

2020 Value of Tourism

A Snapshot of Tourism in BC

OVERVIEW

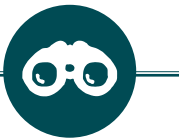
This information provides insight into the annual economic value of tourism in British Columbia and the impact of COVID-19 on the tourism industry in 2020. This is complementary to the Value of Tourism in British Columbia: Trends from 2010 to 2020 Data Tables; available early 2022. Information provided is produced by BC Stats for Destination BC.

TOTAL TOURISM REVENUE



Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

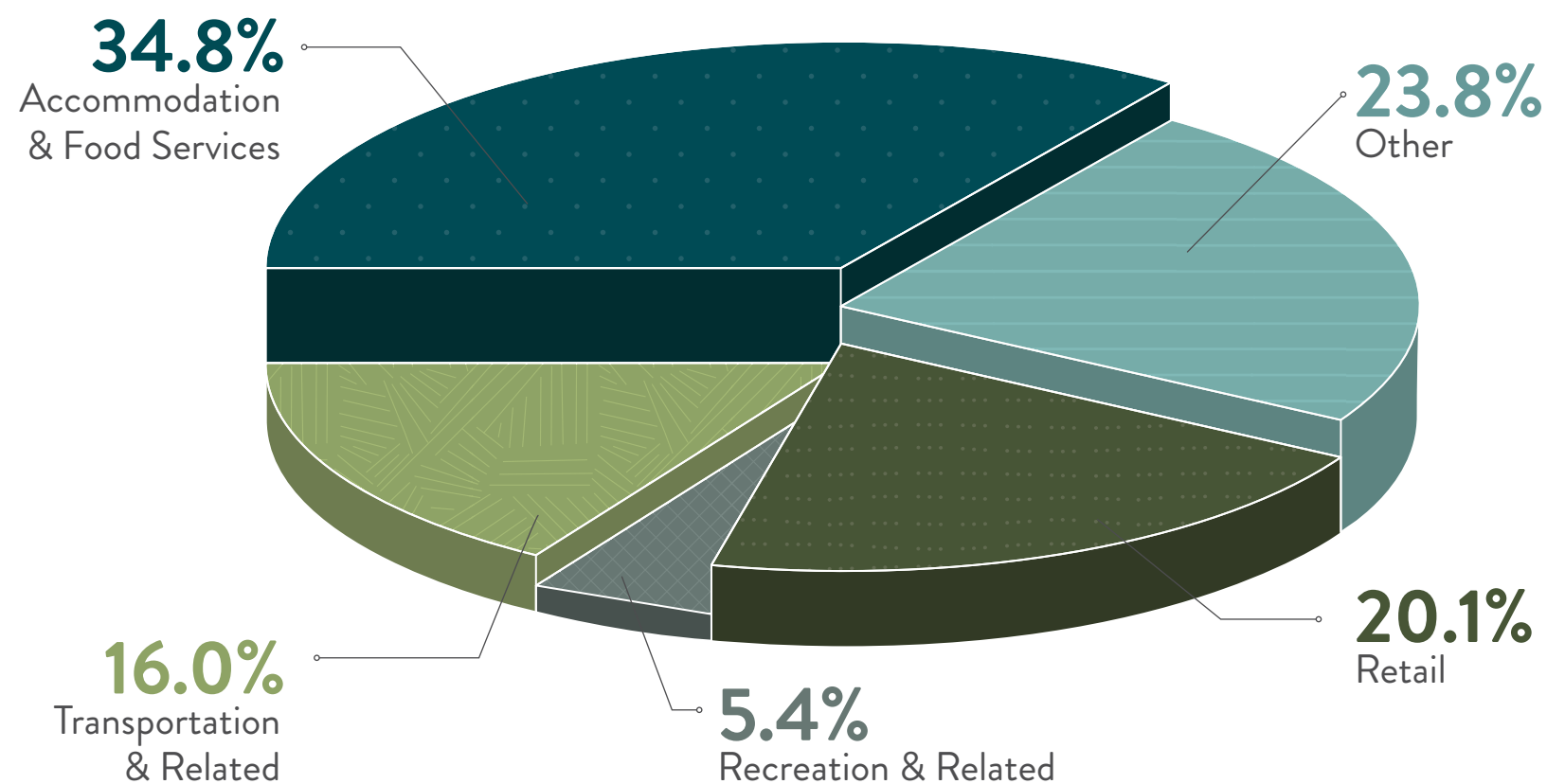
\$7.1 Billion
2020 Annual Revenue



-64.9%
Over 2019

-47.6%
Since 2010

2020 SHARE OF TOURISM REVENUE BY SERVICE AREA



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



\$731 Million

-58.8%
Over 2019

-30.6%
Since 2010

ESTIMATED ROOM REVENUE

Based on 65 participating MRDT communities in 2020, 62 in 2019, and 50 in 2010..



