.5%	-1.4%	-0.3%	-5.6%	7.9%	5.9%	3.9%	-4.3%	6.6%
	200 or more employees	13.7%	-16.9%	14.5%	-1.3%	-1.3%	-19.5%	9.7%	18.4%	2.5%	1.2%	1.2%
	Overall	0.5%	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	-3.0%	1.4%	1.2%

Source: BC Stats.

Note: In 2014, Statistics Canada changed the way information was reported in the Business Register; as such 2014 data cannot be compared to years prior.

Table 10: Tourism establishments and year-over-year change by sector

Sectors		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Establishments	Food and beverage	9,511	9,412	9,545	9,609	9,913	9,984	10,265	10,944	10,453	10,737	11,027
	Accommodation	2,028	1,927	1,927	1,906	1,913	1,896	1,844	1,901	1,869	1,870	1,925
	Transportation	3,563	3,369	3,356	3,389	3,260	3,257	3,350	3,424	3,401	3,284	3,061
	Amusement, gambling and recreation	1,780	1,760	1,751	1,714	1,676	1,695	1,665	1,692	1,672	1,776	1,835
	Performing arts and sports	1,089	983	994	984	973	994	1,057	1,079	1,065	1,064	1,117
	Heritage institutions	216	211	201	212	208	208	206	214	222	207	205
	Overall	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938	19,170
% change	Food and beverage	-1.0%	-1.0%	1.4%	0.7%	3.2%	0.7%	2.8%	6.6%	N/A	2.7%	2.7%
	Accommodation	0.0%	-5.0%	0.0%	-1.1%	0.4%	-0.9%	-2.7%	3.1%	N/A	0.1%	2.9%
	Transportation	2.2%	-5.4%	-0.4%	1.0%	-3.8%	-0.1%	2.9%	2.2%	N/A	-3.4%	-6.8%
	Amusement, gambling and recreation	1.9%	-1.1%	-0.5%	-2.1%	-2.2%	1.1%	-1.8%	1.6%	N/A	6.2%	3.3%
	Performing arts and sports	7.8%	-9.7%	1.1%	-1.0%	-1.1%	2.2%	6.3%	2.1%	N/A	-0.1%	5.0%
	Heritage institutions	-3.1%	-2.3%	-4.7%	5.5%	-1.9%	0.0%	-1.0%	3.9%	N/A	-6.8%	-1.0%
	Overall	0.3%	0.5%	-2.9%	0.6%	0.2%	0.7%	0.5%	2.0%	N/A	1.4%	1.2%

Source: BC Stats.

Note: In 2014, Statistics Canada changed the way information was reported in the Business Register; as such 2014 data cannot be compared to years prior

Table 11: Tourism establishments and year-over-year change by region

Region		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Establishments	Vancouver Island	3,014	2,933	2,998	3,014	3,091	3,054	3,111	3,136	2,974	3,045	3,095
	Vancouver, Coast and Mountains	10,346	9,964	10,014	10,122	10,167	10,283	10,634	11,206	10,880	11,057	11,147
	Thompson Okanagan	2,339	2,168	2,231	2,200	2,206	2,248	2,372	2,434	2,328	2,423	2,501
	Kootenay Rockies	882	854	873	862	860	861	862	850	820	819	823
	Cariboo Chilcotin Coast	365	360	376	357	351	351	336	330	304	291	289
	Northern BC	1,201	1,144	1,132	1,131	1,137	1,175	1,196	1,204	1,213	1,180	1,179
	<i>Standard geographic coding not available</i>	40	239	150	128	131	72	22	94	163	123	136
	Overall	18,187	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938	19,170
% change	Vancouver Island	0.7%	-2.7%	2.2%	0.5%	2.6%	-1.2%	1.9%	0.8%	-5.2%	2.4%	1.6%
	Vancouver, Coast and Mountains	0.2%	-3.7%	0.5%	1.1%	0.4%	1.1%	3.4%	5.4%	-2.9%	1.6%	0.8%
	Thompson Okanagan	1.6%	-7.3%	2.9%	-1.4%	0.3%	1.9%	5.5%	2.6%	-4.4%	4.1%	3.2%
	Kootenay Rockies	-0.2%	-3.2%	2.2%	-1.3%	-0.2%	0.1%	0.1%	-1.4%	-3.5%	-0.1%	0.5%
	Cariboo Chilcotin Coast	2.8%	-1.4%	4.4%	-5.1%	-1.7%	0.0%	-4.3%	-1.8%	-7.9%	-4.3%	-0.7%
	Northern BC	-0.1%	-4.7%	-1.0%	-0.1%	0.5%	3.3%	1.8%	0.7%	0.7%	-2.7%	-0.1%
	Overall	0.5%	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	-3.0%	1.4%	1.2%

