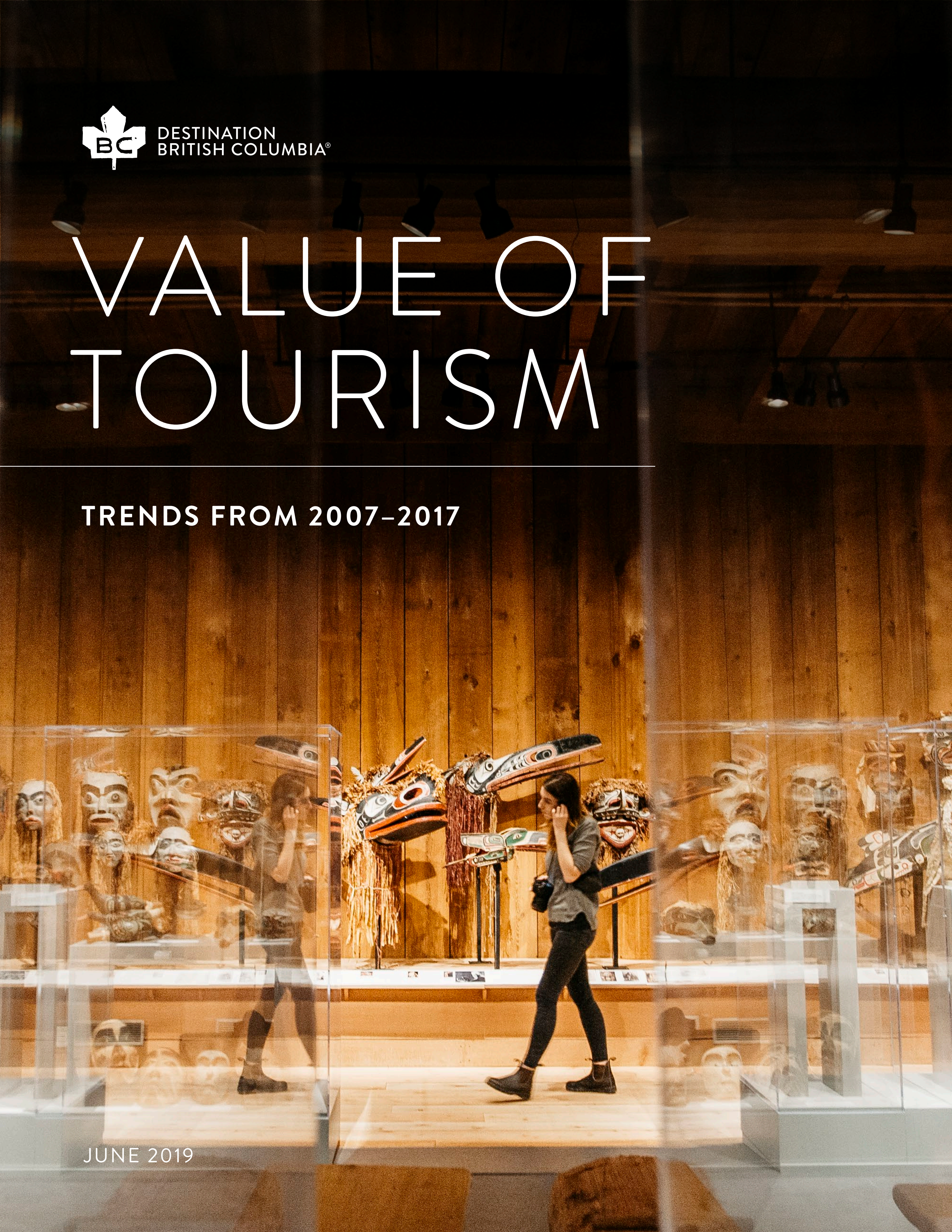
DESTINATION BRITISH COLUMBIA®

VALUE OF TOURISM

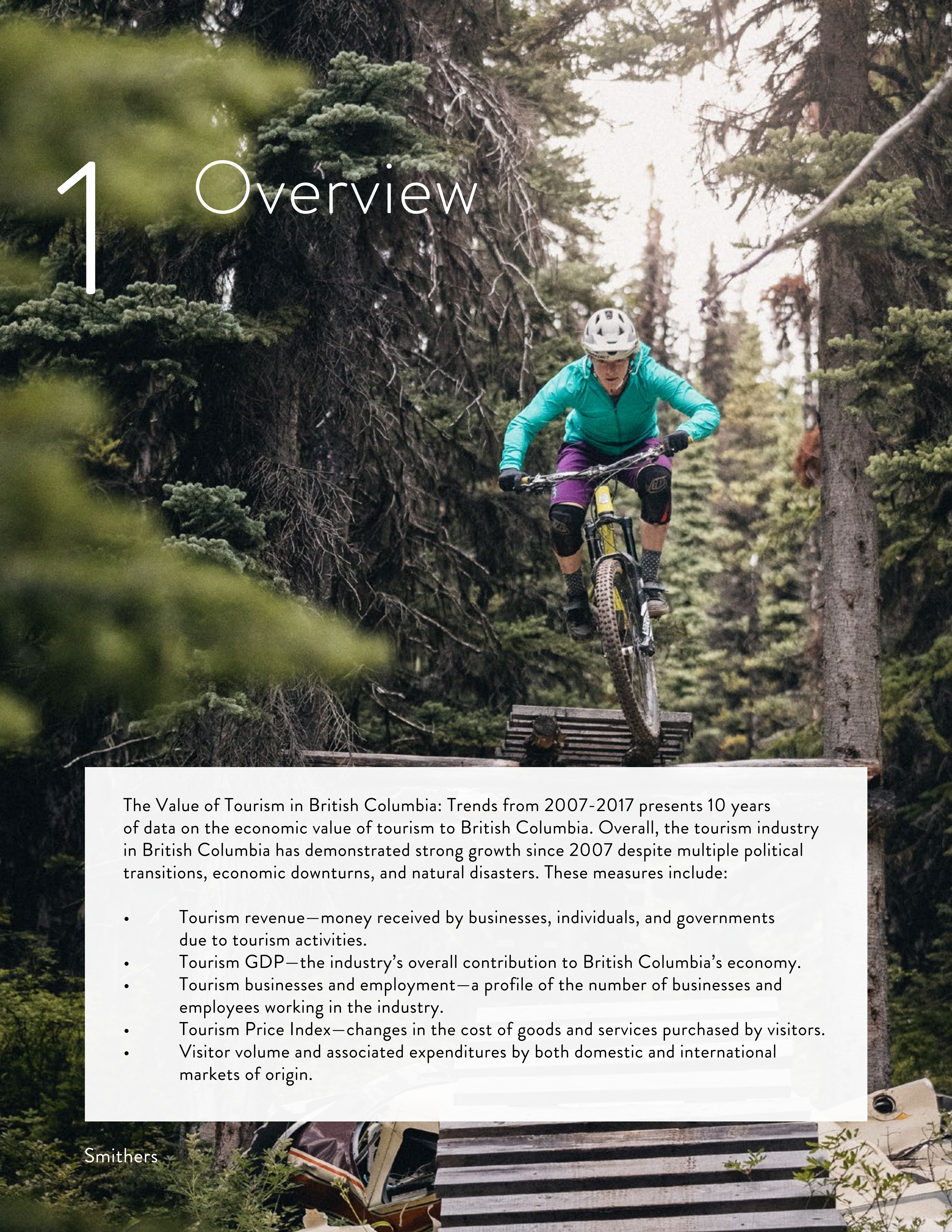
TRENDS FROM 2007–2017



JUNE 2019

TABLE OF CONTENTS

1 Overview



The Value of Tourism in British Columbia: Trends from 2007-2017 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 2007 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.
- Visitor volume and associated expenditures by both domestic and international markets of origin.

Smithers

2017 VALUE OF TOURISM SUMMARY

TOTAL TOURISM REVENUE

$18.4B

+8.4% from 2016 | +41.3% over 2007

TOURISM REVENUE BY SERVICE AREA

36.3% Accommodation & Food

31.9% Transportation

25.7% Retail

6.1% Other

GROSS DOMESTIC PRODUCT

$9.0B

+6.7% from 2016
+32.5% over 2007

Tourism	Mining	Oil & Gas	Forestry & Logging	Agriculture & Fishing
	$4.9B	$3.7B	$1.8B	$1.5B

EXPORT REVENUE

$5.5B

+9.4% from 2016 | +83.6% over 2013*

40.4% Forest

31.2% Energy

15.5% Tourism

15.2% Minerals

11.7% Other

ESTIMATED ROOM REVENUE

$2.4B

+4.1% from 2016 | +21.8% over 2010*

PROVINCIAL TAX REVENUE

$1.2B

+5.8% from 2016 | +40.3% over 2007

DESTINATION BRITISH COLUMBIA®

TOURISM EMPLOYMENT

137,800

+3.6% from 2016
+16.5% over 2007

TOURISM EMPLOYMENT BY SERVICE AREA

56.1%	21.0%	13.3%	9.6%
Accommodation & Food	Transportation	Retail	Other

TOURISM-RELATED BUSINESSES

19,243

+0.4% from 2016
+3.0% over 2014*

TOURISM WAGES & SALARIES

$4.9B

+6.9% from 2016
+31.3% over 2007

AVERAGE TOURISM COMPENSATION

$36K

+3.2% from 2016
+12.8% over 2007

DOMESTIC VISITORS

Volume

16.0M

+4.3% from 2017
+19.4% over 2011*

Expenditures

$6.8B

+7.9% from 2017
+34.5% over 2011*

INTERNATIONAL VISITORS

Volume

5.6M

+4.7% from 2017
+34.3% over 2013*

Expenditures

$5.5B

+9.4% from 2017
+83.6% over 2013*

2 Contributions to the Economy

Whistler

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 2007 and 2017. 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.

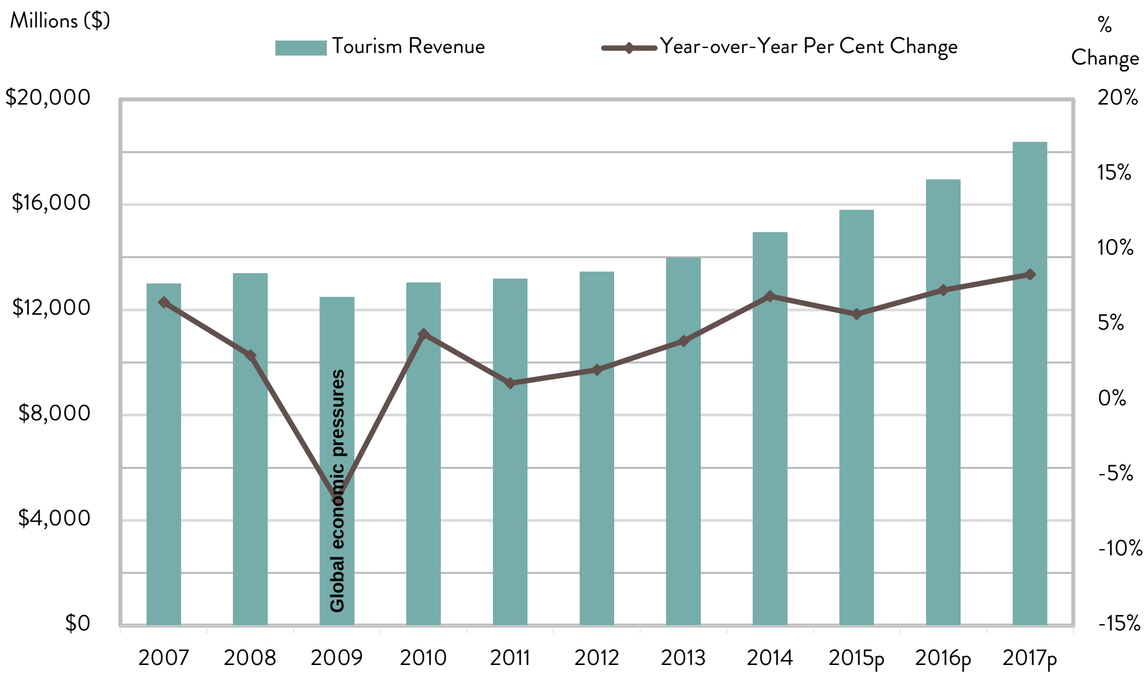
[1] A TSA is a system of measuring the impact of tourism on the economy; it is a framework that accounts for the impacts across all industries which, in turn, reveals the total direct impact on the economy.

TOURISM REVENUE

Total revenue

British Columbia's tourism industry generated revenue of $18.4 billion in 2017,[2] an increase of +8.4% from 2016 (Figure 1). Since 2007, total tourism revenue has grown +41.3%. In fact, tourism revenue has grown every year between 2007 and 2017, with the exception of 2009. However, year-over-year growth varied considerably, ranging between an increase of +8.4% in 2017 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 (2007 TO 2017)



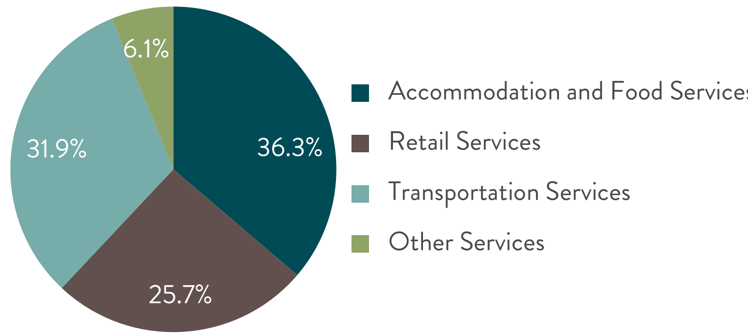
It is important to understand the breakout of revenue by market of origin for business planning and marketing and development investments, however the supply-side approach does not permit this breakout. This information requires a demand-side approach. The relative importance of different markets generating 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, 2015, 2016, and 2017 data are preliminary and subject to revision ("2015p" "2016p", and "2017p").

Tourism revenue by sector

Accommodation and food services generated over one-third (36.3%) of total tourism revenue in 2017. Transportation services accounted for nearly a third (31.9%) and retail services accounted for more than a quarter (25.7%) of total tourism revenue in 2017 (Figure 2).

FIGURE 2: SHARE OF 2017 TOURISM REVENUE BY SECTOR

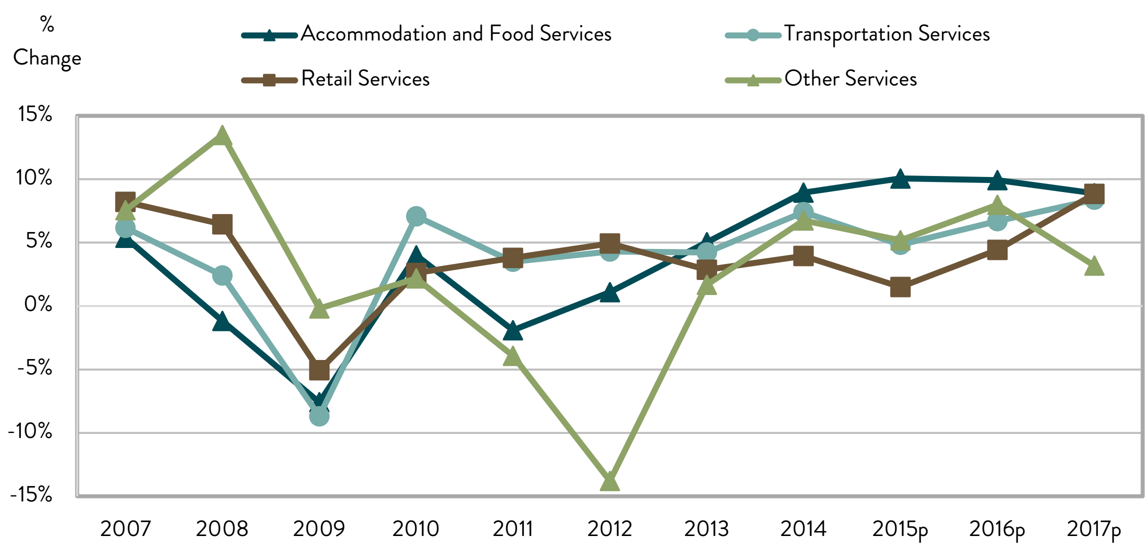


Other tourism-related services (including vehicle rentals, tourism-related recreation and entertainment, and vacation homes) accounted for 6.1% of total revenue.

