

value of tourism in 2012

A SNAPSHOT OF TOURISM IN BC

OVERVIEW

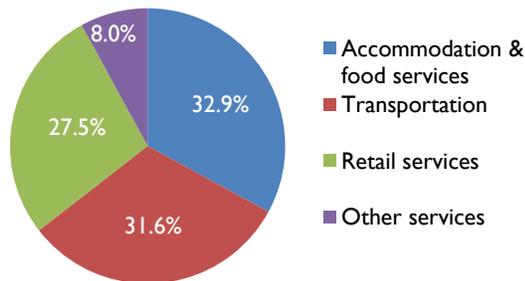
This publication provides a snapshot of the economic value of tourism to British Columbia in 2012. It is also a complementary piece to the full 'Value of Tourism in British Columbia: Trends from 2002 to 2012' report. Information provided in this snapshot is from BC Stats, in partnership with Destination British Columbia and from the International Travel Survey.

TOURISM REVENUE

Total tourism revenue

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism activities. In 2012, the tourism industry generated \$13.5 billion in revenue, a 2.5% increase over 2011, and a 40.5% increase from 2002.

Share of 2012 tourism revenue by sector



Provincial tax tourism revenue

Tourism-related provincial tax revenue generated \$1.2 billion in 2012, an increase of 4.7% over 2011, and of 72.6% since 2002. This increase since 2002 was due to the growth of the tourism industry and to consumer taxes, such as the Harmonized Sales Tax (HST).

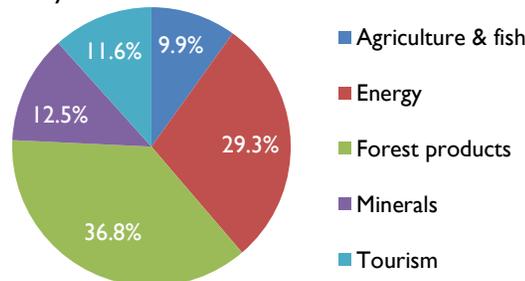
Accommodation room revenue

In 2012, \$1.5 billion of accommodation room revenue was earned in communities with the Municipal Regional District Tax (MRDT), an increase of 1.6% from 2011.

Tourism export revenue

In 2012, tourism export revenue generated \$3.2 billion, a slight, 0.2% increase over 2011, and a 12.6% decline since 2002. Tourism export revenue was similar to that of the mineral (\$3.5B) and agriculture and fish (\$2.7B) primary resource industries, but lower than that of forest products (\$10.2B) or energy products (\$8.1B).

Export revenues from BC's primary resource commodities



Tourism gross domestic product

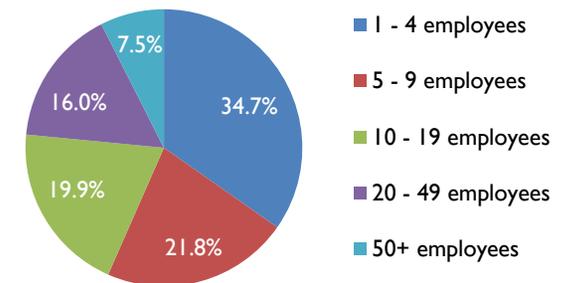
The tourism industry contributed \$7.1 billion of value added to the BC economy, as measured through GDP (in 2007 constant dollars). This represents 1.5% growth over 2011 and 4.4% growth since 2007. In 2012, tourism contributed more to GDP than the forestry and agriculture and fish primary resource industries but less (65.8%) than the mining, oil and gas extraction industry. GDP contributions of the tourism sectors were similar to their shares of total tourism revenue.

TOURISM BUSINESSES AND PEOPLE

Tourism businesses

In 2012, 18,387 tourism-related businesses were in operation in BC, up 2.0% from 2011 and 2.2% from 2002.

2012 tourism businesses by size



Tourism employment

In 2012, 127,300 people were employed in tourism-related businesses, similar to 2011 (up 0.6%), and a 14.8% increase since 2002.

Tourism wages and salaries

In 2012, the tourism industry paid \$4.3 billion in wages and salaries, up 4.0% from 2011, and a 30.5% increase since 2002. Average compensation in the tourism industry, in 2012 was \$34,069, up 3.3% from 2011 and 13.7% since 2002.

For more information, please contact:

Destination British Columbia

Research, Planning & Evaluation

Email: tourismresearch@destinationbc.ca

Phone: 1.877.877.8811

Website: www.destinationbc.ca/research.aspx