Source: BC Stats.

Note: In 2014, Statistics Canada changed the way information was reported in the Business Register; as such 2014 data cannot be compared to years prior.

Table 12: Tourism employment and year-over-year change by sector

Sectors		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Employment	Accommodation and food services	60,800	62,600	64,900	63,500	63,600	63,400	64,600	67,600	69,600	71,000	74,200
	Retail services	16,800	17,600	18,200	17,600	17,200	17,300	17,100	17,400	17,700	17,600	17,900
	Transportation services	26,600	27,300	27,500	27,800	27,400	27,300	27,500	27,800	28,700	28,400	28,700
	Other services	10,600	10,800	11,400	11,800	11,600	11,700	10,900	11,100	11,200	11,500	12,400
	Overall	114,700	118,300	122,000	120,800	119,700	119,600	120,100	123,900	127,100	128,500	133,100
% change	Accommodation and food services	5.0%	3.0%	3.7%	-2.2%	0.2%	-0.3%	1.9%	4.6%	3.0%	2.0%	4.5%
	Retail services	5.0%	4.8%	3.4%	-3.3%	-2.3%	0.6%	-1.2%	1.8%	1.7%	-0.6%	1.7%
	Transportation services	2.7%	2.6%	0.7%	1.1%	-1.4%	-0.4%	0.7%	1.1%	3.2%	-1.0%	1.1%
	Other services	2.9%	1.9%	5.6%	3.5%	-1.7%	0.9%	-6.8%	1.8%	0.9%	2.7%	7.8%
	Overall	4.2%	3.1%	3.1%	-1.0%	-0.9%	-0.1%	0.4%	3.2%	2.6%	1.1%	3.6%

Source: BC Stats.

Note: Components may not sum to total because they are calculated using unrounded data.

Table 13: Tourism employment and year-over-year change by region

Sectors		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Employment	Vancouver Island	23,000	21,800	24,000	22,100	19,700	19,200	17,900	21,300	19,900	20,700	22,300
	Vancouver, Coast & Mountains	68,700	73,100	73,900	75,300	76,600	75,900	77,400	77,100	80,600	81,100	83,100
	Thompson Okanagan	11,500	12,500	12,000	11,900	12,400	13,100	13,500	12,800	14,700	14,200	15,200
	Kootenay Rockies	4,300	3,900	4,500	4,000	4,100	4,400	4,500	4,800	4,200	4,100	4,600
	Cariboo Chilcotin Coast	2,000	1,800	1,800	1,800	1,600	1,700	1,700	2,000	1,900	1,900	1,600
	Northern BC	5,300	5,300	5,800	5,800	5,200	5,300	5,200	5,800	5,900	6,400	6,300
	Overall	114,700	118,300	122,000	120,800	119,700	119,600	120,100	123,900	127,100	128,500	133,100
% change	Vancouver Island	4.5%	-5.2%	10.1%	-7.9%	-10.9%	-2.5%	-6.8%	19.0%	-6.6%	4.0%	7.7%
	Vancouver, Coast & Mountains	3.6%	6.4%	1.1%	1.9%	1.7%	-0.9%	2.0%	-0.4%	4.5%	0.6%	2.5%
	Thompson Okanagan	0.9%	8.7%	-4.0%	-0.8%	4.2%	5.6%	3.1%	-5.2%	14.8%	-3.4%	7.0%
	Kootenay Rockies	38.7%	-9.3%	15.4%	-11.1%	2.5%	7.3%	2.3%	6.7%	-12.5%	-2.4%	12.2%
	Cariboo Chilcotin Coast	5.3%	-10.0%	0.0%	0.0%	-11.1%	6.3%	0.0%	17.6%	-5.0%	0.0%	-15.8%
	Northern BC	-1.9%	0.0%	9.4%	0.0%	-10.3%	1.9%	-1.9%	11.5%	1.7%	8.5%	-1.6%
	Overall	4.2%	3.1%	3.1%	-1.0%	-0.9%	-0.1%	0.4%	3.2%	2.6%	1.1%	3.6%