\$1.4 Billion

-54.9%
Over 2019

-7.2%
Since 2010

Due to methodological adjustments and updated data releases, the tourism economic performance indicators published in 2022 should not be compared to the values published prior as all changes have been applied retrospectively. Updated retrospective values will be available in the Value of Tourism British Columbia: Trends from 2010 to 2020 Data Tables; available early 2022.

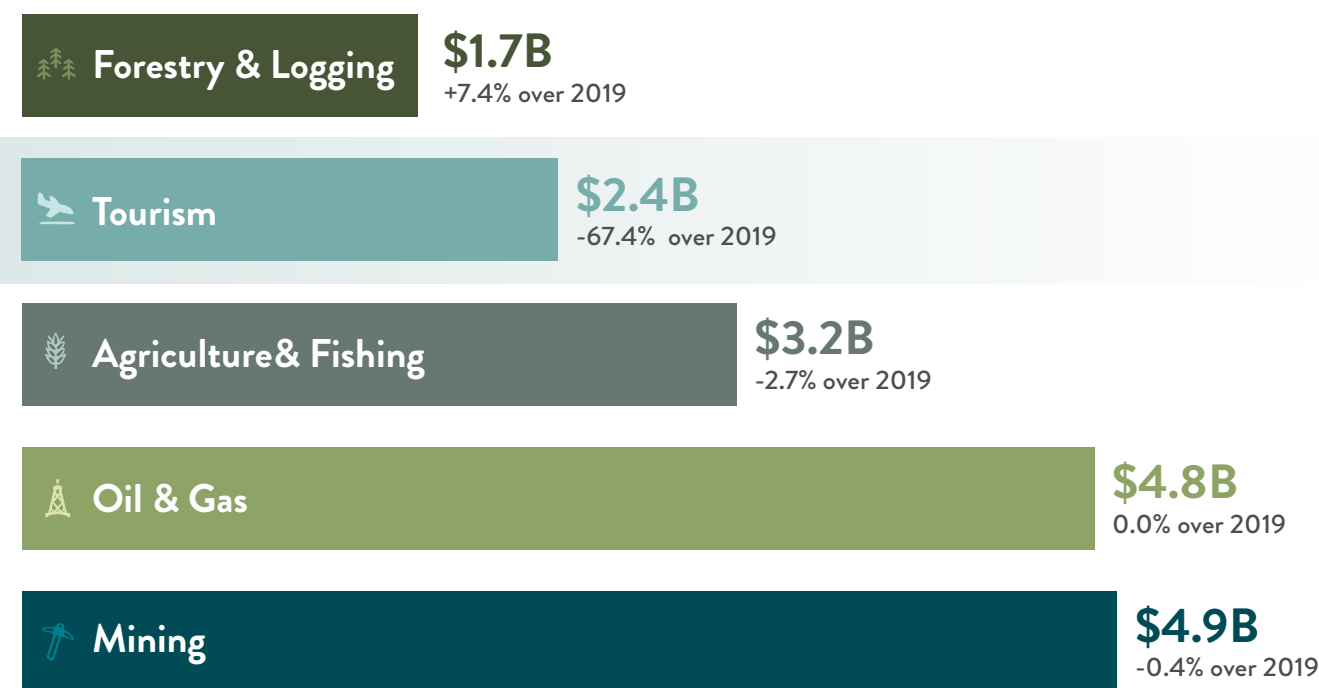
2020 Value of Tourism

A Snapshot of Tourism in BC

TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole was down -3.4% over 2019. In 2020, tourism contributed 1.0% or \$2.4 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). The contributions of the tourism industry in 2020 was slightly above Forestry & Logging (\$1.7 billion) and below all other primary resource industries; a change that has not been seen prior to COVID-19 when tourism represented the largest contribution of GDP to the province. Tourism experienced the greatest impact of COVID-19 compared to any other primary resource industry in 2020. Compared to other primary resource industries, the tourism industry experienced the greatest impact of the pandemic. The tourism industry's GDP declined -67.4% over 2019, and declined -62.2% since 2010.

