

# Profile of B.C.'s Tourism Sector

# How big is the tourism sector?

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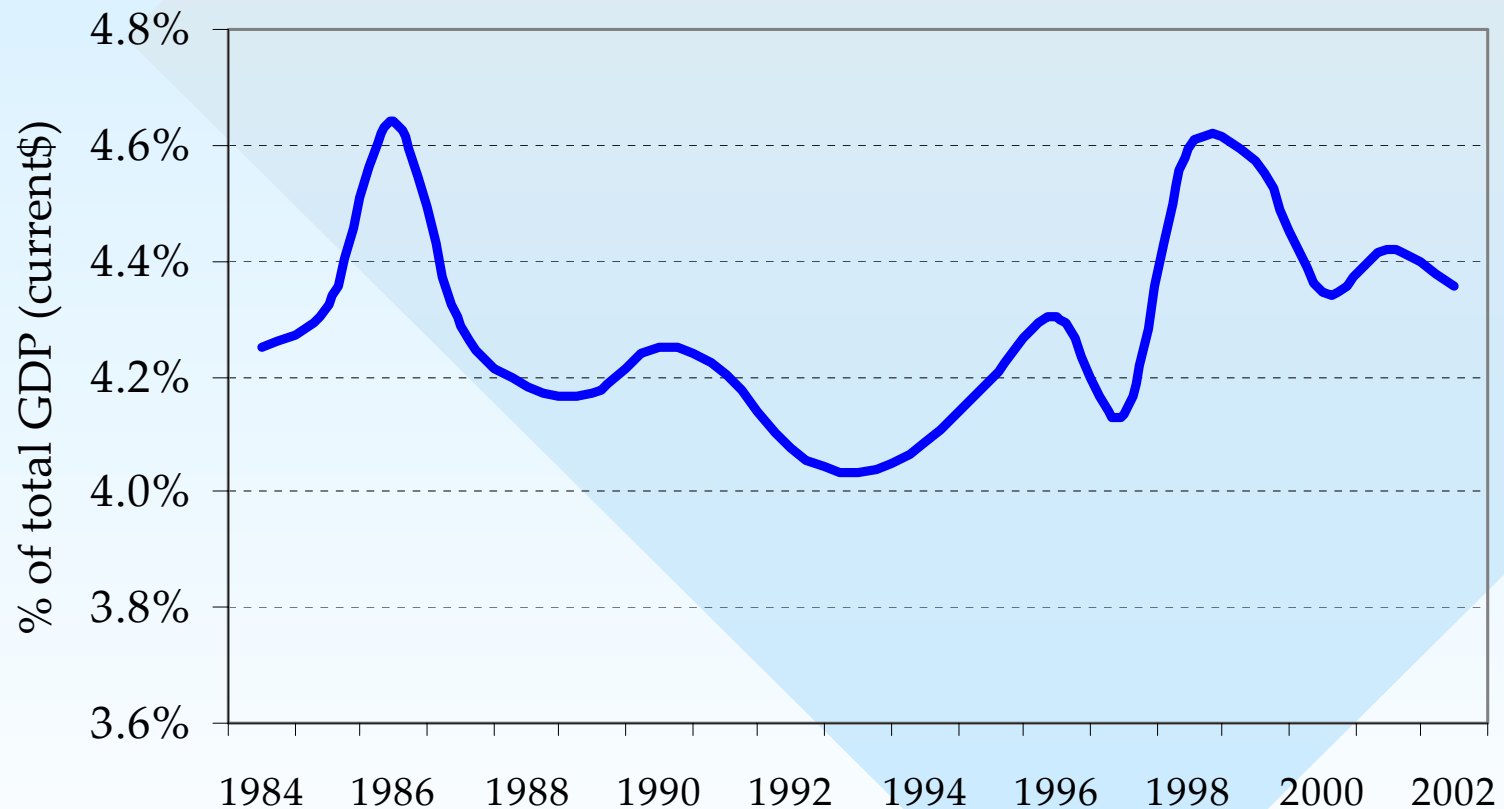
- Tourism Revenues totaled \$8.95 billion in 2003, down by 4.1 percent from 2002 levels.
- 21.87 million visitors in 2003.
  - 10.9 million from within B.C.
  - 4.6 million from other parts of Canada
  - 6.4 million from other countries – a drop in visitors from all countries except Mexico