Source: BC Stats.

Note: Components may not sum to total because they are calculated using unrounded data.

Table 14: Tourism wages and salaries and year-over-year change by sector

Sectors		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Wages & salaries (CMA)	Accommodation and food services	\$1,463	\$1,582	\$1,592	\$1,495	\$1,561	\$1,563	\$1,609	\$1,663	\$1,775	\$1,821	\$1,925
	Retail services	\$394	\$425	\$462	\$457	\$461	\$458	\$467	\$492	\$511	\$531	\$543
	Transportation services	\$1,316	\$1,408	\$1,469	\$1,464	\$1,428	\$1,426	\$1,463	\$1,533	\$1,627	\$1,686	\$1,676
	Other services	\$408	\$349	\$367	\$389	\$392	\$407	\$397	\$432	\$442	\$471	\$510
	Overall	\$3,581	\$3,764	\$3,889	\$3,806	\$3,841	\$3,854	\$3,936	\$4,119	\$4,354	\$4,509	\$4,653
% change	Accommodation and food services	8.0%	8.1%	0.6%	-6.1%	4.4%	0.1%	2.9%	3.4%	6.7%	2.6%	5.7%
	Retail services	8.2%	7.9%	8.7%	-1.1%	0.9%	-0.7%	2.0%	5.4%	3.9%	3.9%	2.3%
	Transportation services	9.9%	7.0%	4.3%	-0.3%	-2.5%	-0.1%	2.6%	4.8%	6.1%	3.6%	-0.6%
	Other services	5.2%	-14.5%	5.2%	6.0%	0.8%	3.8%	-2.5%	8.8%	2.3%	6.6%	8.3%
	Overall	8.4%	5.1%	3.3%	-2.1%	0.9%	0.3%	2.1%	4.6%	5.7%	3.6%	3.2%

Source: BC Stats.

Table 15: Tourism employee compensation and year-over-year change by sector

Sectors		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Average Compensation	Accommodation and food services	\$24,063	\$25,272	\$24,530	\$23,543	\$24,544	\$24,653	\$24,907	\$24,601	\$25,503	\$25,648	\$25,943
	Retail services	\$23,452	\$24,148	\$25,385	\$25,966	\$26,802	\$26,474	\$27,310	\$28,276	\$28,870	\$30,170	\$30,335
	Transportation services	\$49,474	\$51,575	\$53,418	\$52,662	\$52,117	\$52,234	\$53,200	\$55,144	\$56,690	\$59,366	\$58,397
	Other services	\$38,491	\$32,315	\$32,193	\$32,966	\$33,793	\$34,786	\$36,422	\$38,919	\$39,464	\$40,957	\$41,129
	Overall	\$31,221	\$31,817	\$31,877	\$31,507	\$32,089	\$32,224	\$32,773	\$33,245	\$34,256	\$35,089	\$34,959
% change	Accommodation and food services	2.8%	5.0%	-2.9%	-4.0%	4.3%	0.4%	1.0%	-1.2%	3.7%	0.6%	1.2%
	Retail services	3.1%	3.0%	5.1%	2.3%	3.2%	-1.2%	3.2%	3.5%	2.1%	4.5%	0.5%
	Transportation services	7.0%	4.2%	3.6%	-1.4%	-1.0%	0.2%	1.8%	3.7%	2.8%	4.7%	-1.6%
	Other services	2.2%	-16.0%	-0.4%	2.4%	2.5%	2.9%	4.7%	6.9%	1.4%	3.8%	0.4%
	Overall	4.1%	1.9%	0.2%	-1.2%	1.8%	0.4%	1.7%	1.4%	3.0%	2.4%	-0.4%

Source: BC Stats.

