

# Tourism Builds Jobs & Communities in B.C.

## JOBS, BUSINESS AND ECONOMY

Tourism supports 1 in every 15 jobs, employing about 127,500 — up 18.4% since 2004.

Over 18,000 tourism businesses operate in British Columbia.

In 2011, the tourism industry generated \$14.6 billion in revenue, a 37.7% increase over 2004.

The tourism industry contributed \$825 million in provincial taxes, an increase of 13.2% from 2004.

Tourism generated a direct contribution to B.C.'s gross domestic product of \$7.1 billion (2007 constant dollars), an increase of 13.1% from 2007.

## COMMUNITY



- 1 Most tourism businesses are locally-owned small and medium enterprises that directly contribute to the local community economy.
- 2 Nearly half the tourism businesses (42%) are located outside the Vancouver-Lower Mainland region. Vancouver Island (16%) and Thompson-Okanagan (13%) have the largest number of businesses outside the Lower Mainland.
- 3 While the largest share of jobs (64%) are in the Vancouver-Lower Mainland region, the fastest growth over the last decade has been in the Cariboo Chilcotin Coast (up 50%) and Vancouver, Coast & Mountains (up 19%).
- 4 Telling the stories of local natural and human culture to visitors helps preserve that heritage for future generations of local residents.

## THE FIVE SECTORS OF TOURISM

### Accommodations

— hotels, motels, resorts, lodges, campgrounds, RV parks, B&Bs.



### Food and Beverage Services

— restaurants, pubs, coffee shops, food courts, catering.

### Transportation

— airlines, taxis, buses, rental cars, trains, ferries.



### Recreation and Entertainment

— tours, attractions, events, activities.

### Travel Services

— travel agents, visitor centre agents, marketers, planners.



## CONCLUSION

A great place to live is  
a great place to visit.