Since 2007, there has been strong growth for transportation, accommodation and food, retail, and services, with increases of 46.7%, +42.0%, and +39.3%, respectively. Other tourism-related services grew by +22.0%.

The share of total revenue generated by each sector remained relatively constant from 2007 to 2017, 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 (2007 TO 2017)



Accommodation and food services had an average annual growth of +3.9% over the 10-year period. The sector saw declines during 2008 and 2009, with an average decline of -4.4% per year. From 2010 to 2016, revenue increased at an average rate of +5.3% per year; positive growth was seen each year, with the exception of 2011.

The transportation services sector had an average annual growth of +4.2% between 2007 and 2017. In 2009, the sector's revenue decreased by -8.7%. From 2010 to 2016, growth at an average rate of +5.4% per year was seen, with positive growth each year.

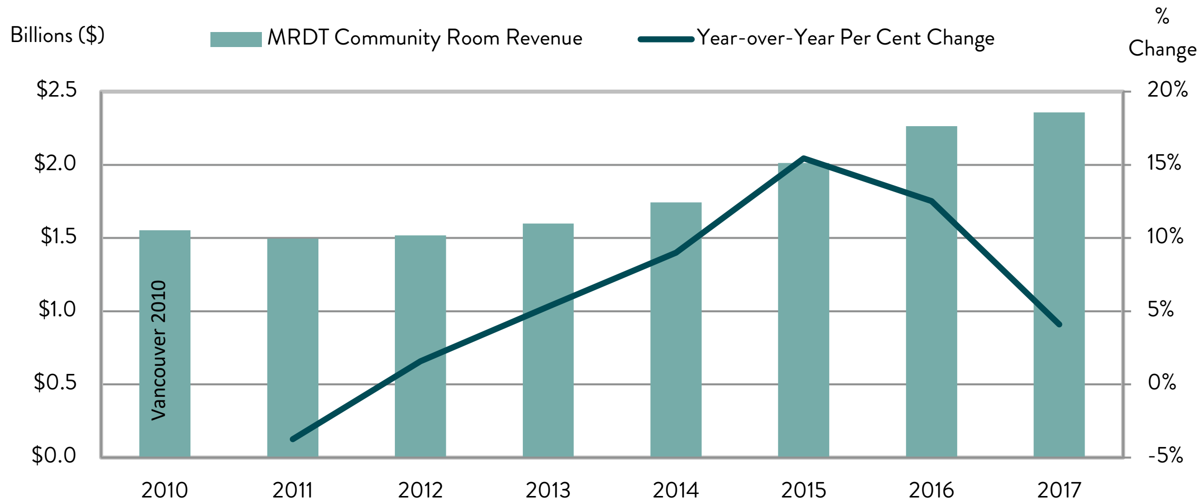
The average annual growth rate for the retail services sector has been approximately +3.9% since 2007 with positive growth every year except 2009. In 2009, the sector's revenue decreased by -5.1%.

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 2010 to 2016, the sector has experienced an average annual increase of +0.9%.

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 +6.5% 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 2009. In 2017, 16 out of the 55 communities generated 84.2% of the revenue collected through MRDT program. In 2017, MRDT community room revenue grew +4.1% since 2016 and reached a total of $2.4 billion.

FIGURE 4: OVERALL MRDT COMMUNITY ROOM REVENUE AND YEAR-OVER-YEAR PER CENT CHANGE (2010 TO 2017)



While community participation since 2010 has varied, the majority of communities in the program have continued throughout the years. Overall, between 2010 and 2017, 49 to 55 communities actively participated. Estimated room revenue of select participating MRDT communities can be found in Table 4 in the separate Data Tables document.[3]

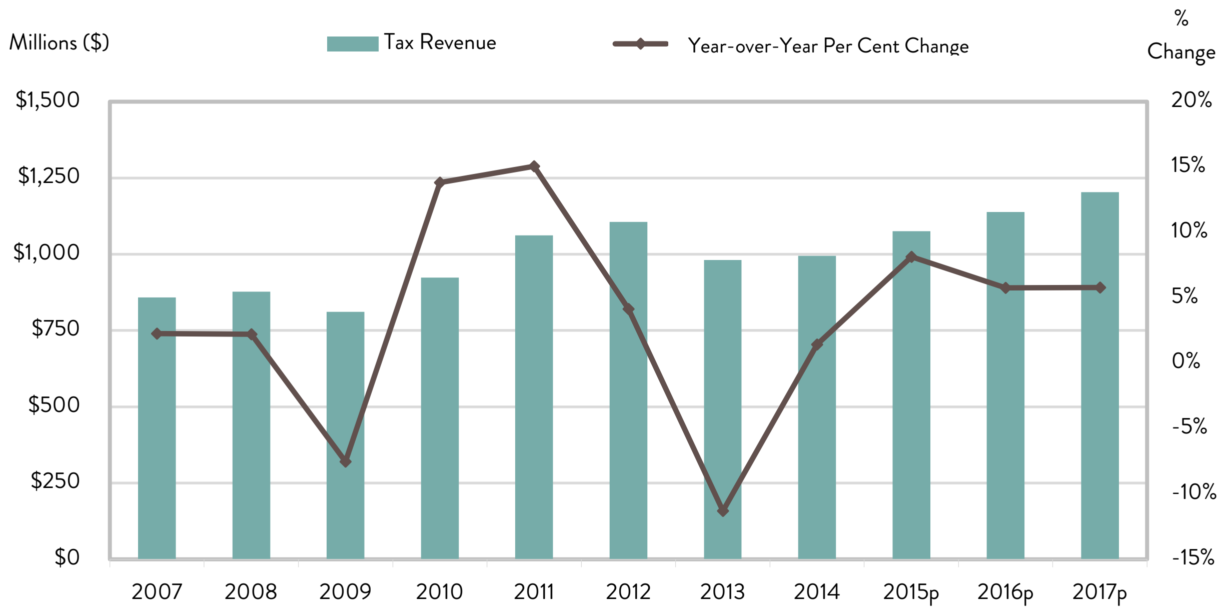
Tax revenue[4]

In 2017, the tourism industry generated $1.2 billion in revenue from provincial taxes, which includes income, hotel, gas, and other taxes (Figure 5). In 2017, tourism-related tax revenue increased +5.8% from 2016. Since 2007, tax revenue has increased by +40.3%.

In 2007 and 2008, British Columbia experienced moderate growth in tourism tax revenue (average growth of +2.2%). 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 (+15.1%) was largely due to this. In 2012, the second full year of the HST, tax revenue grew +4.1%. In 2013, tax revenue decreased by -11.3% due to replacement of the HST with Provincial Sales Tax (PST). The tax revenue has increased by an average of +5.3% per year since 2014. For more information, see Table 1 in the separate Data Tables document.

[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; 2015, 2016, and 2017 tax revenue data are preliminary and may be revised by BC Stats (“2015p”, “2016p”, and “2017p”).
[5] The Harmonized Sales Tax (HST) is applicable to consumer purchases, many of which were previously exempt from the Provincial Sales Tax.

FIGURE 5: TOURISM-RELATED TAX REVENUE AND YEAR-OVER-YEAR CHANGE (2007 TO 2017)

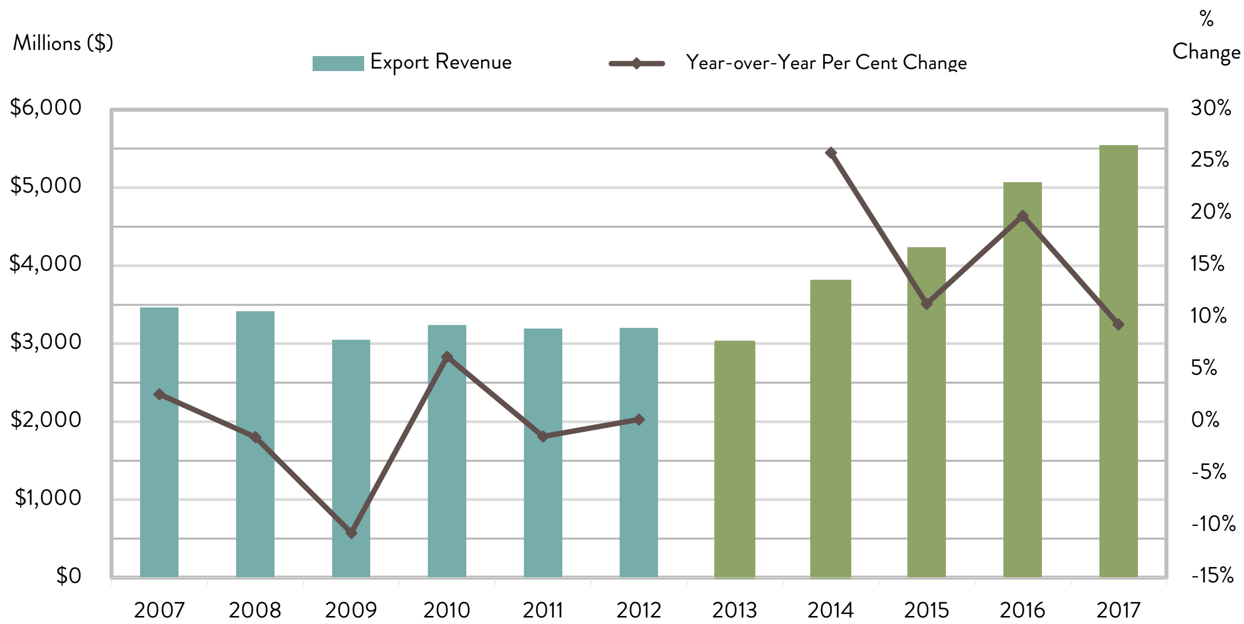


Export revenue

Tourism export revenue is generated from the sale of tourism products and services to international visitors. The tourism industry generated $5.5 billion in export revenue in 2017, growing +9.4% from 2016 (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.

The tourism export revenue varied considerably between 2007 and 2012. 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 2007 and 2012, tourism export revenue decreased an average of -0.7% per year. For more information, see Tables 1 and 3 in the separate Data Tables document.

FIGURE 6: TOURISM EXPORT REVENUE (2007 TO 2017)

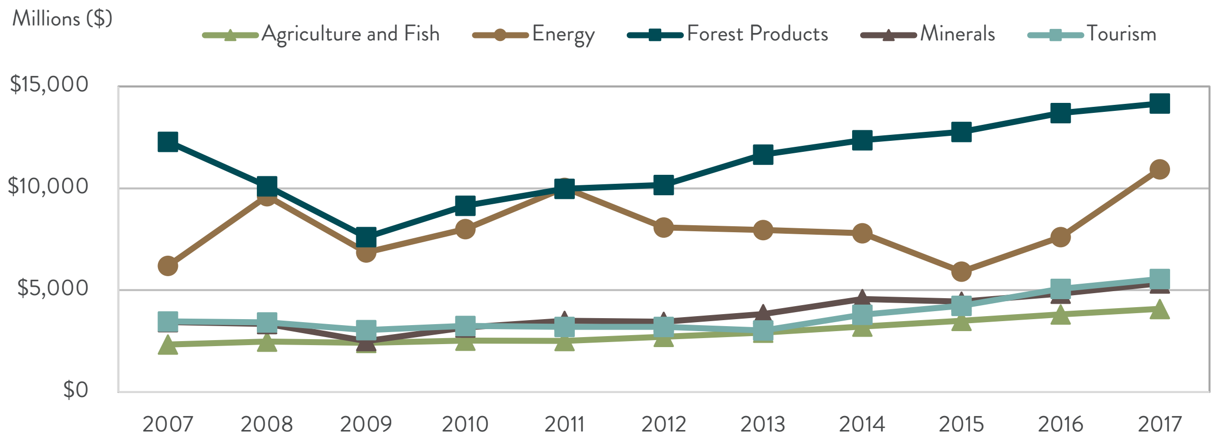


Export revenue from British Columbia's primary resource commodities

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 2017 ($14.2 billion), an increase of +21.5% since 2013 (Figure 7). Energy export revenue has increased by +37.4% since 2013, reaching $10.9 billion in 2017. Minerals export revenue has increased by +39.5% since 2013, reaching $5.3 billion in 2017. Tourism export revenue was $5.5 billion in 2017, an increase of +9.4% from 2016, and an increase of +83.6% since 2013. Agriculture and fish export revenue increased by +40.3% compared to 2013, and by +7.2% since 2016, reaching $4.1 billion in 2017. For more information, see Table 3 in the separate Data Tables document.

FIGURE 7: EXPORT REVENUE FROM BRITISH COLUMBIA'S PRIMARY RESOURCE COMMODITIES (2007 TO 2017)

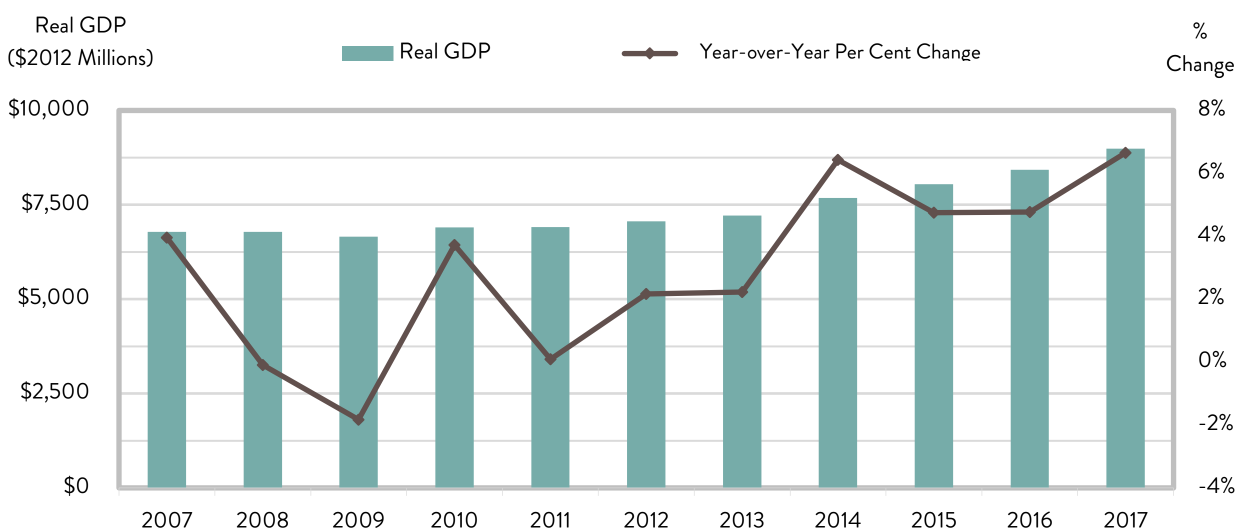


GROSS DOMESTIC PRODUCT (GDP)

GDP

GDP for the provincial economy as a whole grew +4.0% in 2017 over 2016 and an average of +2.2% per year between 2007 and 2017. The tourism industry contributed $9.0 billion of value added or GDP (in 2012 constant dollars) to the BC economy. This represents a +6.7% growth over 2016 and +32.5% growth since 2007 (Figure 8). For more information see Table 1 in the separate Data Tables document.

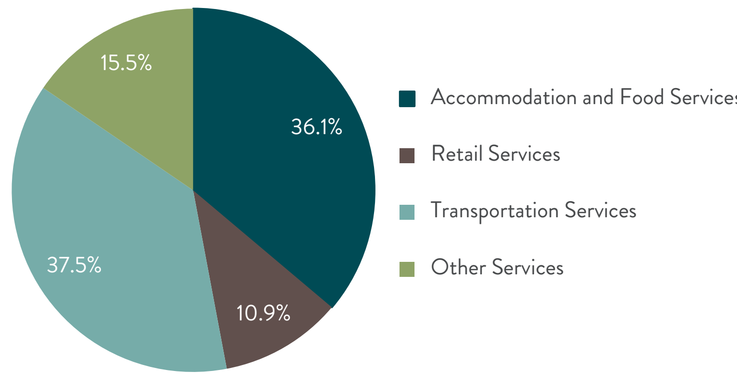
FIGURE 8: TOURISM GROSS DOMESTIC PRODUCT AND YEAR-OVER-YEAR CHANGE (2007 TO 2017)



GDP by sector

In 2017, transportation services accounted for 37.5% of tourism GDP (in 2012 constant dollars). Accommodation and food services followed, accounting for 36.1% of British Columbia's tourism GDP (Figure 9).