Table 16: Domestic visitor volume and year-over-year change by market of origin

Market	Volume ('000s)						% Change				
	2011	2012	2013	2014	2015	2016	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
British Columbia	9,926	10,469	10,745	10,557	11,542	10,776	5.5%	2.6%	-1.7%	9.3%	-6.6%
Alberta	2,529	2,151	2,766	2,531	2,411	2,912	-15.0%	28.6%	-8.5%	-4.7%	20.8%
Ontario	530	563	677	587	642	1,058	6.2%	20.2%	-13.3%	9.4%	64.7%
Quebec	109	116	121	128	79	166	6.7%	4.3%	5.8%	-38.3%	110.2%
Prairies	298	278	321	328	318	389	-6.8%	15.5%	2.2%	-3.0%	22.3%
Atlantic	51	46	52	93	74	88	-9.5%	13.0%	78.8%	-20.0%	18.5%
Overall	13,443	13,624	14,683	14,223	15,067	15,388	1.3%	7.8%	-3.1%	5.9%	2.1%

Source: Statistics Canada, Travel Survey of Residents of Canada. Methodological changes to the Travel Survey of Residents of Canada do not allow comparisons prior to 2011.

Table 17: Domestic visitor expenditures and year-over-year change by market of origin

Market	Volume ('000s)						% Change				
	2011	2012	2013	2014	2015	2016	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
British Columbia	\$2,978	\$3,145	\$3,134	\$3,218	\$3,351	\$3,225	5.6%	-0.3%	2.7%	4.1%	-3.7%
Alberta	\$1,240	\$1,056	\$1,523	\$1,208	\$1,380	\$1,394	-14.8%	44.2%	-20.7%	14.2%	1.0%
Ontario	\$469	\$550	\$545	\$494	\$624	\$1,123	17.4%	-1.0%	-9.3%	26.3%	79.9%
Quebec	\$128	\$134	\$151	\$152	\$101	\$225	4.4%	13.2%	0.3%	-33.3%	121.7%
Prairies	\$193	\$182	\$244	\$283	\$264	\$271	-5.3%	33.6%	16.0%	-6.6%	2.4%
Atlantic	\$48	\$67	\$72	\$82	\$90	\$61	39.7%	8.0%	14.2%	9.4%	-32.3%
Overall	\$5,055	\$5,134	\$5,670	\$5,437	\$5,810	\$6,299	1.6%	10.4%	-4.1%	6.9%	8.4%

Source: Statistics Canada, Travel Survey of Residents of Canada. Methodological changes to the Travel Survey of Residents of Canada do not allow comparisons prior to 2011.

Table 18: International visitor volume by market of origin

Market		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Volume ('000)	United States	3,518	3,394	3,147	2,899	2,955	2,904	2,941	2,741	2,840	3,091	3,378
	Washington	1,257	1,201	1,187	1,153	1,134	1,152	1,208	1,278	1,269	1,394	1,475
	California	209	188	162	148	186	194	185	155	164	169	211
	Oregon	488	474	419	375	414	418	425	379	391	455	519
	Arizona	75	78	64	61	54	63	67	45	57	60	59
	Florida	93	91	93	65	85	84	67	52	83	63	74
	Texas	136	127	117	118	91	76	103	89	79	78	91
	Asia/Pacific	744	765	738	611	713	688	723	760	851	816	936
	Japan	183	172	125	84	105	86	90	102	97	92	116
	Hong Kong	58	63	77	60	69	61	66	68	61	83	88
	Australia	119	144	142	129	126	137	138	175	199	174	178
	South Korea	120	110	104	73	94	88	88	78	58	63	87
	China	65	69	90	92	109	130	155	172	221	219	267
	New Zealand	23	25	36	31	35	24	35	33	44	29	42
	India	9	22	23	26	48	29	21	20	25	15	21
	Europe	576	635	624	557	601	559	502	573	580	609	719
	United Kingdom	289	324	293	235	231	216	194	215	239	235	262
	Germany	104	101	112	111	120	102	98	117	100	136	136
	Netherlands	45	48	50	43	50	41	36	31	34	46	39
	France	19	23	27	25	31	35	30	56	60	42	34
	Mexico	62	69	82	64	54	55	57	52	46	59	50
	Other International	51	48	39	44	41	56	59	86	73	55	86
	TOTAL INTERNATIONAL	4,951	4,911	4,630	4,175	4,364	4,262	4,282	4,350	4,390	4,629	5,169

