2018 Value of Tourism
A Snapshot of Tourism in BC

OVERVIEW
This information provides insight into the economic value of tourism in British Columbia for 2018. It is also a complementary piece to the full Value of Tourism in British Columbia: Trends from 2008 to 2018 report, available in spring of 2020.

Information provided is produced by BC Stats for Destination BC, and derived by Destination BC based on the Visitor Travel Survey from Statistics Canada.

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

$20.5 Billion
2018 Annual Revenue

+4.9% Over 2017
+53.3% Since 2008

2018 TOURISM EXPORT REVENUE

$6.9 Billion
(+8.2% Over 2017)

In 2018, tourism exports generated revenue of $6.9 billion, an increase of 8.2% over 2017. Tourism export revenue was higher than that of the mineral ($5.9 billion) and agriculture and fish ($4.4 billion) primary resource industries, but lower than that of energy ($11.5 billion) and forest products ($14.9 billion).

SHARE OF TOURISM EXPORT REVENUE BY PRIMARY RESOURCE INDUSTRY

15.9% Tourism
13.4% Mineral
10.0% Agriculture and Fish
34.2% Forest
26.4% Energy

PROVINCIAL TOURISM CONSUMER TAX REVENUE

$1.7 Billion

+5.1% Over 2017

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TOURISM GROSS DOMESTIC PRODUCT
GDP for the provincial economy as a whole grew 2.7% over 2017. The tourism industry contributed $8.3 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). This represents 3.0% growth over 2017, and 42.1% growth since 2008. In 2018, tourism contributed more to GDP than any other primary resource industry.

2018 BC GDP

TOURISM BUSINESSES
19,329 tourism-related businesses in operation in BC in 2018, a 0.4% increase over 2017.

TOURISM EMPLOYMENT
161,500 people employed in tourism-related businesses, a 4.3% increase over 2017.

TOURISM WAGES AND SALARIES
The tourism industry paid $6.0 Billion in wages and salaries in 2018. +5.3% Over 2017 | +56.5% Since 2008

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