GDP BY PRIMARY RESOURCE INDUSTRY



TOURISM BUSINESSES

19,690

tourism-related businesses in operation in BC in 2020, a -0.3% decrease over 2019*.

* Number of tourism-related businesses in operation at a single point in time in 2020 (December 2020).



TOURISM EMPLOYMENT

46,400

people employed in tourism-related businesses, a -64.4% decrease over 2019.

* Number of jobs that tourism spending supports



TOURISM WAGES AND SALARIES

The tourism industry paid

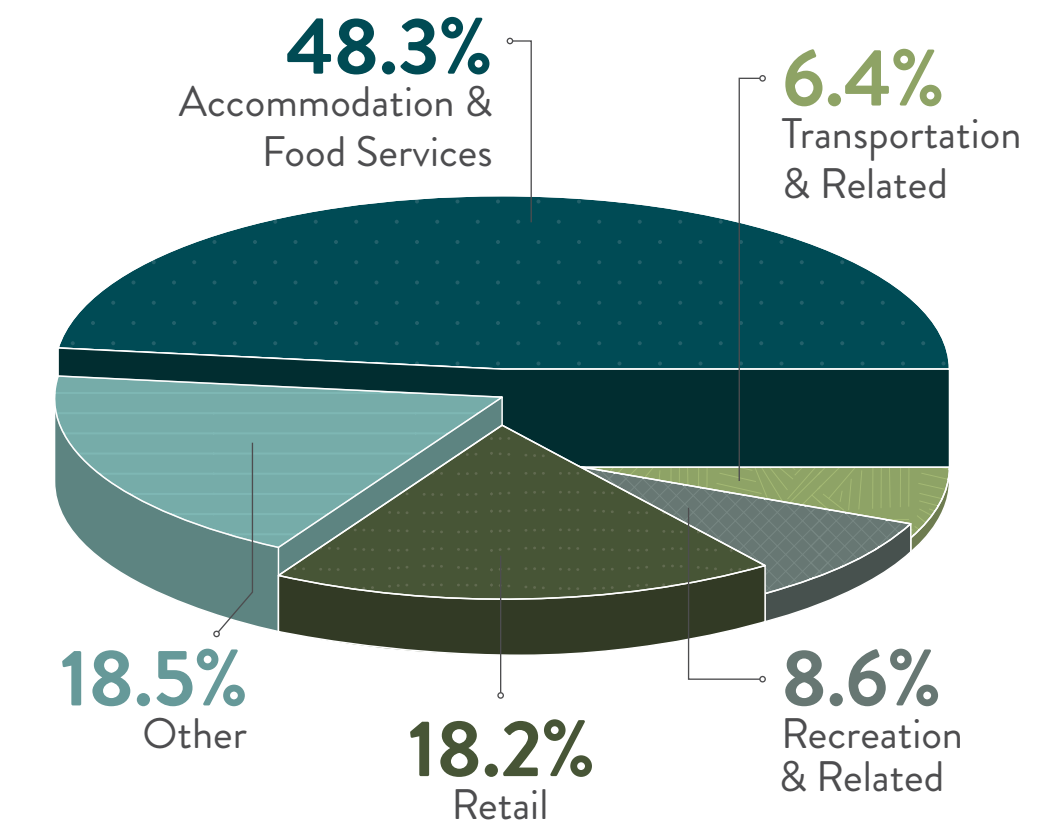
\$1.8 Billion

in wages and salaries in 2020.

-64.2% Over 2019 | -50.6% Since 2010



SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



CONTACT US

Destination BC Research and Analytics
 Email: TourismResearch@DestinationBC.ca
 Web: DestinationBC.ca/Research-Insights

WANT MORE INFORMATION?

Sign up for updates, invites and our industry newsletter, *DIRECTIONS*, here: DestinationBC.ca/Subscribe.aspx

Due to methodological adjustments and updated data releases, the tourism economic performance indicators published in 2022 should not be compared to the values published prior as all changes have been applied retrospectively. Updated retrospective values will be available in the Value of Tourism British Columbia: Trends from 2010 to 2020 Data Tables; available early 2022.