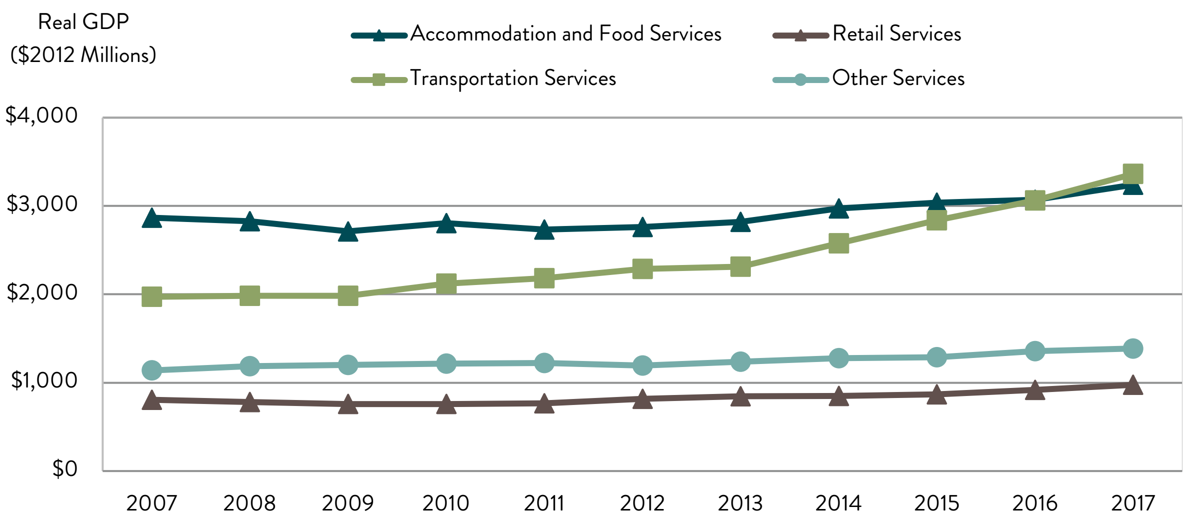
FIGURE 9: SHARE OF 2017 GDP BY SECTOR



While retail services earned 25.7% of tourism revenue, this sector only accounted for 10.9% of tourism GDP. Other tourism-related services earned 6.1% of revenue but accounted for more than double that (15.5%) in terms of share of GDP.

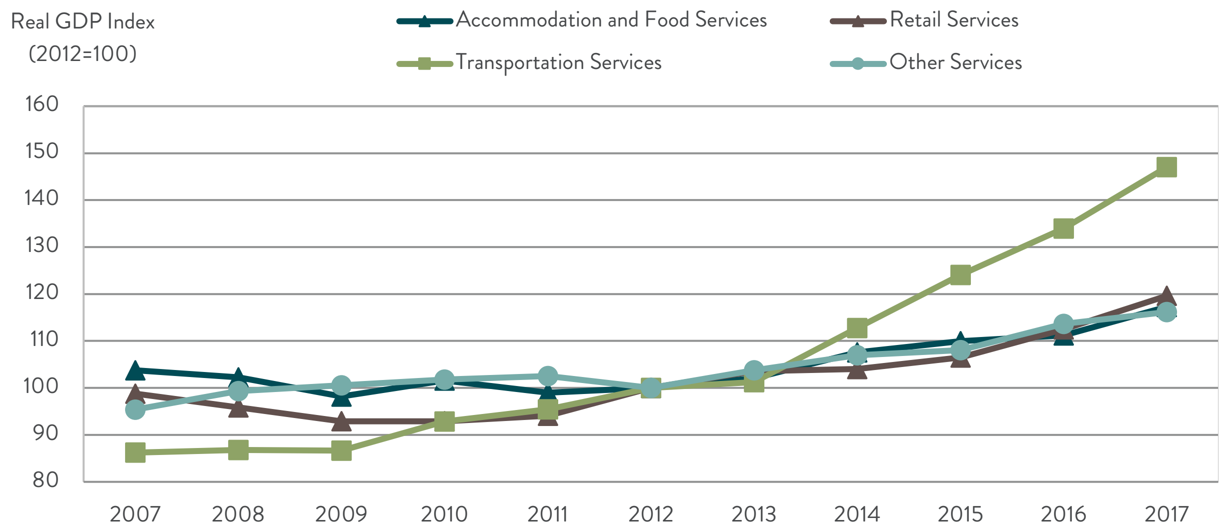
All services have experienced growth in real GDP since 2007 (Figure 10). For more information, see Table 5 in the separate Data Tables document.

FIGURE 10: REAL GDP BY SECTOR (2007 TO 2017)



The real GDP index of the tourism sector saw an overall growth of +31.3% since 2007. The accommodation and food services index dropped in 2009 and 2011, but growth resumed in 2012, and continued through to 2017. The transportation index grew +13.0% since 2016 and +60.8% since 2007. The retail services sector index has seen growth since a decline in 2010, and grew +7.1% in 2017 (compared to 2016) (Figure 11). For more information, see Table 6 in the separate Data Tables document.

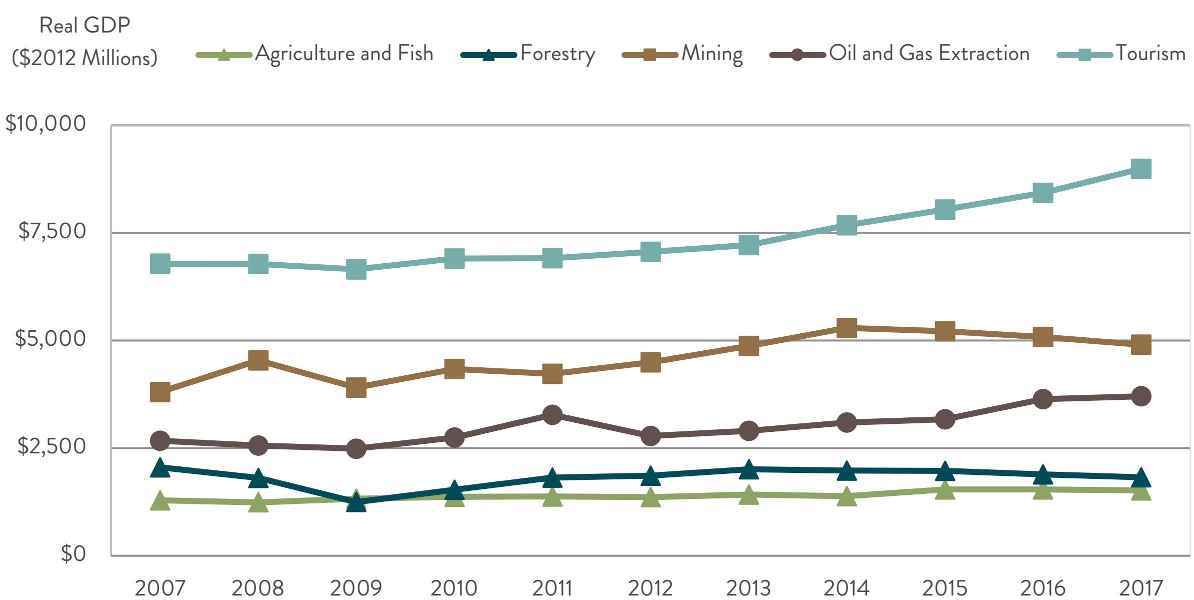
FIGURE 11: REAL GDP INDEX BY SECTOR (2007 TO 2017)



GDP by primary resource industry

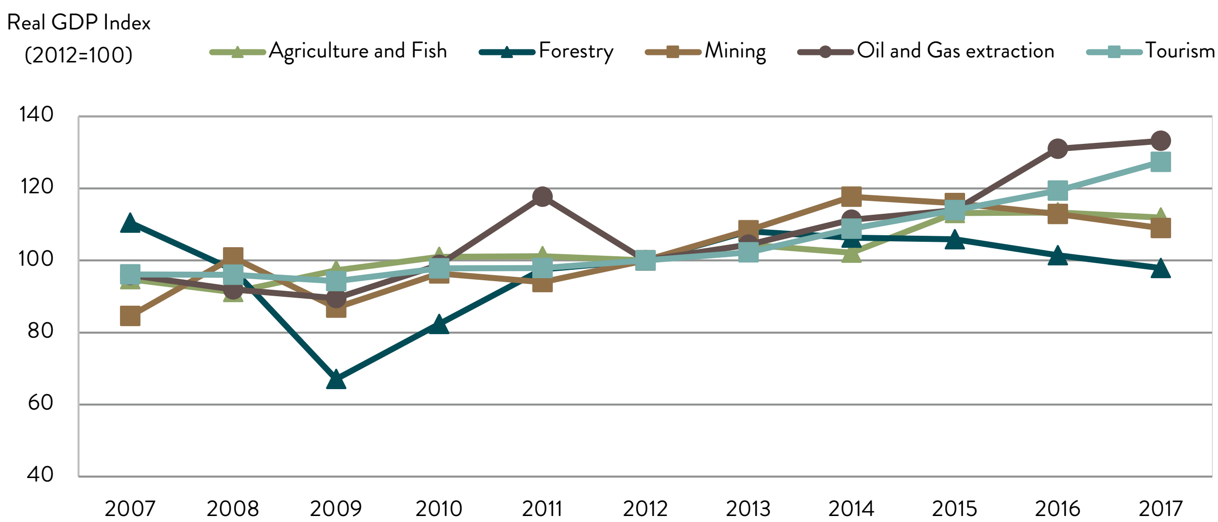
In 2017, tourism ($9.0 billion) contributed more to GDP than any other primary resource industry. In comparison, mining contributed $4.9 billion to the total provincial GDP, oil and gas extraction contributed $3.7 billion, forestry and logging contributed $1.8 billion, and agriculture and fish contributed $1.5 billion (Figure 12). From 2007 to 2017 the GDP of all primary resource industries have increased, aside from forestry which dropped -11.4%. For more information, see Table 7 in the separate Data Tables document.

FIGURE 12: REAL GDP BY PRIMARY RESOURCE INDUSTRY (2007 TO 2017)



The real GDP indexes of tourism, oil and gas extraction, and the agriculture and fish sectors have experienced gradual increases each year since 2007, while the real GDP index for the forestry sector and the mining sector experienced greater variation. (Figure 13). For more information, see Table 7 in the separate Data Tables document.

FIGURE 13: COMPARING REAL GDP INDEX BY PRIMARY RESOURCE INDUSTRY (2007 TO 2017)



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 105.9 (2012=100) in 2016 to 108.1 in 2017; an increase of 2.2%, indicating that goods and services purchased by visitors cost slightly more in 2017 than in 2016 (Figure 14). Compared to 2007, visitors paid 17.1% 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.

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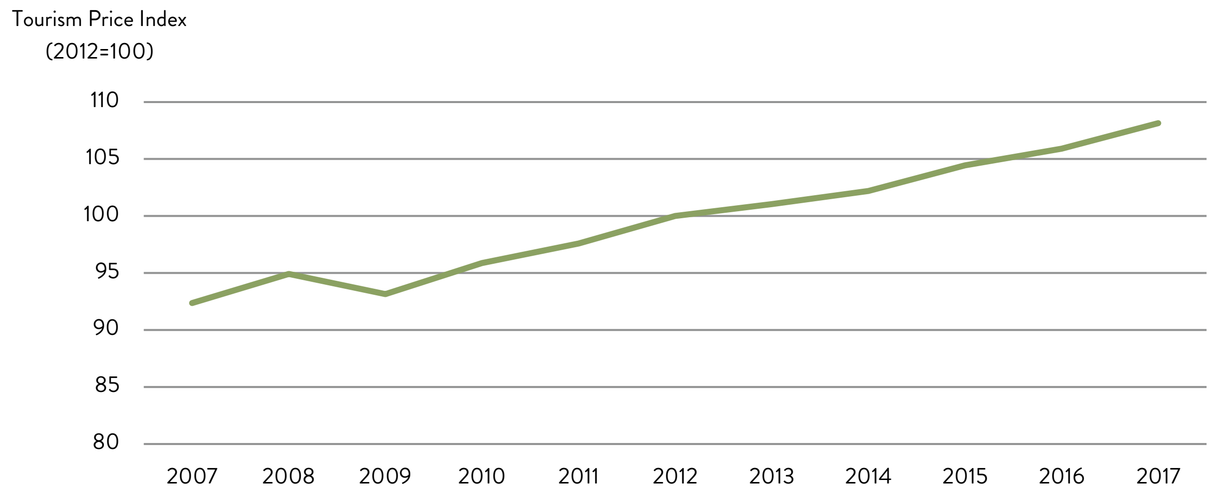
[6] Source: BC Stats.

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

FIGURE 14: TOURISM PRICE INDEX (2007 TO 2017)



3 Businesses and People

Penticton

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.

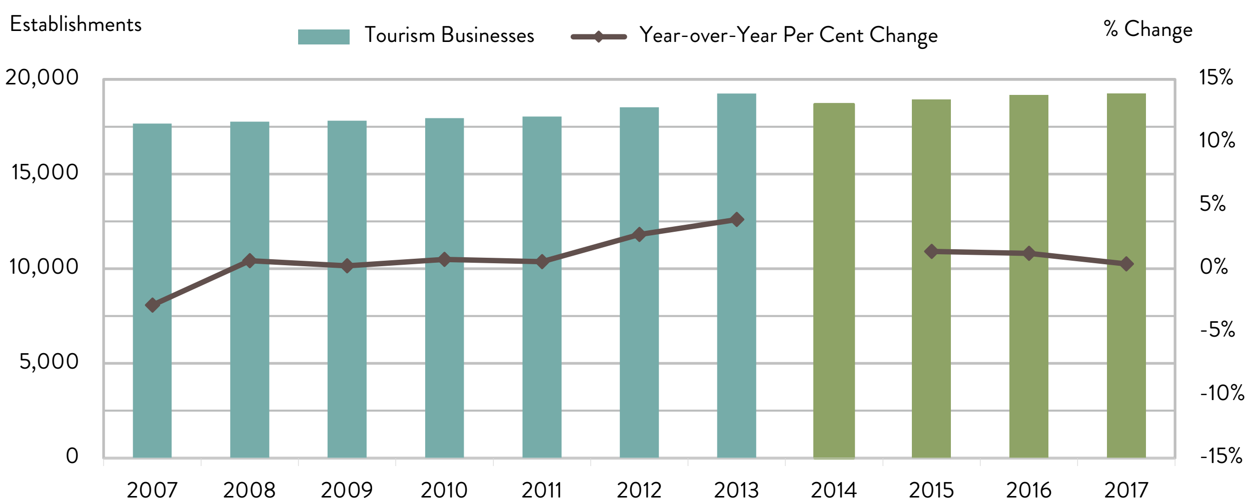
TOURISM BUSINESSES

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, 2014-2017 data cannot be compared to years prior.

In 2017, there were 19,243 tourism-related businesses operating in British Columbia (Figure 15), an increase of +0.4% over 2016. For more information, see Table 1 in the separate Data Tables document.