# How many businesses are there in the tourism sector?

- In 2001, there were 17,966 tourism establishments in B.C. (approx. 1 in every 9 businesses with employees).
  - Food & beverage service 9,450
  - Transportation 3,502
  - Accommodation 2,108
  - Amusement, gambling, recreation 1,822
  - Performing arts, heritage etc. 1,084
- **92% of these firms have fewer than 50 employees**
- **Wage and salary bill of \$3.2 billion in 2001**

# What does tourism contribute to B.C.'s economy?

**Tourism GDP as a percent of Total GDP**



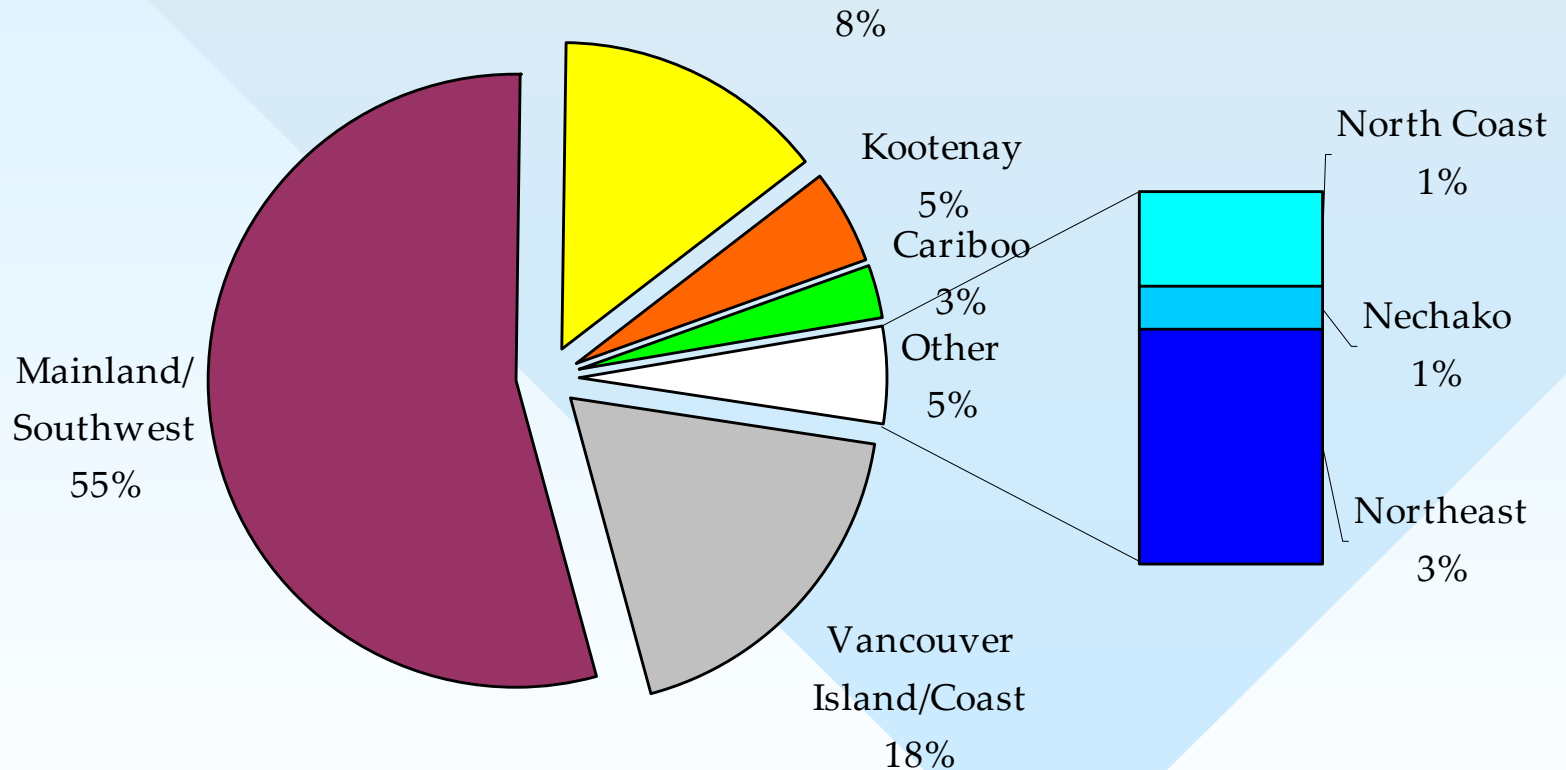
*Source: BC Stats*

# Where in the province is tourism happening?

## Regional Distribution of B.C. Tourism Room Revenues, 2003

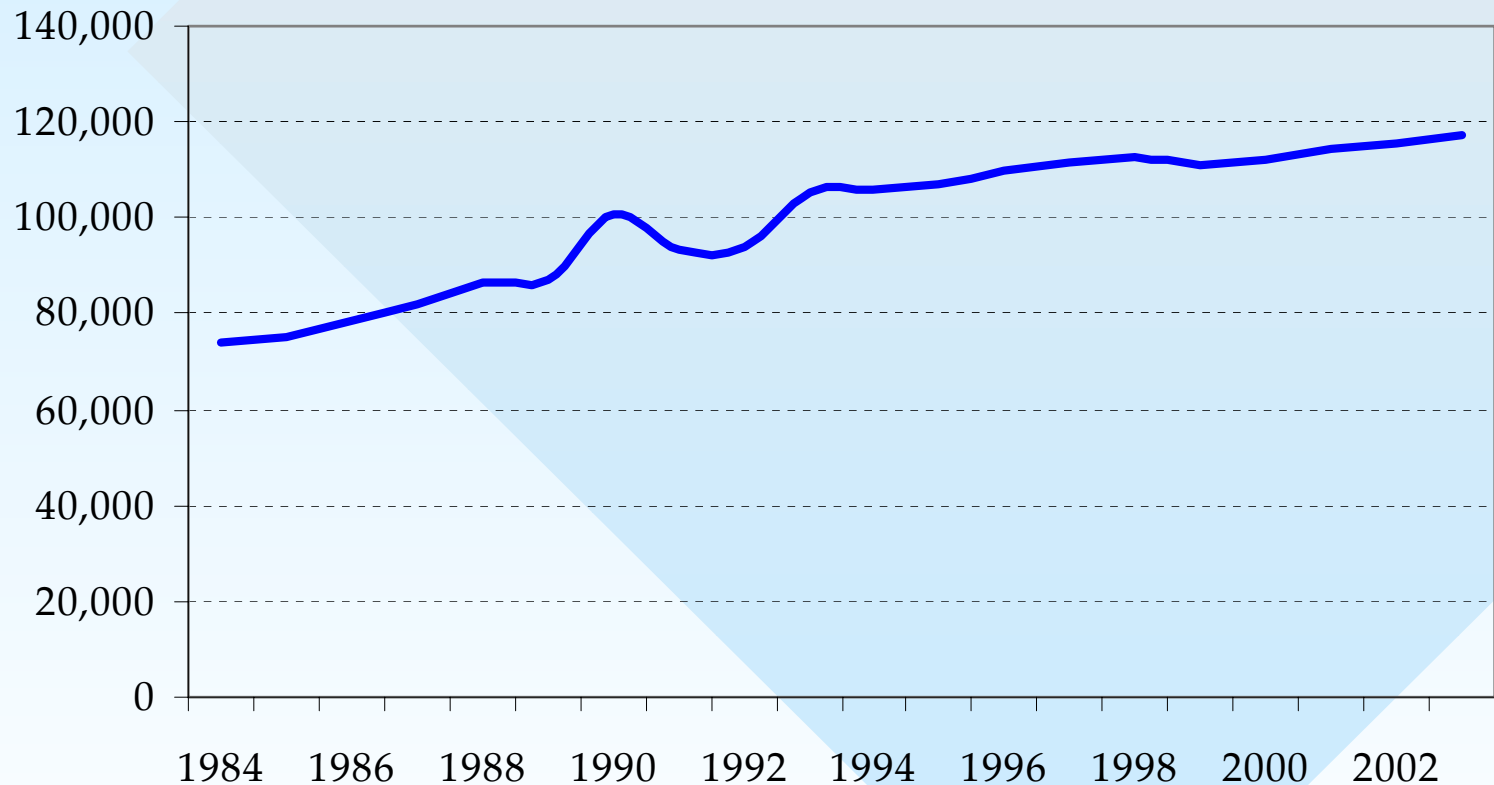