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, 2015 and 2016 international visitor volume and expenditure data cannot be compared to years prior.

Table 19: International visitor volume year-over-year change by market of origin

Market		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Volume (% change)	United States	-0.5%	-3.5%	-7.3%	-7.9%	1.9%	-1.8%	1.3%	N/A	3.6%	8.8%	9.3%
	Washington	-5.7%	-4.5%	-1.2%	-2.8%	-1.7%	1.6%	4.9%	N/A	-0.7%	9.9%	5.8%
	California	3.4%	-9.9%	-13.7%	-9.0%	25.7%	4.7%	-4.5%	N/A	6.0%	3.2%	24.9%
	Oregon	4.7%	-2.9%	-11.6%	-10.4%	10.3%	1.0%	1.7%	N/A	3.0%	16.5%	14.1%
	Arizona	-13.2%	4.1%	-18.2%	-4.6%	-10.5%	16.1%	5.9%	N/A	26.8%	4.9%	-1.7%
	Florida	-9.7%	-2.5%	2.1%	-29.6%	29.8%	-0.6%	-20.5%	N/A	60.8%	-23.9%	17.5%
	Texas	11.2%	-7.1%	-7.5%	0.2%	-22.5%	-16.8%	35.4%	N/A	-11.7%	-0.9%	16.7%
	Asia/Pacific	-1.7%	2.8%	-3.5%	-17.3%	16.7%	-3.5%	5.0%	N/A	11.9%	-4.0%	14.6%
	Japan	-10.1%	-5.9%	-27.6%	-33.0%	26.1%	-18.3%	4.1%	N/A	-5.3%	-5.1%	26.6%
	Hong Kong	-6.6%	9.8%	22.0%	-22.4%	15.9%	-12.8%	8.2%	N/A	-9.5%	36.3%	5.3%
	Australia	5.9%	20.8%	-1.6%	-9.2%	-2.2%	9.0%	0.6%	N/A	13.3%	-12.5%	2.4%
	South Korea	11.7%	-8.1%	-5.7%	-29.6%	28.4%	-6.6%	0.0%	N/A	-26.3%	8.6%	38.5%
	China	-0.4%	6.4%	30.0%	2.2%	17.9%	20.0%	19.1%	N/A	28.4%	-1.1%	22.4%
	New Zealand	10.4%	8.4%	44.5%	-14.0%	12.8%	-32.2%	45.8%	N/A	31.1%	-33.2%	44.2%
	India	10.2%	140.4%	5.3%	14.7%	81.4%	-38.5%	-29.6%	N/A	24.3%	-37.7%	35.6%
	Europe	-3.3%	10.3%	-1.8%	-10.7%	7.9%	-6.9%	-10.2%	N/A	1.2%	5.0%	18.2%
	United Kingdom	-3.2%	12.2%	-9.4%	-19.8%	-1.9%	-6.4%	-10.1%	N/A	10.9%	-1.4%	11.4%
	Germany	-6.4%	-2.8%	10.3%	-0.7%	7.8%	-14.8%	-4.3%	N/A	-13.9%	35.2%	-0.2%
	Netherlands	3.4%	7.4%	5.1%	-15.5%	17.9%	-17.5%	-12.0%	N/A	10.5%	34.4%	-14.3%
	France	12.0%	23.0%	16.8%	-6.8%	21.6%	14.2%	-14.5%	N/A	6.7%	-29.0%	-20.6%
	Mexico	3.5%	11.5%	19.9%	-22.4%	-16.1%	3.6%	3.2%	N/A	-11.5%	27.3%	-15.0%
	Other International	45.8%	-7.4%	-19.1%	15.2%	-7.0%	35.1%	6.0%	N/A	-15.8%	-24.9%	57.1%
	TOTAL INTERNATIONAL	-0.6%	-0.8%	-5.7%	-9.8%	4.5%	-2.3%	0.5%	N/A	0.9%	5.5%	11.7%