FIGURE 15: COUNT OF TOURISM BUSINESSES AND YEAR-OVER-YEAR CHANGE (2007 TO 2017)

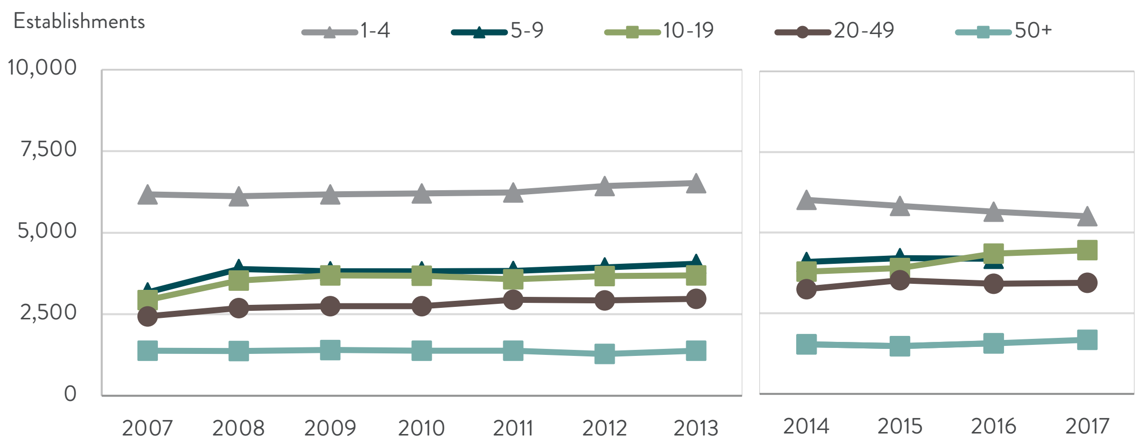


[7] Source: BC Stats.

Total businesses by size[8]

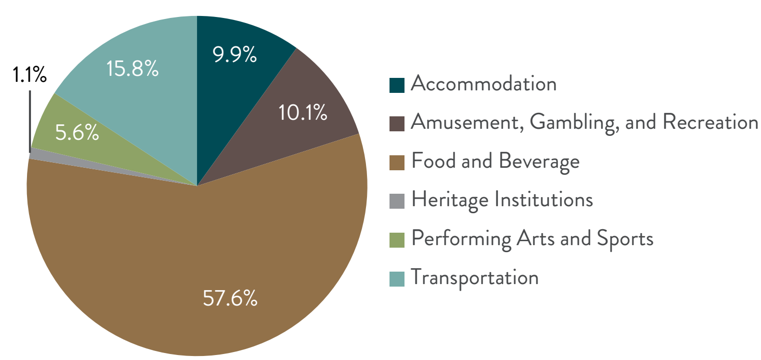
In 2017, most tourism businesses had less than 20 employees (share of 73.4%), followed by those with 20 to 49 employees (share of 17.9%). Only 8.7% of businesses had 50 or more employees in 2017. Compared to 2016, a decrease in the number of businesses with 1-9 employees and those with 200+ employees was seen in 2017. The number of businesses with 50-199 employees grown +8.1% in 2017 over 2016. For more information, see Table 9 in the Data Tables document.

FIGURE 16: COUNT OF TOURISM BUSINESSES BY SIZE (2007 TO 2017)



Tourism businesses by sector

FIGURE 17: SHARE OF 2017 TOURISM BUSINESSES BY SECTOR



Over half of British Columbia's tourism-related businesses were in the food and beverage sector (57.6%), followed by transportation sector (15.8%) and amusement, gambling, and recreation sector (10.1%) (Figure 17).[9]

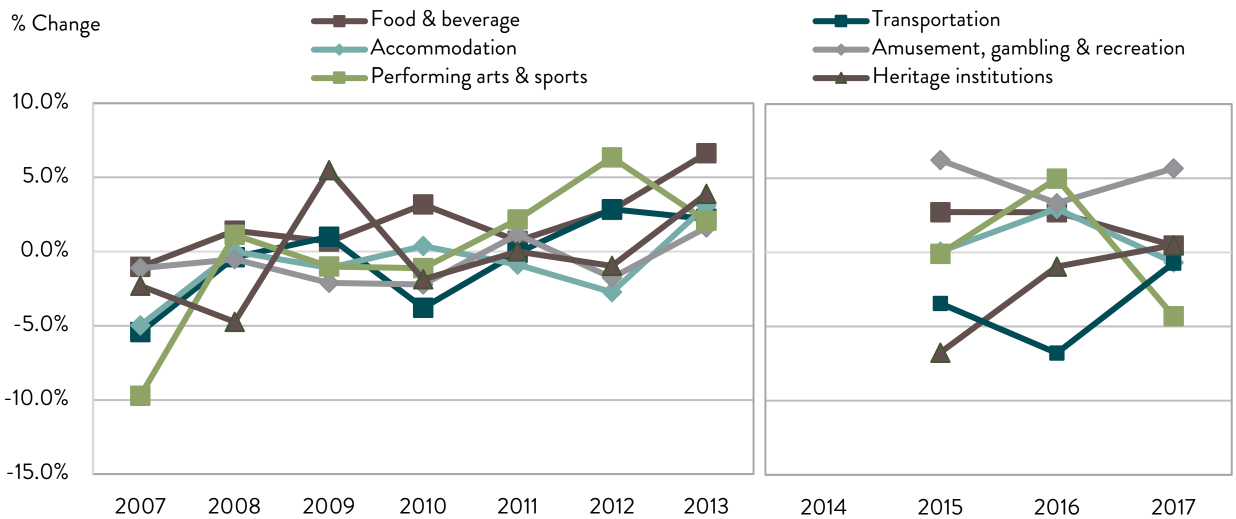
In 2017, the growth rate for the amusement, gambling and recreation sector increased greatly (+5.7% over 2016), whereas the food and beverage and heritage institutions sectors increased marginally (+0.5% each). The number of tourism-related businesses in all other sectors decreased compared to 2016 (performing arts and sports, -4.3%; transportation, -0.7%; accommodations, -0.7%). (Figure 18).

[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).

[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.

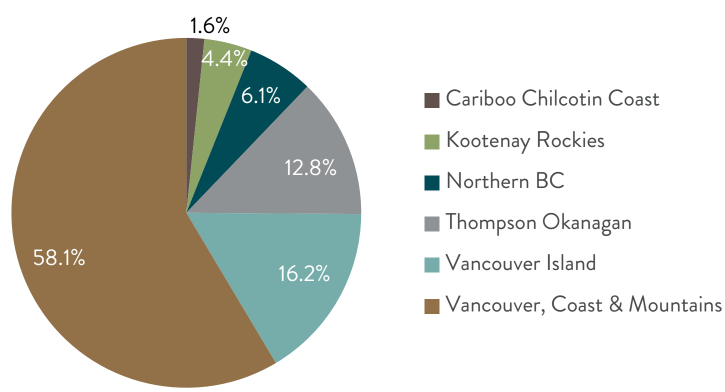
In 2007, all tourism sectors experienced a net decrease in the number of tourism businesses, but the decline was less pronounced in the food and beverage and amusement, gambling and recreation sectors. For more information, see Table 10 in the separate Data Tables document.

FIGURE 18: TOURISM BUSINESS GROWTH RATES BY SECTOR (2007 TO 2017)



Tourism businesses by region

FIGURE 19: SHARE OF 2017 TOURISM BUSINESSES BY REGION



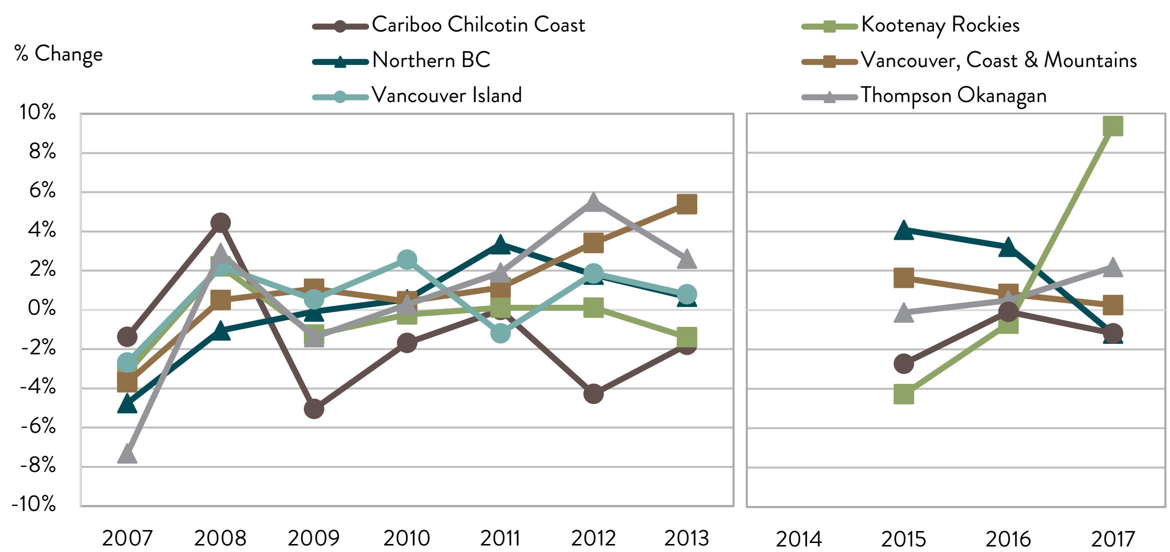
More than half of British Columbia's tourism-related businesses are located in the Vancouver, Coast & Mountains region (Figure 19). Combined, Vancouver, Coast & Mountains, Vancouver Island, and the Thompson Okanagan accounted for 87.1% of British Columbia's tourism establishments.

The number of tourism businesses in Cariboo Chilcotin Coast, Kootenay Rockies, Vancouver Island, and Vancouver, Coast & Mountains has increased (by +9.2%, +2.2%, +0.7%, and +0.3%, respectively) since 2016 (Figure 20). The Thompson Okanagan and Northern BC experienced a drop of in the number of businesses since 2016 (-1.2% each).

From 2007 to 2013, the number of tourism businesses increased by +12.5% in the Thompson Okanagan region, +12.3 in the Kootenay Rockies region, +9.0% in the Vancouver Island region, +6.9% in the Vancouver, Coast & Mountains region, and +5.2% in the Cariboo Chilcotin Coast region.

Northern BC experienced a slight decline in the number of tourism businesses (-0.5%) (Figure 20). For more information, see Table 11 in the separate Data Tables document.

FIGURE 20: TOURISM BUSINESS GROWTH RATES BY REGION (2007 TO 2017)



TOURISM EMPLOYMENT

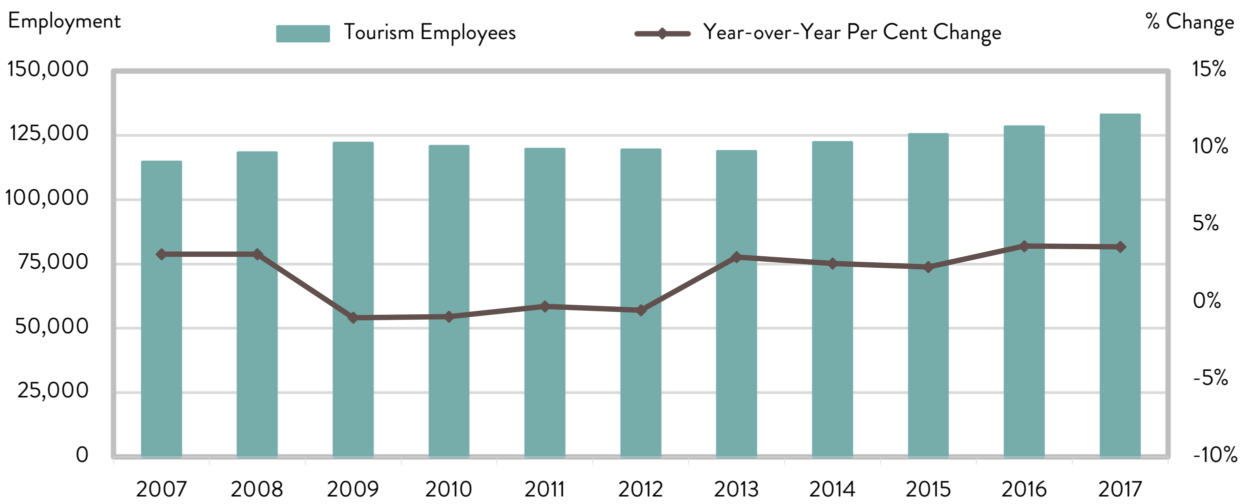
Direct employment

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 2017, British Columbia's tourism industry employment was estimated to be 137,800, a +3.6% increase from 2016 (Figure 21).[10] This means that tourism provides a job for roughly 1 out of every 16 people employed in the province. Since 2007, the number of people employed in the tourism industry has grown by +16.5%. Between 2009 and 2012, the rate of growth remained low, an average of -0.7% each year, however, in 2013, growth increased to +2.9%, and the rate continued to grow between 2014 and 2017 (+2.5%, +2.3%, +3.7%, and +3.6%, respectively. For more information, see Table 1 in the separate Data Tables document.

[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.

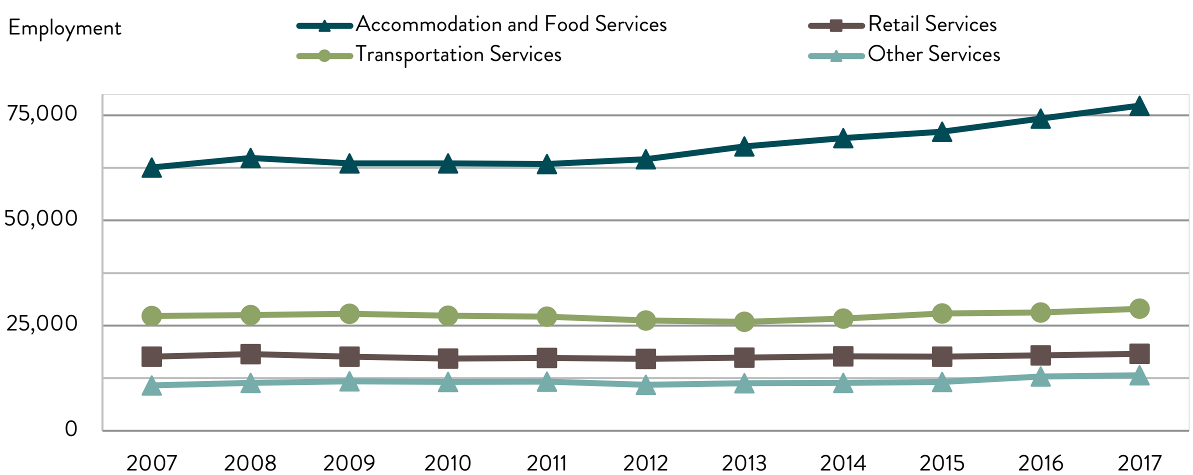
FIGURE 21: EMPLOYMENT IN THE TOURISM INDUSTRY AND YEAR-OVER-YEAR CHANGE (2007 TO 2017)



Tourism employment by sector

The accommodation and food services sector accounted for over half (56.1%) of all tourism employment in British Columbia, while the transportation sector accounted for nearly a quarter (21.0%) (Figure 22). Since 2007, the number of employees has grown by +23.5% in the accommodation and food services, +6.2% in the transportation sector, +4.0% in the retail services, and by +22.2% in other services. For more information, see Table 12 in the separate Data Tables document.

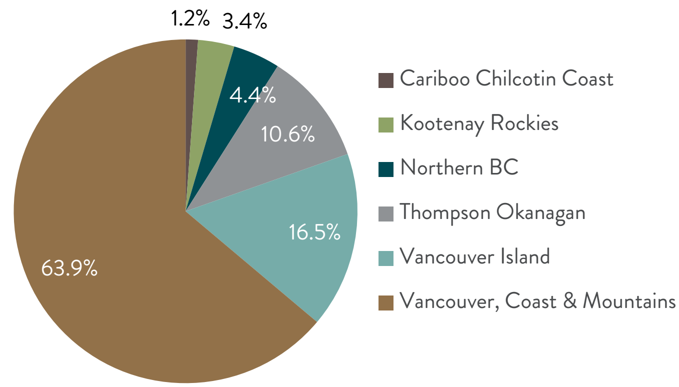
FIGURE 22: TOURISM EMPLOYMENT BY SECTOR (2007 TO 2017)



Tourism employment by region

The Vancouver, Coast & Mountains region has the largest share of British Columbia tourism employment (+63.9%), followed by Vancouver Island (+16.5%) and the Thompson Okanagan (+10.6%) (Figure 23). Combined, these three regions account for 91.0% of all tourism employment in British Columbia.