Total = \$1.487 billion

Thompson/Okan.  
8%



# How many people are employed in tourism in B.C.?

Direct Employment\* in B.C.'s Tourism sector



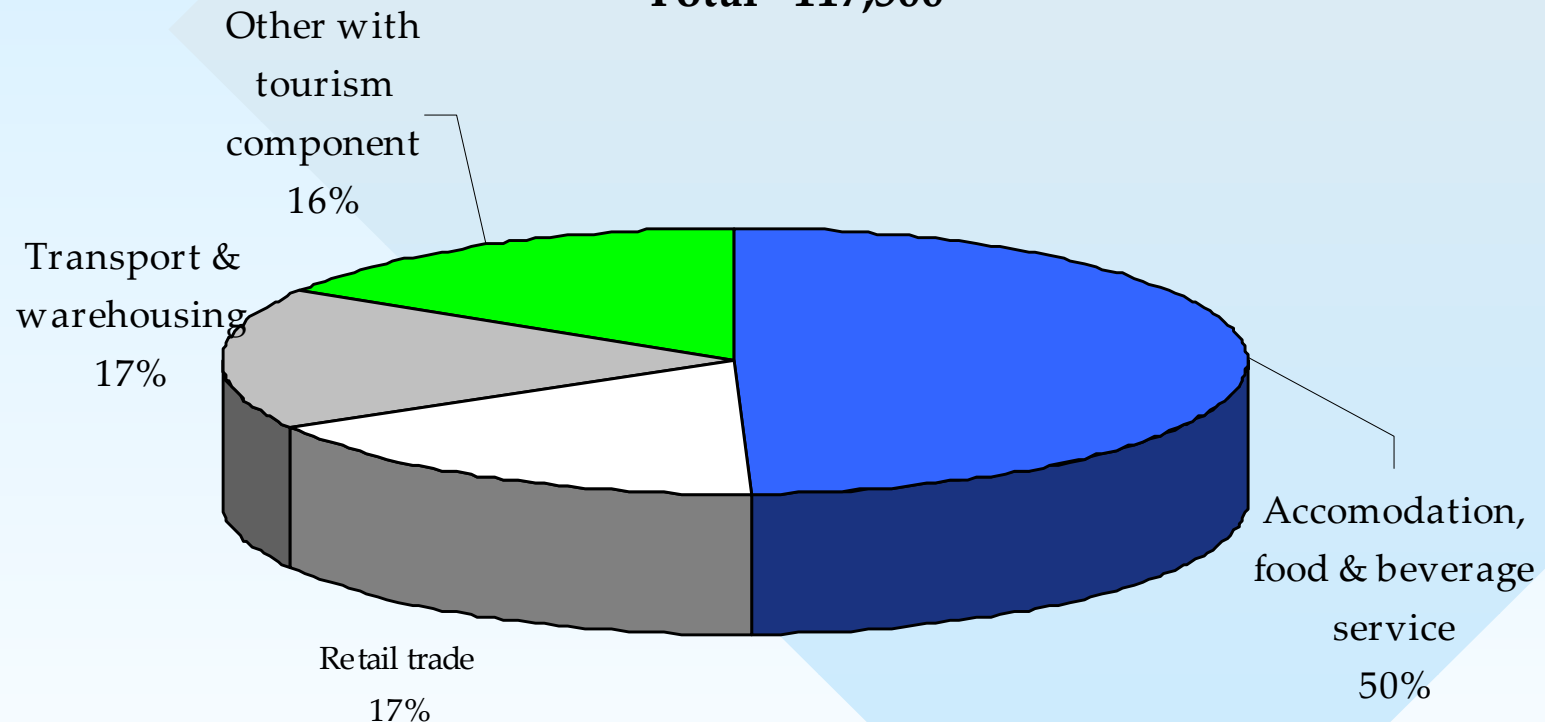
\* Estimates do not include self-employed

Source: BC Stats

# What sectors of the economy generate tourism employment?

## Tourism Employment by Industry Sector, 2003\*

Total =117,500



Source: BC Stats

\* based on average, Jan-Nov, Source BC Stats

# Current climate in the tourism sector

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- General slowdown was already being felt the beginning of 2001, The events of Sept 11, 2001, followed by SARS and Iraq war impacted B.C. tourism further.
- Visitor levels continued to fall throughout 2003.
- Number of international visitors had begun to rise in 2003, but dropped again in 2003.
  - Visitors from Asia/Pacific down by 19.4%,
  - European steady
  - U.S visitors down by 7.7%
  - Visitors from Mexico up by 9.4%



# Emerging opportunities

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- A slight upswing is expected for 2004 – visitor volumes expected to rise by 2.8%, with strongest growth in a renewed international visitor base.
- New tourism niche markets being developed:
  - Eco-tourism
  - Native Culture tours
  - Sports and recreation packages
  - Agri-tourism