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, 2015, and 2016 international visitor volume and expenditure data cannot be compared to years prior.

Table 20: International visitor expenditures by market of origin

Market		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Expenditures (\$ M)	United States	\$1,727	\$1,671	\$1,567	\$1,424	\$1,519	\$1,468	\$1,495	\$1,276	\$1,628	\$1,854	\$2,128
	Washington	\$371	\$369	\$365	\$364	\$384	\$402	\$418	\$357	\$451	\$604	\$650
	California	\$88	\$94	\$95	\$91	\$97	\$90	\$78	\$67	\$105	\$81	\$102
	Oregon	\$329	\$323	\$290	\$246	\$261	\$270	\$284	\$242	\$307	\$367	\$433
	Arizona	\$49	\$47	\$38	\$36	\$39	\$34	\$43	\$37	\$52	\$39	\$44
	Florida	\$54	\$46	\$42	\$36	\$55	\$47	\$49	\$41	\$55	\$23	\$24
	Texas	\$92	\$80	\$83	\$77	\$72	\$54	\$75	\$64	\$63	\$50	\$47
	Asia/Pacific	\$824	\$844	\$898	\$786	\$845	\$866	\$879	\$993	\$1,382	\$1,235	\$1,530
	Japan	\$194	\$194	\$164	\$138	\$111	\$126	\$125	\$117	\$81	\$121	\$135
	Hong Kong	\$53	\$58	\$70	\$59	\$64	\$64	\$70	\$55	\$65	\$87	\$98
	Australia	\$144	\$177	\$191	\$172	\$166	\$196	\$200	\$349	\$425	\$325	\$337
	South Korea	\$162	\$138	\$165	\$117	\$150	\$134	\$125	\$72	\$74	\$83	\$123
	China	\$75	\$101	\$121	\$135	\$132	\$140	\$172	\$183	\$326	\$344	\$481
	New Zealand	\$19	\$22	\$48	\$49	\$42	\$29	\$43	\$57	\$77	\$49	\$80
	India	\$3	\$11	\$16	\$18	\$37	\$23	\$11	\$7	\$18	\$7	\$14
	Europe	\$687	\$808	\$807	\$698	\$764	\$731	\$662	\$717	\$785	\$879	\$1,055
	United Kingdom	\$338	\$392	\$369	\$268	\$263	\$253	\$243	\$291	\$363	\$357	\$362
	Germany	\$126	\$113	\$147	\$156	\$163	\$146	\$139	\$149	\$142	\$223	\$211
	Netherlands	\$50	\$54	\$67	\$57	\$61	\$49	\$51	\$38	\$43	\$80	\$73
	France	\$26	\$37	\$26	\$30	\$44	\$54	\$39	\$44	\$62	\$47	\$47
	Mexico	\$79	\$83	\$96	\$89	\$67	\$66	\$90	\$47	\$58	\$86	\$62
	Other International	\$60	\$59	\$46	\$53	\$45	\$63	\$76	\$17	\$15	\$68	\$88
	TOTAL INTERNATIONAL	\$3,376	\$3,466	\$3,414	\$3,049	\$3,240	\$3,194	\$3,201	\$3,050	\$3,869	\$4,122	\$4,864

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, 2015 and 2016 international visitor volume and expenditure data cannot be compared to years prior.