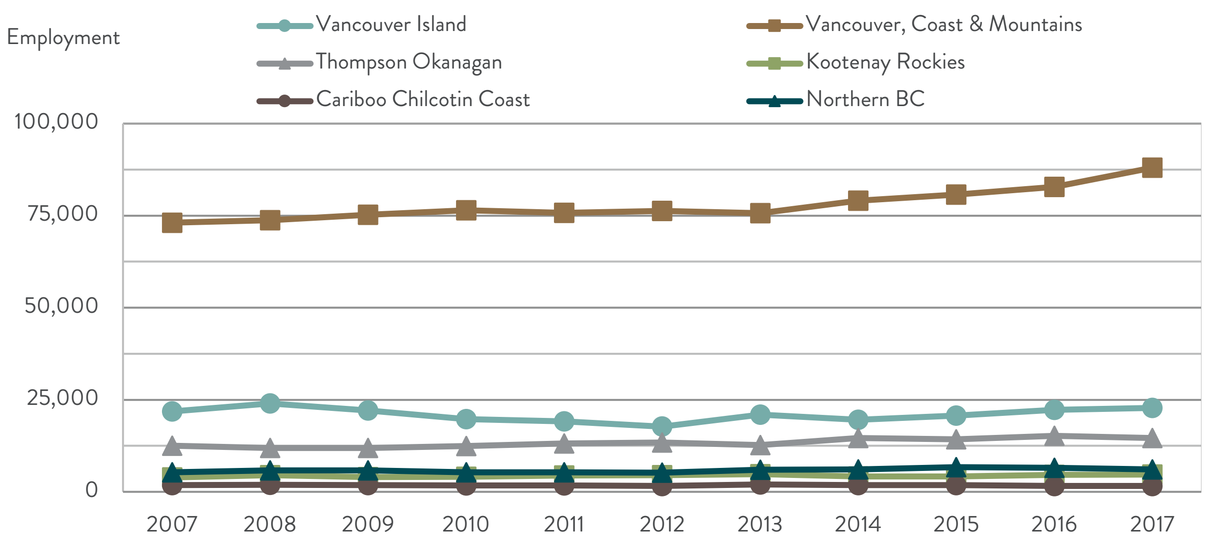
FIGURE 23: SHARE OF 2017 TOURISM EMPLOYMENT BY REGION



Tourism employment increased in all regions except for Northern BC (-6.2%) and the Thompson Okanagan (-3.9%) and the Cariboo Chilcotin Coast where no change was seen (+0.0%). Vancouver, Coast & Mountains (+6.3%), the Kootenay Rockies (+2.2%), and Vancouver Island (+2.2%) experienced growth compared to 2016 (Figure 24).

Despite fluctuation in the number of employees in each region since 2007, the 10-year period shows growth in all regions except the Cariboo Chilcotin Coast (-11.1%). Substantial growth occurred in the Kootenay Rockies (+20.5%), Vancouver, Coast & Mountains (+20.4%), the Thompson Okanagan (+16.8%), and Northern BC (+15.1%). For more information, see Table 13 in the separate Data Tables document.

FIGURE 24: TOURISM EMPLOYMENT BY REGION (2007 TO 2017)

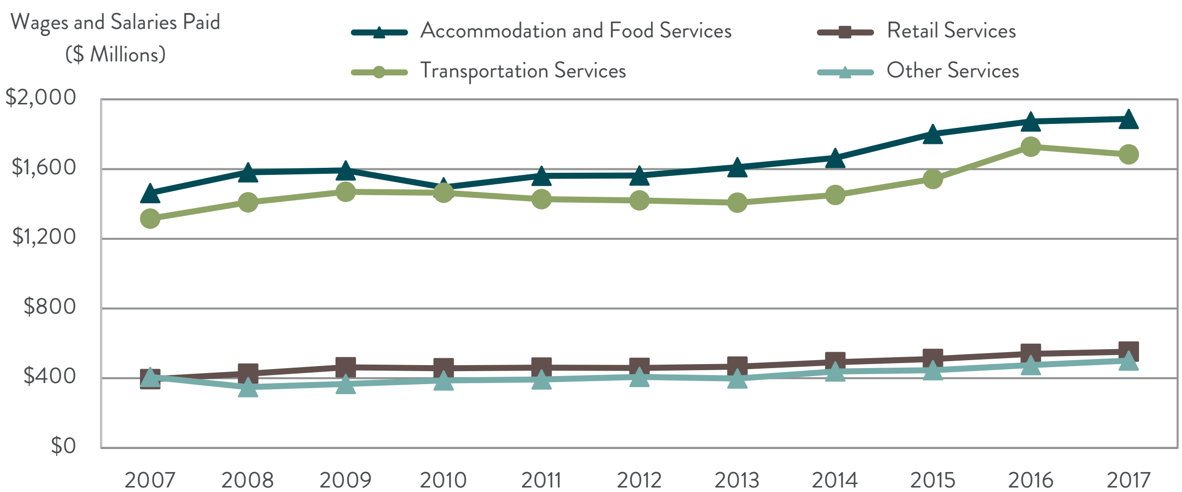


Wages and salaries

The tourism industry paid $4.9 billion in wages and salaries in 2017. Compared to 2016, employees' earnings have increased +6.9% (Figure 25).

Tourism wages and salaries increased +31.3% since 2007. From 2007 through 2008, earnings continued to grow by an average of +4.2% per year. Wages and salaries dropped during the 2009 economic downturn, but picked up again in 2010 and continued to grow each following year between +0.2% and +7.3%. For more information, see Table 1 in the separate Data Tables document.

FIGURE 25: WAGES & SALARIES PAID IN THE INDUSTRY (2007 TO 2017)



Wages and salaries by sector

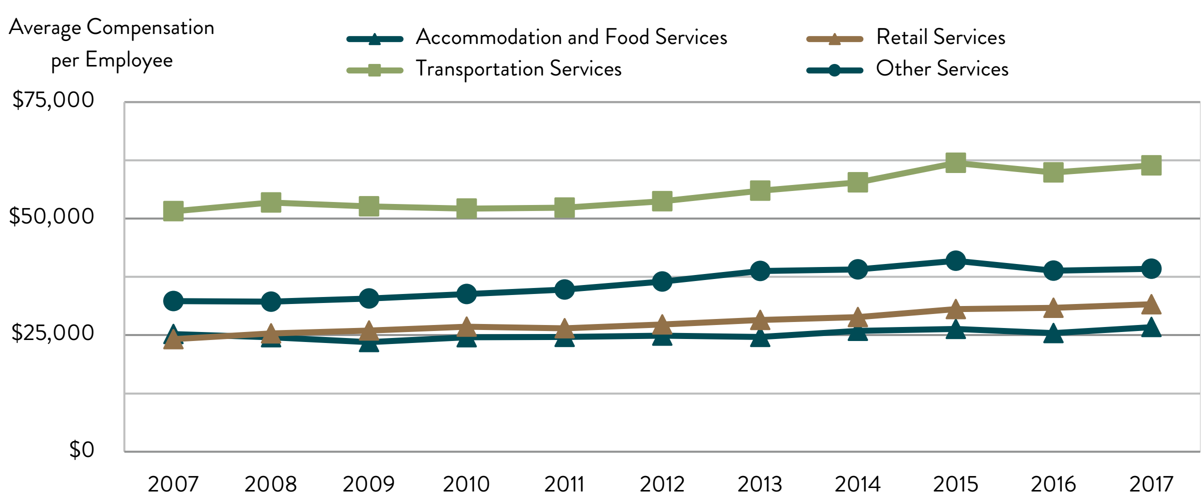
As noted earlier, the accommodation and food services sector comprises more than half of all tourism businesses (67.5%) and employs 56.1% of tourism workers, however only 41.8% of tourism wages and salaries are earned through this sector. In contrast, the transportation sector accounts for 15.8% of tourism businesses, employs 21.0% 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 2017 TOURISM EMPLOYMENT AND SALARIES BY SECTOR

Average compensation per employee

Average employee compensation increased by +3.2% in 2017 over 2016, reaching $35,878. While the average compensation per employee in all tourism sectors has increased since 2007 (by +12.8%), the 2017 average compensation within transportation was more than double of the compensation in accommodation and food sector (Figure 27). Since 2007, growth in average earnings has been highest in retail services (+31.0% increase in the 10-year period), followed by other services (+21.4%), transportation services (+19.1%), and finally accommodation and food services (+5.7%). For more information, see Table 15 in the separate Data Tables document.

FIGURE 27: AVERAGE COMPENSATION PER EMPLOYEE BY SECTOR (2007 TO 2017)



4 Market of Origin

Revelstoke

4. Market of origin

Visitor market of origin data is captured through visitor surveys. Destination British Columbia relies on two surveys[11] conducted by Statistics Canada:

- International Visitor Survey (ITS)[12]: an exit survey for some international visitors and an entry and online follow up survey for others.
- Travel Survey of Residents of Canada (TSRC)[13]: a monthly electronic questionnaire (received via email or mail) 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/revenue[14] 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 TSCR.
- Respondents may under-report the number of trips and trip expenditures due to memory lapses.

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

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[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.

[12] In 2018, the ITS became know as the Visitor Travel Survey. Data included in this report is based on the methodology and data collected as ITS.

[13] Similarly, in 2018, the TSRC became know as the National Travel Survey. Data included in this report is based on the methodology and data collected as TSRC.

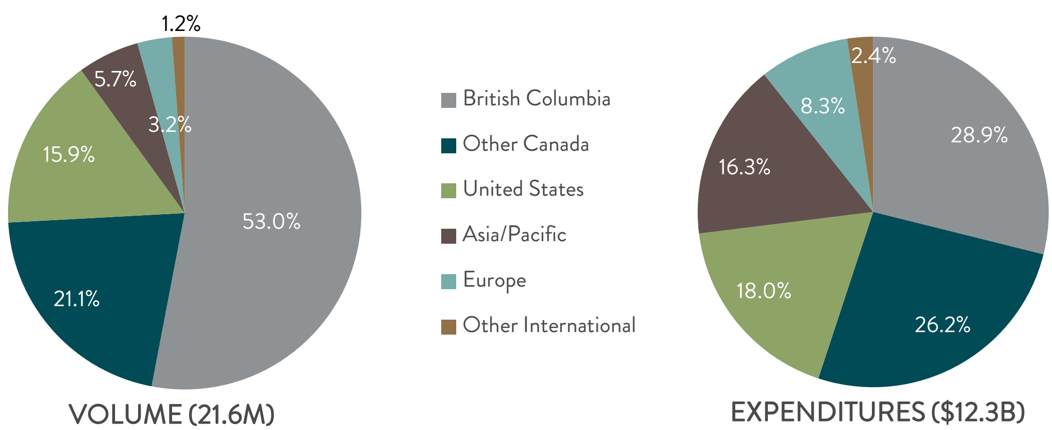
This section summarizes visitor volume of overnight travellers to British Columbia (i.e., one or more nights were spent in British Columbia) by domestic, international, and all travellers to British Columbia. Visitors within British Columbia include British Columbia residents, other Canadian residents, 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 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 2017, there were approximately 20.6 million overnight visitors in British Columbia who spent $11.2 billion.[15] 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 25.2% of visitor volume. While British Columbia residents made up the largest share of visitor volume, international visitors made up 45.7% of visitor expenditures. British Columbia residents accounted for 27.8% of visitor expenditures and other Canadian residents accounted for the remaining 26.5%.

FIGURE 28: OVERALL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN (2017)



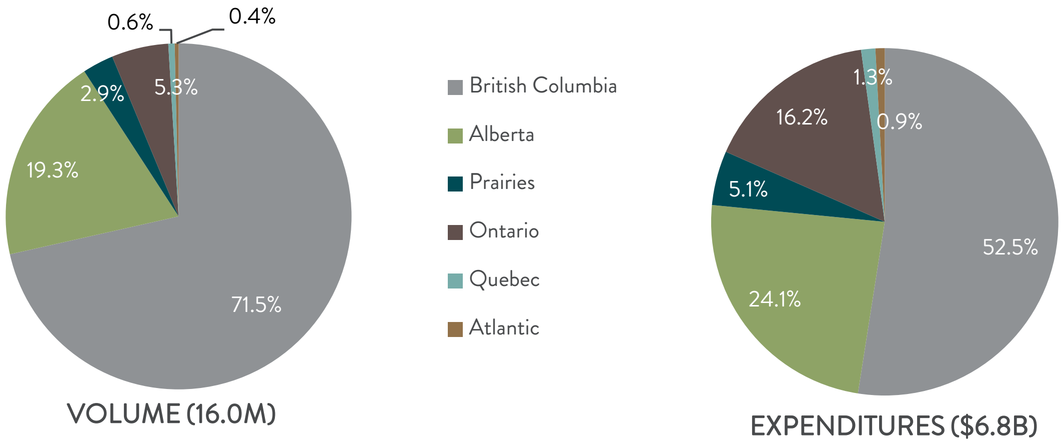
Domestic visitor volume and expenditures

Overnight visitors from Canada accounted for 16.0 million overnight visitors in 2017, an increase of +4.3% from 2016. Of travellers from Canada, British Columbia residents made up the largest share of visitor volume (71.5%) and expenditures (52.5%) in 2017 (Figure 29). Alberta was the second largest

[15] Source of domestic data: Statistics Canada, National Travel Survey (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 market of overnight visitors to British Columbia, representing 19.3% of the Canadian visitor volume and 24.1% of expenditures. Overall, visitors from Canada spent +7.9% more in 2017 than in 2016, for a total of $6.8 billion in tourism-related expenditures in 2017.

FIGURE 29: SHARE OF 2017 DOMESTIC VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN



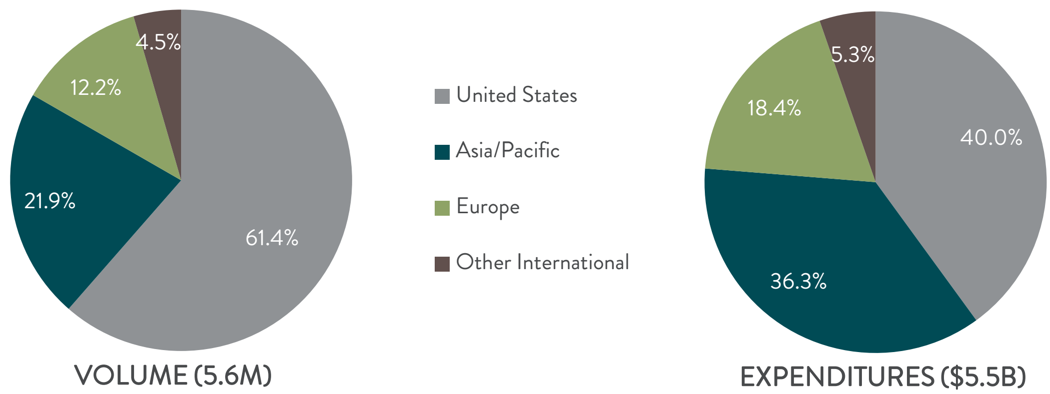
In 2017, the number of visitors from British Columbia, Alberta and the Prairies increased by +4.3%, +6.4% and +20.0%, respectively over 2016 and their expenditures increased by +10.6%, +17.4%, and +27.0%, respectively over 2016. While the number of visitors to British Columbia from Ontario decreased (-19.3%), expenditures from Ontario visitors greatly increased (+27.7%). Compared to 2016, visitor volume from Quebec and Atlantic Canada visitors decreased by –42.9% and -33.8%, respectively in 2017 and their expenditures decreased by -60.0% and -4.0%.

International visitor volume and expenditures[16]

In 2017, 5.6 million international overnight visitors came to British Columbia and spent approximately $5.5 billion. The United States was the largest overnight international market for British Columbia, comprising 61.4% of international visitor volume and 40.0% of expenditures in 2017 (Figure 30). Asia/Pacific was the second largest market, comprising 22.0% of visitor volume and 36.3% of expenditures. Europe was the third largest market, comprising 12.2% of visitor volume and 18.4% of expenditures. Other International markets account for the remaining portion (4.5% of visitor volume and 5.3% of expenditures).

