

value of tourism in 2011

OVERVIEW

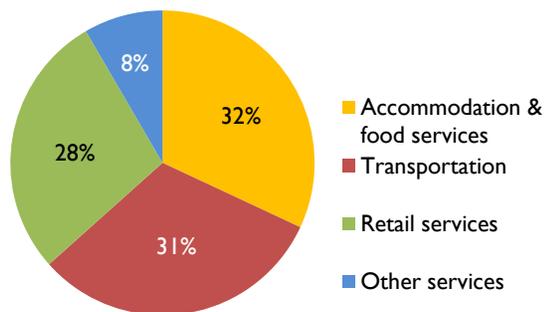
This summary publication complements the full 'Value of Tourism in British Columbia: Trends from 2001 to 2011' report.

TOURISM REVENUE

Total tourism revenue

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism activities. In 2011, the tourism industry generated \$13.4 billion in revenue, a slight 1.4% increase from 2010, and a 39% increase from 2001.

Share of 2011 tourism revenue by sector



Provincial tax tourism revenue

Tourism-related provincial tax revenue generated \$1.13 billion in 2011, an increase of 23% over 2010, and of 61% since 2001. This increase was due to the growth of the tourism industry and the implementation of the Harmonized Sales Tax (HST), in which more services became subject to sales tax.

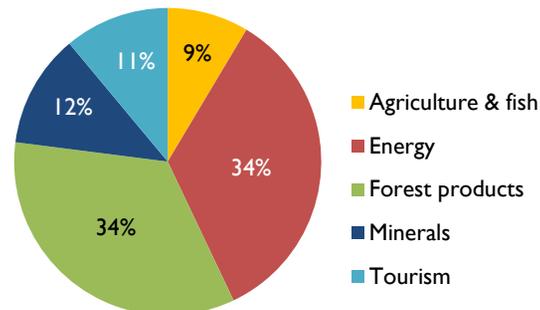
Accommodation room revenue

Estimates of provincial accommodation room revenue are no longer available due to the elimination of the Hotel Room Tax.

Tourism export revenue

In 2011, tourism export revenue generated \$3.2 billion, 1.4% decline over 2010, and a 12% decline since 2001. Tourism export revenue was similar to that of the mineral (\$3.5B) and agriculture & fish (\$2.5B) primary resource industries, but lower than that of forest products (\$10.0B) or energy products (\$10.1B).

Export revenues from BC's primary resource commodities



Tourism gross domestic product

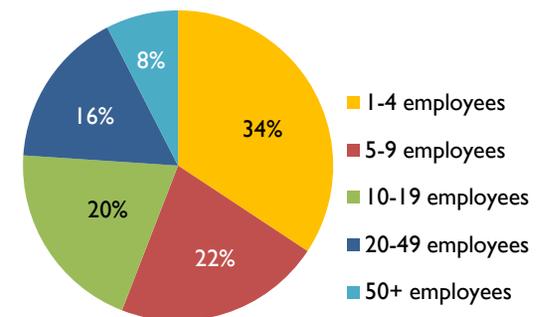
The tourism industry contributed \$6.5 billion of added value to the BC economy, as measured through GDP (in 2002 constant dollars). While only a small increase of 1.2% over 2010, this is a significant increase of 23% since 2001. Tourism contributed more to GDP than each of the other primary resource industries. GDP contributions of the tourism sectors were similar to their shares of total tourism revenue.

TOURISM BUSINESSES AND PEOPLE

Tourism businesses

In 2011, there were 18,034 tourism-related businesses in operation in BC, similar to both 2010 (up 0.5%) and 2001 (down 0.4%).

Share of 2011 tourism businesses by size



Tourism employment

In 2011, there were 126,700 people were employed in tourism-related businesses, similar to 2010 (down 0.5%), and a 15% increase since 2001.

Tourism wages and salaries

In 2011, the tourism industry paid \$4.4 billion in wages and salaries, similar to 2010 (down 0.7%), and a 30% increase since 2001. Average compensation in the tourism industry, in 2011 was \$34,538, essentially the same as in 2010 (down by 0.2%), but up 12% since 2001.

DATA SOURCES

BC Stats in partnership with Tourism BC.