

A Strong BC Economy Through a Tourism Lens

Provincial Election Platform Brief



Overview

Tourism is one of British Columbia's largest natural resource industries and a significant source of non-tariffed exports. The sector generates \$23 billion in annual revenue, which translates into \$2.1 billion in annual municipal and provincial tax revenue and contributes \$8 billion to BC's GDP—more than the contribution of forestry, mining or oil and gas, each considered separately. These contributions reflect the strength of the businesses, workers and communities that make up BC's visitor economy—and underscore the importance of ensuring the sector remains positioned to grow.

For 50 years, the Tourism Industry Association of British Columbia has supported this vital sector by advocating on behalf of BC's 17,000 tourism businesses, as well as sector associations, destination management organizations and tourism-dependent communities throughout the province. Through advocacy, education and collaboration, we bring practical solutions to decision-makers and work to strengthen the visitor economy.



Your Party's Commitments to Building a Strong BC Economy

Building a strong BC economy requires government to consider tourism when making decisions about transportation, land use, education, taxation, climate policy and emergency management. Applying a tourism lens means ensuring that the structures, regulations and systems across government support the sector's ability to operate, invest, employ people and grow.

Putting that lens into practice requires practical action: providing resources, removing barriers to growth and supporting business continuity when disruptions occur. Tourism must be part of the planning process before policies are finalized, with government and industry working together to identify consequences and develop workable solutions.

It is through this lens that we are requesting you to commit to the following priorities:

1



Establish a Permanent Natural Disaster Tourism Business Continuity Fund

Supporting tourism business continuity helps protect livelihoods and the local businesses that communities depend on as they recover.

2



Pause the Low Carbon Fuel Standard on Jet Fuel Until a Reliable Supply Is Available

Climate policy must support emissions reductions while protecting the air connections that tourism businesses, residents and regional economies rely on.

3



Build B.C.'s Workforce by Investing in Tourism & Hospitality Training

Investment in tourism education is an investment in employment, business productivity and the long-term economic strength of BC communities.

1

Establish a Permanent Natural Disaster Tourism Business Continuity Fund



Supporting tourism continuity helps protect livelihoods and the local businesses that communities depend on as they recover.

Establish a permanent fund to support tourism business continuity and recovery during and after natural disasters, including wildfires and floods. As BC faces recurring climate-related disasters, businesses need dependable support that recognizes both direct damage and the wider economic effects on surrounding communities and regions.

Support must extend to businesses indirectly affected by smoke, travel disruptions and reputational damage. Even when a destination remains safe and accessible, misinformation or miscommunication about conditions elsewhere can lead to visitor cancellations and lost revenue.

Timely funding should help businesses retain employees, meet essential operating costs and recover, alongside coordinated communications that give visitors accurate information.



2

Pause the Low Carbon Fuel Standard on Jet Fuel Until a Reliable Supply Is Available



Climate policy must support emissions reductions while protecting the air connections that tourism businesses, residents and regional economies rely on.

Pause the application of BC's Low Carbon Fuel Standard to jet fuel until a reliable, commercially viable supply of sustainable aviation fuel is available. The timing of requirements must reflect actual fuel availability and the infrastructure needed to supply aviation businesses throughout the province.

Requirements that outpace available supply will add compliance penalties and costs without providing a practical way to use cleaner fuel. There is concern that these costs will increase passenger fares, reduce access to rural and remote destinations, and weaken the viability of existing and prospective air routes to BC.

Government should work with aviation and tourism industry partners to find a solution for a sustainable aviation fuel supply and establish achievable timelines.



3

Build B.C.'s Workforce by Investing in Tourism & Hospitality Training



Investment in tourism education is an investment in employment, business productivity, and the long-term economic strength of BC communities.



Commit to creating employment opportunities for British Columbians and providing tourism businesses with a skilled workforce by funding public post-secondary tourism and hospitality programs at levels comparable to skilled trades training.



Provide stable, multi-year funding to protect and expand programs, increase training seats and support the instructors, equipment and curriculum needed to prepare students for employment. Education must connect directly with industry needs and offer clear pathways into lasting careers, including opportunities for advancement, management and business ownership.



Building a strong BC economy means helping British Columbians gain the skills to fill available jobs. Tourism and hospitality training can support people entering the workforce, changing careers or seeking new opportunities in communities transitioning from resource industries. Expanding access in rural and remote regions, alongside Indigenous-led training partnerships, will help people build careers closer to home.



Adopt These Commitments. Deliver for BC.

Candidates who want to build a strong BC economy must put tourism front and centre in their economic platforms while campaigning and turn those commitments into action if elected. These commitments address priorities that affect tourism businesses and the hundreds of thousands of people who work in and depend on the visitor economy in every region of British Columbia.

Every political party and candidate is encouraged to support these commitments and apply a tourism lens to government decisions. Supporting tourism means investing in businesses, careers and the economic future of communities throughout the province. Tourism must be recognized, funded and prioritized as a core economic pillar supporting provincial growth, competitiveness and lasting prosperity in communities throughout BC.



BC's Visitor Economy at a Glance

1 TOURISM BY THE NUMBERS



\$23 BILLION

Annual Tourism
Revenue



NEARLY
**\$8
BILLION**

Contribution
to BC GDP



16,925

Tourism
Businesses



163,000

Jobs directly
supported by
visitor spending



340,000

Tourism & Hospitality
Workforce



**\$5
BILLION**

Annual Wages
& Salaries



**\$2.1
BILLION**

Provincial & Municipal
Tax Revenue



400+

Indigenous Tourism
Businesses



**\$1.1
BILLION**

Indigenous Tourism
Economic Impact



**\$6
BILLION+**

Export Revenue
Generated Annually

All figures sourced from TIABC Budget Submission 2027.

2 BC'S GOAL

LOOK WEST TOURISM SECTOR ACTION PLAN

TODAY
**\$23
BILLION**

Annual Tourism Revenue



GOAL BY 2036

**\$48
BILLION**

Annual Tourism Revenue



Tourism revenue is projected to more than double through strategic investment and coordinated action.

3 TOURISM INVESTMENT PAYS BACK

DESTINATION
MARKETING ROI



**\$1
INVESTED**
=
\$23.85
ECONOMIC IMPACT

DESTINATION
DEVELOPMENT ROI



**\$1
INVESTED**
=
\$2.25
ECONOMIC IMPACT

BUSINESS
EVENTS ROI



**\$1
INVESTED**
=
\$16.4
ECONOMIC IMPACT

TOURISM INDUSTRY
ASSOCIATION OF



Celebrating as BC's Voice of Tourism

Contact: Amber Papou, CEO
Tourism Industry Association of BC
www.tiabc.ca apapou@tiabc.ca
Ph.604.600.2868