[16] A methodological change occurred for international visitor volume and expenditures between 2012 and 2013. As a result of this change, 2013 international visitor volume and expenditure data, and years beyond, cannot be compared to years prior to 2013.

FIGURE 30: SHARE OF 2017 INTERNATIONAL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN



United States

From 2007 to 2009, a decrease of United States visitors was seen each year (-3.5%, -7.3%, and -7.9%). However, between 2010 and 2012 greater growth was seen. For example, compared to 2009, an increase of visitors was seen (+1.9%) in 2010 (due to the 2010 Olympic and Paralympic Winter Games). After a decrease in 2011 (-1.7%), an increase in visitation from United State residents was seen again (+1.3%). Steady growth of visitors from the United States to BC was seen between 2014 and 2017 (Figures 31 and 32). Within the United States, Washington and California were British Columbia's largest markets, representing 58.7% of United States visitor volume and 52.7% of expenditures in 2017. For more information, see Tables 1 and 18 through 21 in the separate Data Tables document.

Asia/Pacific

In 2017, the number of visitors from the Asia/Pacific totaled 1,073,537 and expenditures reached over $2.0 billion. Australia and China represented the largest shares of the Asia/Pacific market volume, 19.9% and 25.2%, respectively. These two markets constitute 23.5% and 28.1% of the overall Asia/Pacific market expenditures.

Europe

Visitor volume from Europe reached 682,000 in 2017, 13.9% of the international market share. Visitors from Europe spent approximately $1.0 billion in 2017, 18.4% 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 2017, representing over a third of the European volume (42.0%), and contributing $403 million in expenditures (39.5% of European total). Germany was the second largest European market in 2017, representing 18.4% of

European visitors and contributing $199 million in expenditures (19.4% of European total).

Mexico

In 2017, Mexico visitor volume was 138,000 (2.5% of total international visitation and an increase of +33.8% from 2016), and contributed $175 million (3.2% of total international expenditures and an increase of +36.6% from 2016. Volume dropped in 2009 and 2010 due to the introduction of visa requirements for Mexican visitors), however, since 2013, visitor volume from Mexico has grown steadily each year. Compared to 2013, visitor volume from Mexico to BC in 2017 increased +129.4%, while expenditures from the Mexico market also showed substantial growth between 2013 and 2017 (+221.7%).

FIGURE 31: INTERNATIONAL VISITOR VOLUME GROWTH RATES BY MARKET OF ORIGIN (2007 TO 2017)

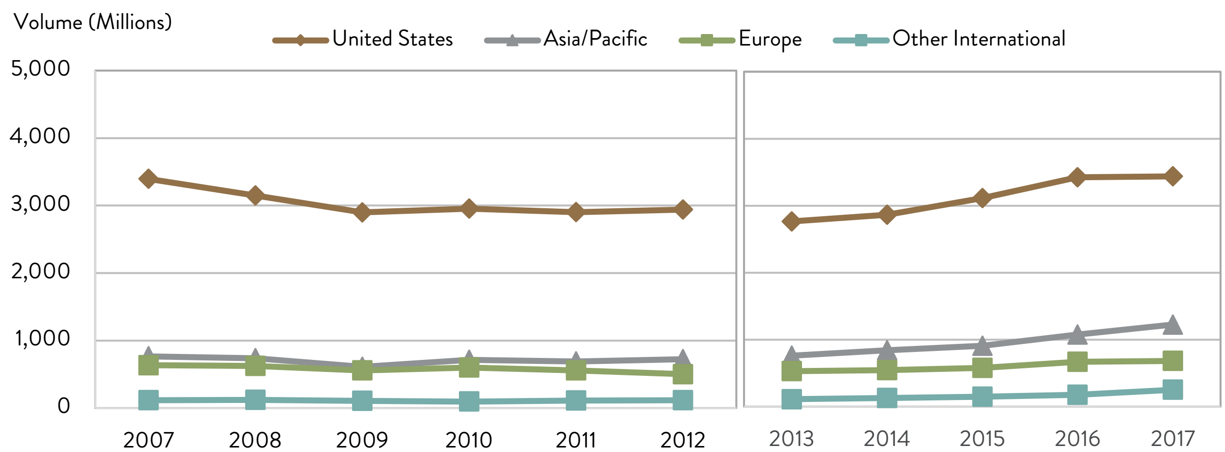
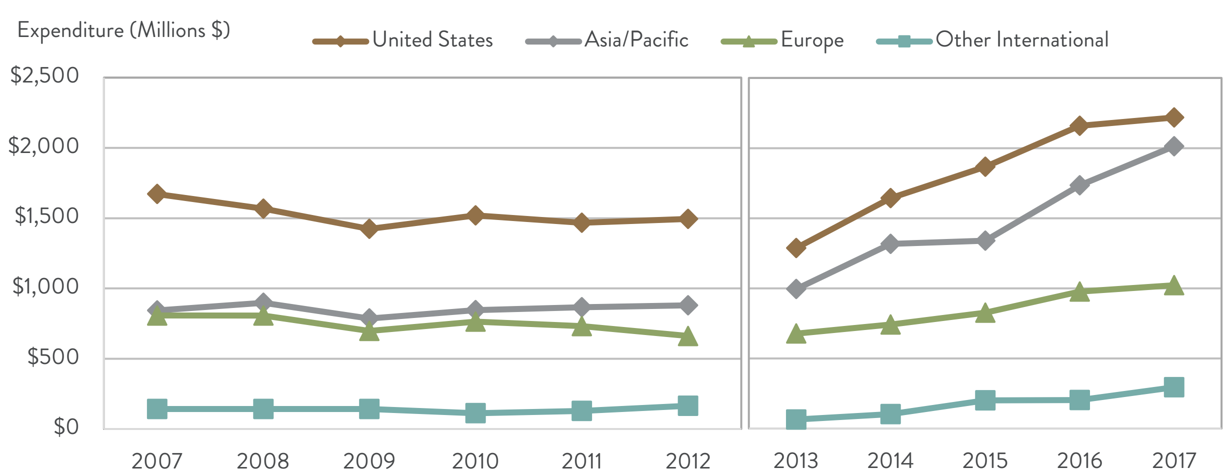


FIGURE 32: INTERNATIONAL VISITOR EXPENDITURE GROWTH RATES BY MARKET OF ORIGIN (2007 TO 2017)



5 Appendix A: Detailed Tables

Cariboo Chilcotin Coast

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total revenue ($ M)	$13,005	$13,390	$12,499	$13,047	$13,193	$13,459	$13,988	$14,953	$15,807	$16,964	$18,381
% change	6.5%	3.0%	-6.7%	4.4%	1.1%	2.0%	3.9%	6.9%	5.7%	7.3%	8.4%
Total provincial taxes ($ M)	$858	$877	$811	$923	$1,062	$1,106	$981	$995	$1,076	$1,138	$1,204
% change	2.3%	2.2%	-7.5%	13.8%	15.1%	4.1%	-11.3%	1.4%	8.1%	5.8%	5.8%
Tourism export revenue ($ M)	$3,466	$3,414	$3,049	$3,240	$3,194	$3,201	$3,022	$3,803	$4,234	$5,072	$5,547
% change	2.6%	-1.5%	-10.7%	6.3%	-1.4%	0.2%	-5.6%	25.9%	11.3%	19.8%	9.4%
Gross Domestic Product (GDP; $2012 M)	$6,786	$6,780	$6,656	$6,904	$6,910	$7,060	$7,217	$7,681	$8,046	$8,430	$8,991
% change	4.0%	-0.1%	-1.8%	3.7%	0.1%	2.2%	2.2%	6.4%	4.8%	4.8%	6.7%
Total businesses	17,662	17,774	17,814	17,943	18,044	18,533	19,254	18,682	18,938	19,170	19243
% change	-2.9%	0.6%	0.2%	0.7%	0.6%	2.7%	3.9%	N/A	1.4%	1.2%	0.4%
Tourism employment ('000s)	118.3	122.0	120.8	119.7	119.4	118.8	122.3	125.4	128.3	133.0	137.8
% change	3.1%	3.1%	-1.0%	-0.9%	-0.3%	-0.5%	2.9%	2.5%	2.3%	3.7%	3.6%
Wages and salaries ($ M)	$3,764	$3,889	$3,805	$3,841	$3,847	$3,881	$4,044	$4,301	$4,615	$4,625	$4,944
% change	5.1%	3.3%	-2.2%	0.9%	0.2%	0.9%	4.2%	6.4%	7.3%	0.2%	6.9%

Source: BC Stats (Source: Statistics Canada).

Note: 2015, 2016, 2017 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 and years beyond cannot be compared directly to prior years. / Note: Real GDP data is in 2012 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 data and years beyond cannot be compared to years prior.

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

	Sectors	2007	2008	2009	2010	2011	2012	2013	2014	2015p	2016p	2017p
Revenue ($ M)	Accommodation and food services	$4,692	$4,637	$4,285	$4,456	$4,371	$4,419	$4,642	$5,057	$5,566	$6,119	$6,664
	Retail services	$3,396	$3,615	$3,432	$3,522	$3,656	$3,836	$3,946	$4,102	$4,164	$4,348	$4,732
	Transportation services	$3,992	$4,088	$3,733	$3,997	$4,137	$4,315	$4,497	$4,830	$5,063	$5,402	$5,855
	Other services	$926	$1,051	$1,049	$1,072	$1,030	$888	$903	$964	$1,014	$1,095	$1,130
	Overall	$13,005	$13,390	$12,499	$13,047	$13,193	$13,459	$13,988	$14,953	$15,807	$16,964	$18,381
% change	Accommodation and food services	5.4%	-1.2%	-7.6%	4.0%	-1.9%	1.1%	5.0%	8.9%	10.1%	9.9%	8.9%
	Retail services	8.2%	6.4%	-5.1%	2.6%	3.8%	4.9%	2.9%	4.0%	1.5%	4.4%	8.8%
	Transportation services	6.2%	2.4%	-8.7%	7.1%	3.5%	4.3%	4.2%	7.4%	4.8%	6.7%	8.4%
	Other services	7.5%	13.5%	-0.2%	2.2%	-3.9%	-13.8%	1.7%	6.8%	5.2%	8.0%	3.2%
	Overall	6.5%	3.0%	-6.7%	4.4%	1.1%	2.0%	3.9%	6.9%	5.7%	7.3%	8.4%

Source: BC Stats.

Note: 2015, 2016, and 2017 revenue data are preliminary and subject to revision.

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

BC Primary Commodities	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Forest industry	$12,282	$10,107	$7,602	$9,143	$9,985	$10,159	$11,654	$12,367	$12,772	$13,700	$14,161
Agriculture and fish	$2,332	$2,484	$2,424	$2,524	$2,512	$2,720	$2,912	$3,221	$3,503	$3,811	$4,084
Metallic mineral products	$3,430	$3,336	$2,503	$3,163	$3,492	$3,456	$3,834	$4,566	$4,432	$4,826	$5,337
Energy products	$6,196	$9,623	$6,864	$7,996	$10,024	$8,085	$7,957	$7,803	$5,912	$7,606	$10,933
Tourism industry	$3,466	$3,414	$3,049	$3,240	$3,194	$3,201	$3,022	$3,803	$4,234	$5,072	$5,547

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 and years beyond cannot be compared directly to prior years.

Table 4: Accommodation room revenue by community

	Market*		2010	2011	2012	2013	2014	2015	2016	2017
MRDT Revenue	Fernie		$13,103	$14,842	$15,255	$16,588	$15,809	$14,297	$15,501	$17,057
		% change	N/A	13.3%	2.8%	8.7%	-4.7%	-9.6%	8.4%	10.0%
	Kamloops		$42,813	$47,037	$44,966	$48,526	$50,401	$51,033	$56,043	$57,972
		% change	N/A	9.9%	-4.4%	7.9%	3.9%	1.3%	9.8%	3.4%
	Kelowna		$68,700	$67,661	$70,406	$74,988	$82,558	$90,935	$97,830	$98,103
		% change	N/A	-1.5%	4.1%	6.5%	10.1%	10.1%	7.6%	0.3%
	Parksville		$17,871	$17,023	$17,675	$17,698	$19,390	$21,849	$24,613	$25,753
		% change	N/A	-4.7%	3.8%	0.1%	9.6%	12.7%	12.7%	4.6%
	Penticton		$20,821	$21,412	$22,509	$23,350	$24,611	$27,426	$29,700	$29,439
		% change	N/A	2.8%	5.1%	3.7%	5.4%	11.4%	8.3%	-0.9%
	Prince George		$28,804	$34,498	$35,289	$37,706	$40,290	$40,887	$38,416	$41,419
		% change	N/A	19.8%	2.3%	6.8%	6.9%	1.5%	-6.0%	7.8%
	Prince Rupert		$7,683	$8,176	$8,749	$11,493	$11,622	$11,324	$11,512	$10,518
		% change	N/A	6.4%	7.0%	31.4%	1.1%	-2.6%	1.7%	-8.6%
	Revelstoke		$15,724	$17,284	$20,105	$21,938	$24,072	$27,075	$30,610	$34,522
		% change	N/A	9.9%	16.3%	9.1%	9.7%	12.5%	13.1%	12.8%
	Richmond		$149,073	$150,226	$133,156	$135,703	$147,178	$166,006	$185,686	$197,268
		% change	N/A	0.8%	-11.4%	1.9%	8.5%	12.8%	11.9%	6.2%
	Tofino		$33,882	$32,936	$33,098	$35,188	$38,749	$46,938	$52,384	$53,701
		% change	N/A	-2.8%	0.5%	6.3%	10.1%	21.1%	11.6%	2.5%
	Vancouver		$557,407	$520,663	$533,465	$544,245	$593,895	$696,222	$768,340	$810,815
		% change	N/A	-6.6%	2.5%	2.0%	9.1%	17.2%	10.4%	5.5%
	Victoria		$125,586	$126,619	$123,157	$134,106	$139,043	$158,679	$176,556	$181,007
		% change	N/A	0.8%	-2.7%	8.9%	3.7%	14.1%	11.3%	2.5%
	Whistler		$191,651	$158,933	$176,611	$188,723	$206,391	$229,529	$280,790	$285,928
		% change	N/A	-17.1%	11.1%	6.9%	9.4%	11.2%	22.3%	1.8%
	Communities (Above)		**$1,273,118**	**$1,217,310**	**$1,234,441**	**$1,290,252**	**$1,394,009**	**$1,582,200**	**$1,767,981**	**$1,843,502**
		% change	N/A	-4.4%	1.4%	4.5%	8.0%	13.5%	11.7%	4.3%
	Overall		**$1,553,115**	**$1,494,972**	**$1,518,420**	**$1,599,348**	**$1,743,083**	**$2,012,252**	**$2,264,260**	**$2,356,940**
		% change	N/A	-3.7%	1.6%	5.3%	9.0%	15.4%	12.5%	4.1%

Source: BC Stats.

Table 5: Tourism GDP using 2012 dollars and year-over-year change by sector

	Sectors	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
GDP ($ M)	Accommodation and food services	$2,867	$2,826	$2,713	$2,807	$2,735	$2,763	$2,820	$2,973	$3,039	$3,072	$3,240
	Retail services	$806	$782	$758	$758	$768	$816	$845	$849	$869	$918	$976
	Transportation services	$1,972	$1,985	$1,982	$2,123	$2,183	$2,287	$2,315	$2,578	$2,837	$3,064	$3,362
	Other services	$1,139	$1,186	$1,201	$1,215	$1,224	$1,194	$1,239	$1,277	$1,290	$1,357	$1,387
	Overall	**$6,786**	**$6,780**	**$6,656**	**$6,904**	**$6,910**	**$7,060**	**$7,217**	**$7,681**	**$8,046**	**$8,430**	**$8,991**
% change	Accommodation and food services	3.9%	-1.4%	-4.0%	3.5%	-2.6%	1.0%	2.1%	5.4%	2.2%	1.1%	5.5%
	Retail services	11.6%	-3.0%	-3.1%	0.0%	1.3%	6.3%	3.6%	0.5%	2.4%	5.6%	6.3%
	Transportation services	2.3%	0.7%	-0.2%	7.1%	2.8%	4.8%	1.2%	11.4%	10.0%	8.0%	9.7%
	Other services	1.9%	4.1%	1.3%	1.2%	0.7%	-2.5%	3.8%	3.1%	1.0%	5.2%	2.2%
	Overall	**4.0%**	**-0.1%**	**-1.8%**	**3.7%**	**0.1%**	**2.2%**	**2.2%**	**6.4%**	**4.8%**	**4.8%**	**6.7%**

Source: BC Stats.