Table 21: International visitor expenditures year-over-year change by market of origin

Market		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Expenditures (% change)	United States	0.3%	-3.2%	-6.3%	-9.1%	6.7%	-3.4%	1.9%	N/A	27.6%	13.9%	14.8%
	Washington	-7.7%	-0.6%	-1.1%	-0.2%	5.6%	4.6%	3.9%	N/A	26.5%	33.9%	7.6%
	California	-3.1%	7.2%	1.7%	-5.1%	7.5%	-7.3%	-13.6%	N/A	57.9%	-22.6%	25.0%
	Oregon	13.7%	-1.6%	-10.4%	-15.3%	6.5%	3.2%	5.3%	N/A	26.5%	19.6%	18.1%
	Arizona	-18.2%	-3.7%	-18.7%	-5.8%	7.5%	-12.9%	26.6%	N/A	43.2%	-25.5%	12.6%
	Florida	-25.0%	-13.9%	-9.7%	-13.0%	50.4%	-13.5%	2.6%	N/A	32.2%	-58.3%	2.9%
	Texas	4.7%	-13.1%	4.3%	-8.1%	-5.9%	-25.0%	38.2%	N/A	-1.1%	-21.1%	-4.9%
	Asia/Pacific	1.1%	2.4%	6.4%	-12.4%	7.5%	2.5%	1.5%	N/A	39.2%	-10.7%	23.9%
	Japan	-17.9%	0.0%	-15.5%	-15.9%	-19.6%	13.5%	-0.8%	N/A	-30.8%	49.4%	11.6%
	Hong Kong	-22.3%	10.4%	20.0%	-15.0%	8.0%	-0.2%	10.1%	N/A	18.4%	34.9%	11.6%
	Australia	12.6%	23.2%	8.1%	-10.0%	-3.5%	18.3%	2.0%	N/A	21.5%	-23.4%	3.6%
	South Korea	30.8%	-15.1%	19.5%	-28.8%	27.5%	-10.1%	-7.4%	N/A	2.6%	12.3%	48.4%
	China	10.5%	34.3%	20.3%	11.6%	-2.6%	6.2%	22.9%	N/A	78.0%	5.3%	39.9%
	New Zealand	94.8%	17.3%	114.4%	1.6%	-14.6%	-29.1%	44.7%	N/A	35.8%	-36.2%	63.2%
	India	38.3%	249.1%	41.7%	10.0%	110.5%	-38.7%	-51.3%	N/A	147.7%	-61.9%	111.0%
	Europe	-7.7%	17.6%	-0.1%	-13.6%	9.6%	-4.3%	-9.5%	N/A	9.4%	12.0%	20.0%
	United Kingdom	-12.0%	16.1%	-6.0%	-27.3%	-1.9%	-3.8%	-3.9%	N/A	24.6%	-1.5%	1.3%
	Germany	-12.1%	-10.5%	30.5%	6.0%	4.6%	-10.3%	-5.3%	N/A	-4.6%	56.9%	-5.7%
	Netherlands	20.3%	6.4%	24.4%	-14.2%	7.5%	-19.6%	2.9%	N/A	12.7%	88.2%	-9.6%
	France	18.3%	42.9%	-29.7%	15.6%	43.3%	24.0%	-27.7%	N/A	42.2%	-24.6%	1.1%
	Mexico	6.5%	5.7%	15.5%	-7.3%	-24.9%	-1.3%	35.2%	N/A	23.9%	47.5%	-28.0%
	Other International	37.4%	-1.1%	-21.9%	14.7%	-14.8%	40.1%	19.8%	N/A	-7.7%	343.5%	29.9%
	TOTAL INTERNATIONAL	-0.7%	2.6%	-1.5%	-10.7%	6.3%	-1.4%	0.2%	N/A	26.8%	6.6%	18.0%

Source: Statistics Canada: International Travel Survey.

Note: A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013, 2014, 2015 and 2016 international visitor volume and expenditure data cannot be compared to years prior.