

Tourism Week May 24 to 31, 2020

Given our industry is struggling with the impact of the COVID-19 crisis, we will be less celebratory this year, and instead, focus on four themes: How Tourism is Helping Communities, Virtual Travel Experiences, Training Opportunities for BC's Tourism Industry, and educating the public about the value of BC's tourism industry to all British Columbians, encouraging them to travel within their own province this year.

This initiative is part of an ongoing effort to showcase local tourism products and experiences, support tourism businesses with their restart and recovery efforts, and demonstrate that **#BCTourismMatters** in communities across the province.

What we're doing and how you can join in:

- We want to thank tourism businesses for the support they have provided their communities during this crisis, and showcase the heart operators have shown over the past few months by sharing their inspiring stories. Share stories from your own partners by posting them on your social channels, using the hashtag #BCTourismMatters. We'll share these stories across our platforms and networks, too.
- As we move through the phases of BC's Restart Plan we can inspire future travel and bring attention to our industry, by showcasing our remarkable experiences online. Share your virtual travel experiences and tag them with #BCTourismMatters. From walking in an old-growth rainforest, Indigenous arts, and whale watching, to wine tastings and mountain biking, there are a wealth of virtual experiences for British Columbians to discover and inspire trip planning.
- To support industry development and learning in this uncertain time, we'll share new and existing webinars and online training opportunities from Destination BC, Google, BC's Regional Destination Management Organisations, go2HR, and more. Throughout the week, new learning opportunities, as well as valuable tips and tricks for tourism businesses, will be shared online under the #BCTourismMatters hashtag, to help partners navigate our new reality. Please share these opportunities with your networks.
- Now more than ever, we need British Columbians to understand the value of BC's tourism industry—how it contributes to our collective social, cultural, environmental and economic well being—and why they should travel within their own province. We'll be reaching out to media in our communities to encourage them to share the value of tourism with their audiences, and we encourage you to do the same. The more people know about our industry, the more likely they'll be to spend their travel dollars right here in BC.

Key Stats (source: [Destination BC](#))

- British Columbia's tourism industry generated revenue of \$20.5 billion in 2018*, an increase of 4.9% over 2017, and a 53.3% increase from 2008.

- In 2018, British Columbia's tourism industry employed 161,500 people, a 4.3% increase from 2017. This means that tourism provided a job for roughly 1 out of every 16 people employed in the province.
- There were 19,329 tourism-related businesses in BC, in 2018, employing over 161,500 people and paying \$6 billion in wages and salaries.
- The tourism industry generated \$6.9 billion in export revenue in 2018, growing 8.2% from 2017.
- GDP for the provincial economy as a whole grew 2.7% over 2017. The tourism industry contributed \$8.3 billion of value added or GDP (in 2012 constant dollars) to the BC economy. This represented 3.0% growth over 2017 and 42.1% growth since 2008.
- In 2018, tourism contributed more to GDP than any other primary resource industry. (Tourism: \$8.3B, mining: \$5.2B, oil & gas: \$4.9B, forestry & logging: \$1.8B, and agriculture & fishing: \$3.2B.)
- In 2018, BC residents spent \$6.7 billion on international travel, compared to \$6.9 billion spent by international travellers in BC, in the same year. While we know we can't make up for the loss of our international visitors, during this difficult time, British Columbians can support BC's visitor economy by spending their travel dollars at home, exploring their own province.
- In 2019, the majority of BC's visitation was domestic: 74% of all visitors to BC were Canadians. These domestic visitors contributed 49% of tourism revenues in our province.

More provincial statistics on tourism industry performance can be found at:

<https://www.destinationbc.ca/research-insights/type/industry-performance>

*Latest information available from BC Stats

During this challenging time, when the future is uncertain, we know by collaborating and highlighting the opportunities and benefits of BC's visitor economy, we can forge the road to recovery, together.

Sincerely,



Honourable Lisa Beare
Minister of Tourism, Arts & Culture

Province of British Columbia



Marsha Walden
CEO

Destination BC



Walt Judas
CEO

Tourism Industry Association of BC



Krista Bax
CEO

go2HR



Tewanee Joseph
Chief Governance and Partnership Officer

Indigenous Tourism BC



Glenn Mandziuk
Chair

BC Regional Tourism Secretariat

Social Channels: #BCTourismMatters

- Minister Beare: Twitter: [@lisabeare](https://twitter.com/lisabeare)
- Destination BC: Twitter: [@DestinationBC](https://twitter.com/DestinationBC) or [LinkedIn](#)
- Tourism Industry Association of BC: Twitter: [@TIABC_CA](https://twitter.com/TIABC_CA) or [LinkedIn](#) or [Facebook](#)
- Go2HR: Twitter: [@go2HR](https://twitter.com/go2HR) or [LinkedIn](#) or [Facebook](#)
- Indigenous Tourism BC: Twitter: [@IndigenousBC](https://twitter.com/IndigenousBC) or [Facebook](#)
- BC Regional Tourism Secretariat:
 - Tourism Vancouver Island: Twitter: [@TourismVI](https://twitter.com/TourismVI) or [LinkedIn](#)
 - Cariboo Chilcotin Coast Tourism Association: Twitter: [@CarChiCoa](https://twitter.com/CarChiCoa)
 - Kootenay Rockies Tourism: Twitter: [@KootRocks](https://twitter.com/KootRocks)
 - Northern BC Tourism: Twitter: [@TourismBCNorth](https://twitter.com/TourismBCNorth) or [LinkedIn](#)
 - Thompson Okanagan Tourism Association: Twitter: [@TOTABCNews](https://twitter.com/TOTABCNews) or [LinkedIn](#)