Note: GDP data is in 2012 constant dollars.

Table 6: Comparing GDP of tourism sectors using an index (2012=100)

Sectors	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation and food services	104	102	98	102	99	100	102	108	110	111	117
Retail services	99	96	93	93	94	100	104	104	106	113	120
Transportation services	86	87	87	93	95	100	101	113	124	134	147
Other services	95	99	101	102	103	100	104	107	108	114	116
Tourism industry	96	96	94	98	98	100	102	109	114	119	127

Source: BC Stats.

Table 7: Comparing GDP of BC primary resource industries (2012 = 100)

	Industries	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
GDP ($ M)	Agriculture	$1,289	$1,240	$1,322	$1,373	$1,376	$1,360	$1,420	$1,389	$1,539	$1,541	$1,522
	Forestry	$2,055	$1,813	$1,248	$1,533	$1,814	$1,860	$2,011	$1,977	$1,970	$1,888	$1,822
	Mining	$3,804	$4,537	$3,910	$4,337	$4,227	$4,499	$4,875	$5,294	$5,214	$5,080	$4,902
	Oil and Gas Extraction	$2,669	$2,558	$2,490	$2,748	$3,275	$2,781	$2,903	$3,095	$3,170	$3,643	$3,705
	Tourism	$6,786	$6,780	$6,656	$6,904	$6,910	$7,060	$7,217	$7,681	$8,046	$8,430	$8,991
Index (2012 = 100)	Agriculture	95	91	97	101	101	100	104	102	113	113	112
	Forestry	110	97	67	82	98	100	108	106	106	101	98
	Mining	85	101	87	96	94	100	108	118	116	113	109
	Oil and Gas Extraction	96	92	90	99	118	100	104	111	114	131	133
	Tourism	96	96	94	98	98	100	102	109	114	119	127

Source: BC Stats.

Table 8: Tourism Price Index (TPI) (Fixed Weights)

Tourism Price Index	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Overall	92.3	95.1	93.2	95.9	97.7	100.0	101.1	102.2	104.1	105.3	107.6

Source: BC Stats.

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

	Business Size	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Establishments	1 to 4 employees	6,179	6,121	6,177	6,208	6,235	6,435	6,525	6,014	5,830	5,647	5,507
	5 to 9 employees	3,886	3,816	3,823	3,830	3,941	4,049	4,205	4,091	4,208	4,186	4,160
	10 to 19 employees	3,538	3,687	3,684	3,576	3,667	3,692	3,840	3,790	3,897	4,352	4,453
	20 to 49 employees	2,691	2,744	2,744	2,949	2,920	2,973	3,201	3,248	3,521	3,414	3,446
	50 to 199 employees	1,230	1,248	1,230	1,226	1,157	1,248	1,322	1,374	1,315	1,402	1,515
	200 or more employees	138	158	156	154	124	136	161	165	167	169	162
	Overall	**17,662**	**17,774**	**17,814**	**17,943**	**18,044**	**18,533**	**19,254**	**18,682**	**18,938**	**19,170**	**19,243**
% change	1 to 4 employees	-25.2%	-0.9%	0.9%	0.5%	0.4%	3.2%	1.4%	N/A	-3.1%	-3.1%	-2.5%
	5 to 9 employees	22.6%	-1.8%	0.2%	0.2%	2.9%	2.7%	3.9%	N/A	2.9%	-0.5%	-0.6%
	10 to 19 employees	20.5%	4.2%	-0.1%	-2.9%	2.5%	0.7%	4.0%	N/A	2.8%	11.7%	2.3%
	20 to 49 employees	10.4%	2.0%	0.0%	7.5%	-1.0%	1.8%	7.7%	N/A	8.4%	-3.0%	0.9%
	50 to 199 employees	0.8%	1.5%	-1.4%	-0.3%	-5.6%	7.9%	5.9%	N/A	-4.3%	6.6%	8.1%
	200 or more employees	-16.9%	14.5%	-1.3%	-1.3%	-19.5%	9.7%	18.4%	N/A	1.2%	1.2%	-4.1%
	Overall	**-2.9%**	**0.6%**	**0.2%**	**0.7%**	**0.6%**	**2.7%**	**3.9%**	**N/A**	**1.4%**	**1.2%**	**0.4%**

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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Establishments	Food and beverage	9,412	9,545	9,609	9,913	9,984	10,265	10,944	10,453	10,737	11,027	11,078
	Accommodation	1,927	1,927	1,906	1,913	1,896	1,844	1,901	1,869	1,870	1,925	1,912
	Transportation	3,369	3,356	3,389	3,260	3,257	3,350	3,424	3,401	3,284	3,061	3,039
	Amusement, gambling, and recreation	1,760	1,751	1,714	1,676	1,695	1,665	1,692	1,672	1,776	1,835	1,939
	Performing arts and sports	983	994	984	973	994	1,057	1,079	1,065	1,064	1,117	1,069
	Heritage institutions	211	201	212	208	208	206	214	222	207	205	206
	Overall	**17,662**	**17,774**	**17,814**	**17,943**	**18,044**	**18,533**	**19,254**	**18,682**	**18,938**	**19,170**	**19,243**
% change	Food and beverage	-1.0%	1.4%	0.7%	3.2%	0.7%	2.8%	6.6%	N/A	2.7%	2.7%	0.5%
	Accommodation	-5.0%	0.0%	-1.1%	0.4%	-0.9%	-2.7%	3.1%	N/A	0.1%	2.9%	-0.7%
	Transportation	-5.4%	-0.4%	1.0%	-3.8%	-0.1%	2.9%	2.2%	N/A	-3.4%	-6.8%	-0.7%
	Amusement, gambling, and recreation	-1.1%	-0.5%	-2.1%	-2.2%	1.1%	-1.8%	1.6%	N/A	6.2%	3.3%	5.7%
	Performing arts and sports	-9.7%	1.1%	-1.0%	-1.1%	2.2%	6.3%	2.1%	N/A	-0.1%	5.0%	-4.3%
	Heritage institutions	-2.3%	-4.7%	5.5%	-1.9%	0.0%	-1.0%	3.9%	N/A	-6.8%	-1.0%	0.5%
	Overall	**0.5%**	**-2.9%**	**0.6%**	**0.2%**	**0.7%**	**0.5%**	**2.0%**	**N/A**	**1.4%**	**1.2%**	**0.4%**

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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Establishments	Vancouver Island	2,933	2,998	3,014	3,091	3,054	3,111	3,136	2,974	3,045	3,095	3,116
	Vancouver, Coast and Mountains	9,964	10,014	10,122	10,167	10,283	10,634	11,206	10,880	11,057	11,147	11,175
	Thompson Okanagan	2,168	2,231	2,200	2,206	2,248	2,372	2,434	2,328	2,423	2,501	2,471
	Kootenay Rockies	854	873	862	860	861	862	850	820	819	823	841
	Cariboo Chilcotin Coast	360	376	357	351	351	336	330	304	291	289	316
	Northern BC	1,144	1,132	1,131	1,137	1,175	1,196	1,204	1,213	1,180	1,179	1,165
	Standard geographic coding not available	239	150	128	131	72	22	94	163	123	136	159
	Overall	**17,662**	**17,774**	**17,814**	**17,943**	**18,044**	**18,533**	**19,254**	**18,682**	**18,938**	**19,170**	**19,243**
% change	Vancouver Island	-2.7%	2.2%	0.5%	2.6%	-1.2%	1.9%	0.8%	N/A	2.4%	1.6%	0.7%
	Vancouver, Coast and Mountains	-3.7%	0.5%	1.1%	0.4%	1.1%	3.4%	5.4%	N/A	1.6%	0.8%	0.3%
	Thompson Okanagan	-7.3%	2.9%	-1.4%	0.3%	1.9%	5.5%	2.6%	N/A	4.1%	3.2%	-1.2%
	Kootenay Rockies	-3.2%	2.2%	-1.3%	-0.2%	0.1%	0.1%	-1.4%	N/A	-0.1%	0.5%	2.2%
	Cariboo Chilcotin Coast	-1.4%	4.4%	-5.1%	-1.7%	0.0%	-4.3%	-1.8%	N/A	-4.3%	-0.7%	9.3%
	Northern BC	-4.7%	-1.0%	-0.1%	0.5%	3.3%	1.8%	0.7%	N/A	-2.7%	-0.1%	-1.2%
	Overall	**-2.9%**	**0.6%**	**0.2%**	**0.7%**	**0.6%**	**2.7%**	**3.9%**	**N/A**	**1.4%**	**1.2%**	**0.4%**

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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Employment	Accommodation and food services	62,600	64,900	63,600	63,600	63,400	64,600	67,600	69,600	71,100	74,200	77,300
	Retail services	17,600	18,200	17,600	17,200	17,300	17,100	17,400	17,700	17,600	17,900	18,300
	Transportation services	27,300	27,500	27,800	27,400	27,100	26,200	25,900	26,700	27,900	28,100	29,000
	Other services	10,800	11,400	11,800	11,600	11,700	10,900	11,300	11,400	11,600	12,900	13,200
	Overall	**118,300**	**122,000**	**120,800**	**119,700**	**119,400**	**118,800**	**122,300**	**125,400**	**128,300**	**133,000**	**137,800**
% change	Accommodation and food services	3.0%	3.7%	-2.0%	0.0%	-0.3%	1.9%	4.6%	3.0%	2.2%	4.4%	4.2%
	Retail services	4.8%	3.4%	-3.3%	-2.3%	0.6%	-1.2%	1.8%	1.7%	-0.6%	1.7%	2.2%
	Transportation services	2.6%	0.7%	1.1%	-1.4%	-1.1%	-3.3%	-1.1%	3.1%	4.5%	0.7%	3.2%
	Other services	1.9%	5.6%	3.5%	-1.7%	0.9%	-6.8%	3.7%	0.9%	1.8%	11.2%	2.3%
	Overall	**3.1%**	**3.1%**	**-1.0%**	**-0.9%**	**-0.3%**	**-0.5%**	**2.9%**	**2.5%**	**2.3%**	**3.7%**	**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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Employment	Vancouver Island	21,800	24,000	22,100	19,700	19,100	17,700	21,000	19,600	20,700	22,300	22,800
	Vancouver, Coast & Mountains	73,100	73,800	75,200	76,500	75,800	76,300	75,700	79,100	80,700	82,800	88,000
	Thompson Okanagan	12,500	11,900	11,900	12,400	13,100	13,400	12,700	14,600	14,300	15,200	14,600
	Kootenay Rockies	3,900	4,500	4,000	4,100	4,400	4,500	4,800	4,200	4,200	4,600	4,700
	Cariboo Chilcotin Coast	1,800	1,900	1,800	1,700	1,700	1,600	2,000	1,800	1,800	1,600	1,600
	Northern BC	5,300	5,800	5,800	5,300	5,300	5,200	6,000	6,100	6,700	6,500	6,100
	Overall	118,300	122,000	120,800	119,700	119,400	118,800	122,300	125,400	128,300	133,000	137,800
% change	Vancouver Island	-5.2%	10.1%	-7.9%	-10.9%	-3.0%	-7.3%	18.6%	-6.7%	5.6%	7.7%	2.2%
	Vancouver, Coast & Mountains	6.4%	1.0%	1.9%	1.7%	-0.9%	0.7%	-0.8%	4.5%	2.0%	2.6%	6.3%
	Thompson Okanagan	8.7%	-4.8%	0.0%	4.2%	5.6%	2.3%	-5.2%	15.0%	-2.1%	6.3%	-3.9%
	Kootenay Rockies	-9.3%	15.4%	-11.1%	2.5%	7.3%	2.3%	6.7%	-12.5%	0.0%	9.5%	2.2%
	Cariboo Chilcotin Coast	-10.0%	5.6%	-5.3%	-5.6%	0.0%	-5.9%	25.0%	-10.0%	0.0%	-11.1%	0.0%
	Northern BC	0.0%	9.4%	0.0%	-8.6%	0.0%	-1.9%	15.4%	1.7%	9.8%	-3.0%	-6.2%
	Overall	**3.1%**	**3.1%**	**-1.0%**	**-0.9%**	**-0.3%**	**-0.5%**	**2.9%**	**2.5%**	**2.3%**	**3.7%**	**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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Wages & salaries ($ M)	Accommodation and food services	$1,582	$1,592	$1,495	$1,561	$1,563	$1,610	$1,663	$1,802	$1,873	$1,888	$2,065
	Retail services	$425	$462	$457	$461	$458	$467	$492	$511	$539	$552	$579
	Transportation services	$1,408	$1,469	$1,464	$1,428	$1,419	$1,407	$1,451	$1,543	$1,728	$1,684	$1,782
	Other services	$349	$367	$388	$392	$407	$398	$438	$446	$475	$501	$518
	Overall	**$3,764**	**$3,889**	**$3,805**	**$3,841**	**$3,847**	**$3,881**	**$4,044**	**$4,301**	**$4,615**	**$4,625**	**$4,944**
% change	Accommodation and food services	8.1%	0.6%	-6.1%	4.4%	0.1%	3.0%	3.3%	8.4%	3.9%	0.8%	9.4%
	Retail services	7.9%	8.7%	-1.1%	0.9%	-0.7%	2.0%	5.4%	3.9%	5.5%	2.4%	4.9%
	Transportation services	7.0%	4.3%	-0.3%	-2.5%	-0.6%	-0.8%	3.1%	6.3%	12.0%	-2.5%	5.8%
	Other services	-14.5%	5.2%	5.7%	1.0%	3.8%	-2.2%	10.1%	1.8%	6.5%	5.5%	3.4%
	Overall	**5.1%**	**3.3%**	**-2.2%**	**0.9%**	**0.2%**	**0.9%**	**4.2%**	**6.4%**	**7.3%**	**0.2%**	**6.9%**

Source: BC Stats.

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

	Sectors	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Average Compensation	Accommodation and food services	$25,272	$24,530	$23,506	$24,544	$24,653	$24,923	$24,601	$25,891	$26,343	$25,445	$26,714
	Retail services	$24,148	$25,385	$25,966	$26,802	$26,474	$27,310	$28,276	$28,870	$30,625	$30,838	$31,639
	Transportation services	$51,575	$53,418	$52,662	$52,117	$52,362	$53,702	$56,023	$57,790	$61,935	$59,929	$61,448
	Other services	$32,315	$32,193	$32,881	$33,793	$34,786	$36,514	$38,761	$39,123	$40,948	$38,837	$39,242
	Overall	**$31,817**	**$31,877**	**$31,498**	**$32,089**	**$32,219**	**$32,668**	**$33,066**	**$34,298**	**$35,970**	**$34,774**	**$35,878**
% change	Accommodation and food services	5.0%	-2.9%	-4.2%	4.4%	0.4%	1.1%	-1.3%	5.2%	1.7%	-3.4%	5.0%
	Retail services	3.0%	5.1%	2.3%	3.2%	-1.2%	3.2%	3.5%	2.1%	6.1%	0.7%	2.6%
	Transportation services	4.2%	3.6%	-1.4%	-1.0%	0.5%	2.6%	4.3%	3.2%	7.2%	-3.2%	2.5%
	Other services	-16.0%	-0.4%	2.1%	2.8%	2.9%	5.0%	6.2%	0.9%	4.7%	-5.2%	1.0%
	Overall	**1.9%**	**0.2%**	**-1.2%**	**1.9%**	**0.4%**	**1.4%**	**1.2%**	**3.7%**	**4.9%**	**-3.3%**	**3.2%**

Source: BC Stats.

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

	Market	2011	2012	2013	2014	2015	2016	2017
Visitor Volume ('000s)	British Columbia	9,926	10,469	10,745	10,557	11,542	10,776	11,471
	Alberta	2,529	2,151	2,766	2,531	2,411	2,912	3,103
	Ontario	530	563	677	587	642	1,058	853
	Quebec	109	116	121	128	79	166	95
	Prairies	298	278	321	328	318	389	467
	Atlantic	51	46	52	93	74	88	58
	Overall	**13,443**	**13,624**	**14,683**	**14,223**	**15,067**	**15,388**	**16,047**
% change	British Columbia	N/A	5.5%	2.6%	-1.7%	9.3%	-6.6%	6.4%
	Alberta	N/A	-15.0%	28.6%	-8.5%	-4.7%	20.8%	6.6%
	Ontario	N/A	6.2%	20.2%	-13.3%	9.4%	64.7%	-19.3%
	Quebec	N/A	6.7%	4.3%	5.8%	-38.3%	110.2%	-42.9%
	Prairies	N/A	-6.8%	15.5%	2.2%	-3.0%	22.3%	20.0%
	Atlantic	N/A	-9.5%	13.0%	78.8%	-20.0%	18.5%	-33.8%
	Overall	**N/A**	**1.3%**	**7.8%**	**-3.1%**	**5.9%**	**2.1%**	**4.3%**

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	2011	2012	2013	2014	2015	2016	2017
Visitor Volume ('000s)	British Columbia	$2,978	$3,145	$3,134	$3,218	$3,351	$3,225	$3,566
	Alberta	$1,240	$1,056	$1,523	$1,208	$1,380	$1,394	$1,636
	Ontario	$469	$550	$545	$494	$624	$1,123	$1,102
	Quebec	$128	$134	$151	$152	$101	$225	$90
	Prairies	$193	$182	$244	$283	$264	$271	$344
	Atlantic	$48	$67	$72	$82	$90	$61	$59
	Overall	**$5,055**	**$5,134**	**$5,670**	**$5,437**	**$5,810**	**$6,299**	**$6,797**
% change	British Columbia	N/A	5.6%	-0.3%	2.7%	4.1%	-3.7%	10.6%
	Alberta	N/A	-14.8%	44.2%	-20.7%	14.2%	1.0%	17.4%
	Ontario	N/A	17.4%	-1.0%	-9.3%	26.3%	79.9%	-1.9%
	Quebec	N/A	4.4%	13.2%	0.3%	-33.3%	121.7%	-60.0%
	Prairies	N/A	-5.3%	33.6%	16.0%	-6.6%	2.4%	27.0%
	Atlantic	N/A	39.7%	8.0%	14.2%	9.4%	-32.3%	-4.0%
	Overall	**N/A**	**1.6%**	**10.4%**	**-4.1%**	**6.9%**	**8.4%**	**7.9%**

Source: Statistics Canada, Travel Survey of Residents of Canada.

Note: 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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Volume ('000)	**United States**	**3,394**	**3,147**	**2,899**	**2,955**	**2,904**	**2,941**	**2,865**	**3,112**	**3,426**	**3,437**	**3,669**
	Washington	1,201	1,187	1,153	1,134	1,152	1,208	1,280	1,404	1,465	1,477	1,521
	California	474	419	375	414	418	425	394	458	529	540	550
	Oregon	188	162	148	186	194	185	165	170	237	235	247
	Arizona	78	64	61	54	63	67	58	60	52	54	58
	Florida	91	93	65	85	84	67	84	63	98	76	88
	Texas	127	117	118	91	76	103	79	79	88	107	121
	Asia/Pacific	**765**	**738**	**611**	**713**	**688**	**723**	**840**	**908**	**1,074**	**1,225**	**1,247**
	Japan	172	125	84	105	86	90	94	110	127	124	108
	Hong Kong	63	77	60	69	61	66	75	82	87	97	104
	Australia	144	142	129	126	137	138	177	189	221	244	243
	South Korea	110	104	73	94	88	88	61	71	89	94	83
	China	69	90	92	109	130	155	205	222	281	308	324
	New Zealand	25	36	31	35	24	35	36	41	43	44	43
	India	22	23	26	48	29	21	54	53	54	61	81
	Europe	**635**	**624**	**557**	**601**	**559**	**502**	**543**	**579**	**667**	**682**	**696**
	United Kingdom	324	293	235	231	216	194	227	237	285	286	288
	Germany	101	112	111	120	102	98	101	104	112	125	124
	Netherlands	48	50	43	50	41	36	34	37	44	47	50
	France	23	27	25	31	35	30	27	34	34	34	37
	Mexico	**69**	**82**	**64**	**54**	**55**	**57**	**72**	**80**	**103**	**138**	**154**
	Other International	**48**	**39**	**44**	**41**	**56**	**59**	**55**	**68**	**72**	**113**	**134**
	TOTAL INTERNATIONAL	4,911	4,630	4,175	4,364	4,262	4,282	4,375	4,747	5,342	5,596	5,899

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 international visitor volume and expenditure data, and years beyond, cannot be compared to years prior.

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

	Market	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Volume (% change)	**United States**	**-3.5%**	**-7.3%**	**-7.9%**	**1.9%**	**-1.8%**	**1.3%**	**N/A**	**3.6%**	**8.6%**	**10.1%**	**0.3%**
	Washington	-4.5%	-1.2%	-2.8%	-1.7%	1.6%	4.9%	N/A	-0.7%	9.7%	4.4%	0.8%
	California	-2.9%	-11.6%	-10.4%	10.3%	1.0%	1.7%	N/A	3.0%	16.3%	15.5%	2.0%
	Oregon	-9.9%	-13.7%	-9.0%	25.7%	4.7%	-4.5%	N/A	5.9%	3.0%	39.2%	-0.6%
	Arizona	4.1%	-18.2%	-4.6%	-10.5%	16.1%	5.9%	N/A	26.8%	4.7%	-14.5%	4.0%
	Florida	-2.5%	2.1%	-29.6%	29.8%	-0.6%	-20.5%	N/A	60.8%	-24.0%	54.0%	-22.3%
	Texas	-7.1%	-7.5%	0.2%	-22.5%	-16.8%	35.4%	N/A	-11.7%	-1.1%	11.8%	22.3%
	Asia/Pacific	**2.8%**	**-3.5%**	**-17.3%**	**16.7%**	**-3.5%**	**5.0%**	**N/A**	**10.4%**	**8.1%**	**18.2%**	**14.1%**
	Japan	-5.9%	-27.6%	-33.0%	26.1%	-18.3%	4.1%	N/A	5.3%	16.9%	15.4%	-2.3%
	Hong Kong	9.8%	22.0%	-22.4%	15.9%	-12.8%	8.2%	N/A	7.6%	9.4%	6.0%	11.6%
	Australia	20.8%	-1.6%	-9.2%	-2.2%	9.0%	0.6%	N/A	4.5%	6.7%	17.0%	10.3%
	South Korea	-8.1%	-5.7%	-29.6%	28.4%	-6.6%	0.0%	N/A	6.5%	16.7%	25.1%	6.2%
	China	6.4%	30.0%	2.2%	17.9%	20.0%	19.1%	N/A	28.4%	8.5%	26.6%	9.6%
	New Zealand	8.4%	44.5%	-14.0%	12.8%	-32.2%	45.8%	N/A	2.0%	13.1%	5.1%	1.1%
	India	140.4%	5.3%	14.7%	81.4%	-38.5%	-29.6%	N/A	22.0%	-3.5%	2.7%	13.1%
	Europe	**10.3%**	**-1.8%**	**-10.7%**	**7.9%**	**-6.9%**	**-10.2%**	**N/A**	**2.6%**	**6.6%**	**15.3%**	**2.2%**
	United Kingdom	12.2%	-9.4%	-19.8%	-1.9%	-6.4%	-10.1%	N/A	1.2%	4.5%	20.3%	0.3%
	Germany	-2.8%	10.3%	-0.7%	7.8%	-14.8%	-4.3%	N/A	1.8%	3.5%	7.2%	12.1%
	Netherlands	7.4%	5.1%	-15.5%	17.9%	-17.5%	-12.0%	N/A	6.9%	9.2%	16.8%	7.2%
	France	23.0%	16.8%	-6.8%	21.6%	14.2%	-14.5%	N/A	1.1%	25.9%	-0.6%	0.6%
	Mexico	**11.5%**	**19.9%**	**-22.4%**	**-16.1%**	**3.6%**	**3.2%**	**N/A**	**20.1%**	**10.7%**	**29.0%**	**33.8%**
	Other International	**-7.4%**	**-19.1%**	**15.2%**	**-7.0%**	**35.1%**	**6.0%**	**N/A**	**6.0%**	**24.2%**	**6.5%**	**56.9%**
	TOTAL INTERNATIONAL	**-0.8%**	**-5.7%**	**-9.8%**	**4.5%**	**-2.3%**	**0.5%**	**N/A**	**5.0%**	**8.5%**	**12.5%**	**4.7%**

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 international visitor volume and expenditure data, and years beyond, cannot be compared to years prior.

Table 20: International visitor expenditures by market of origin

	Market	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Expenditures ($ M)	**United States**	**$1,671**	**$1,567**	**$1,424**	**$1,519**	**$1,468**	**$1,495**	**$1,287**	**$1,642**	**$1,867**	**$2,158**	**$2,218**
	Washington	$369	$365	$364	$384	$402	$418	$360	$455	$608	$703	$724
	California	$323	$290	$246	$261	$270	$284	$244	$309	$369	$427	$444
	Oregon	$94	$95	$91	$97	$90	$78	$67	$106	$82	$95	$96
	Arizona	$47	$38	$36	$39	$34	$43	$37	$53	$39	$45	$48
	Florida	$46	$42	$36	$55	$47	$49	$42	$55	$23	$27	$21
	Texas	$80	$83	$77	$72	$54	$75	$64	$64	$50	$58	$72
	Asia/Pacific	**$844**	**$898**	**$786**	**$845**	**$866**	**$879**	**$994**	**$1,317**	**$1,340**	**$1,734**	**$2,013**
	Japan	$194	$164	$138	$111	$126	$125	$70	$117	$161	$204	$203
	Hong Kong	$58	$70	$59	$64	$64	$70	$57	$80	$86	$97	$110
	Australia	$177	$191	$172	$166	$196	$200	$338	$379	$354	$419	$472
	South Korea	$138	$165	$117	$150	$134	$125	$52	$77	$94	$125	$136
	China	$101	$121	$135	$132	$140	$172	$170	$302	$350	$506	$566
	New Zealand	$22	$48	$49	$42	$29	$43	$61	$64	$70	$83	$85
	India	$11	$16	$18	$37	$23	$11	$16	$39	$23	$36	$42
	Europe	**$808**	**$807**	**$698**	**$764**	**$731**	**$662**	**$677**	**$741**	**$825**	**$977**	**$1,022**
	United Kingdom	$392	$369	$268	$263	$253	$243	$303	$345	$360	$394	$403
	Germany	$113	$147	$156	$163	$146	$139	$126	$143	$171	$173	$199
	Netherlands	$54	$67	$57	$61	$49	$51	$39	$43	$66	$81	$88
	France	$37	$26	$30	$44	$54	$39	$21	$28	$38	$48	$49
	Mexico	**$83**	**$96**	**$89**	**$67**	**$66**	**$90**	**$54**	**$92**	**$117**	**$128**	**$175**
	Other International	**$59**	**$46**	**$53**	**$45**	**$63**	**$76**	**$10**	**$12**	**$84**	**$74**	**$119**
	TOTAL INTERNATIONAL	$3,466	$3,414	$3,049	$3,240	$3,194	$3,201	$3,022	$3,803	$4,234	$5,072	$5,547

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 international visitor volume and expenditure data, and years beyond, cannot be compared to years prior.

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

	Market	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Expenditures (% change)	**United States**	**-3.2%**	**-6.3%**	**-9.1%**	**6.7%**	**-3.4%**	**1.9%**	***N/A***	**27.6%**	**13.7%**	**15.6%**	**2.8%**
	Washington	-0.6%	-1.1%	-0.2%	5.6%	4.6%	3.9%	*N/A*	26.5%	33.7%	15.6%	3.0%
	California	-1.6%	-10.4%	-15.3%	6.5%	3.2%	5.3%	*N/A*	26.5%	19.4%	15.6%	4.1%
	Oregon	7.2%	1.7%	-5.1%	7.5%	-7.3%	-13.6%	*N/A*	57.9%	-22.7%	15.6%	1.5%
	Arizona	-3.7%	-18.7%	-5.8%	7.5%	-12.9%	26.6%	*N/A*	43.2%	-25.6%	15.6%	6.2%
	Florida	-13.9%	-9.7%	-13.0%	50.4%	-13.5%	2.6%	*N/A*	32.2%	-58.3%	15.6%	-20.7%
	Texas	-13.1%	4.3%	-8.1%	-5.9%	-25.0%	38.2%	*N/A*	-1.1%	-21.2%	15.6%	24.9%
	Asia/Pacific	**2.4%**	**6.4%**	**-12.4%**	**7.5%**	**2.5%**	**1.5%**	***N/A***	**32.5%**	**1.7%**	**29.4%**	**16.1%**
	Japan	-15.6%	-15.7%	-19.8%	14.0%	-0.6%	-7.0%	*N/A*	66.3%	38.1%	26.3%	-0.2%
	Hong Kong	10.4%	20.0%	-15.0%	8.0%	-0.2%	10.1%	*N/A*	40.8%	8.2%	12.4%	13.9%
	Australia	23.2%	8.1%	-10.0%	-3.5%	18.3%	2.0%	*N/A*	12.1%	-6.5%	18.3%	12.6%
	South Korea	-15.1%	19.5%	-28.8%	27.5%	-10.1%	-7.4%	*N/A*	48.2%	20.8%	34.1%	8.4%
	China	34.3%	20.3%	11.6%	-2.6%	6.2%	22.9%	*N/A*	78.0%	15.6%	44.8%	11.9%
	New Zealand	17.3%	114.4%	1.6%	-14.6%	-29.1%	44.7%	*N/A*	5.6%	7.9%	19.0%	3.2%
	India	249.1%	41.7%	10.0%	110.5%	-38.7%	-51.3%	*N/A*	143.1%	-41.0%	59.8%	15.5%
	Europe	**17.6%**	**-0.1%**	**-13.6%**	**9.6%**	**-4.3%**	**-9.5%**	***N/A***	**9.4%**	**11.4%**	**18.4%**	**4.6%**
	United Kingdom	16.1%	-6.0%	-27.3%	-1.9%	-3.8%	-3.9%	*N/A*	13.8%	4.4%	9.4%	2.4%
	Germany	-10.5%	30.5%	6.0%	4.6%	-10.3%	-5.3%	*N/A*	12.9%	20.1%	1.2%	14.5%
	Netherlands	6.4%	24.4%	-14.2%	7.5%	-19.6%	2.9%	*N/A*	9.0%	52.8%	23.3%	9.4%
	France	42.9%	-29.7%	15.6%	43.3%	24.0%	-27.7%	*N/A*	34.8%	33.6%	26.5%	2.7%
	Mexico	**5.7%**	**15.5%**	**-7.3%**	**-24.9%**	**-1.3%**	**35.2%**	***N/A***	**68.1%**	**28.2%**	**9.2%**	**36.6%**
	Other International	**-1.1%**	**-21.9%**	**14.7%**	**-14.8%**	**40.1%**	**19.8%**	***N/A***	**16.1%**	**633.1%**	**-11.9%**	**60.2%**
	TOTAL INTERNATIONAL	**2.6%**	**-1.5%**	**-10.7%**	**6.3%**	**-1.4%**	**0.2%**	***N/A***	**25.9%**	**11.3%**	**19.8%**	**9.4%**

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 international visitor volume and expenditure data, and years beyond, cannot be compared to years prior.

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For more information, please contact:

RESEARCH AND ANALYTICS
TourismResearch@DestinationBC.ca