

Executive Summary

Introduction

This Executive Summary provides highlights from a Value of Travel and Tourism Study conducted for Northern BC in 2022. This should be read in conjunction with the full report.

2018 – 2021 Visitor Spending

Total estimated visitor spending for four years is shown below for Northern BC and the province as a whole. The impact of the Pandemic starting in 2020 is very evident, with estimated visitor spending declining 35.3% in Northern BC and 52.7% in BC as a whole. The year 2019 is used as the baseline year for the detailed economic impact analysis shown later in this report, as this is considered the last “normalized” year prior to the advent of the Pandemic.

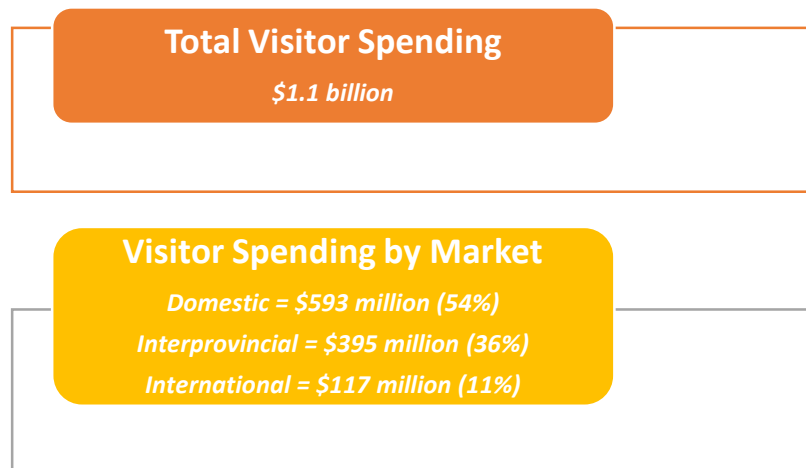
In 2019:

- BC experienced an estimated \$21.0 billion in total direct visitor spending¹; and,
- Northern BC experienced an estimated \$1.1 billion in total direct visitor spending (5.3% of the BC total).

Total Visitor Spending (Millions) (minus consumer taxes)	NORTHERN BC				ALL PROVINCE			
	2018	2019	2020	2021	2018	2019	2020	2021
Total Gross Spending	\$1,061.8	\$1,104.6	\$714.7	\$739.7	\$20,549.9	\$21,024.7	\$9,940.9	\$12,833.7
% Change		4.0%	-35.3%	3.5%		2.3%	-52.7%	29.1%

Visitor Spending and Market Highlights for 2019

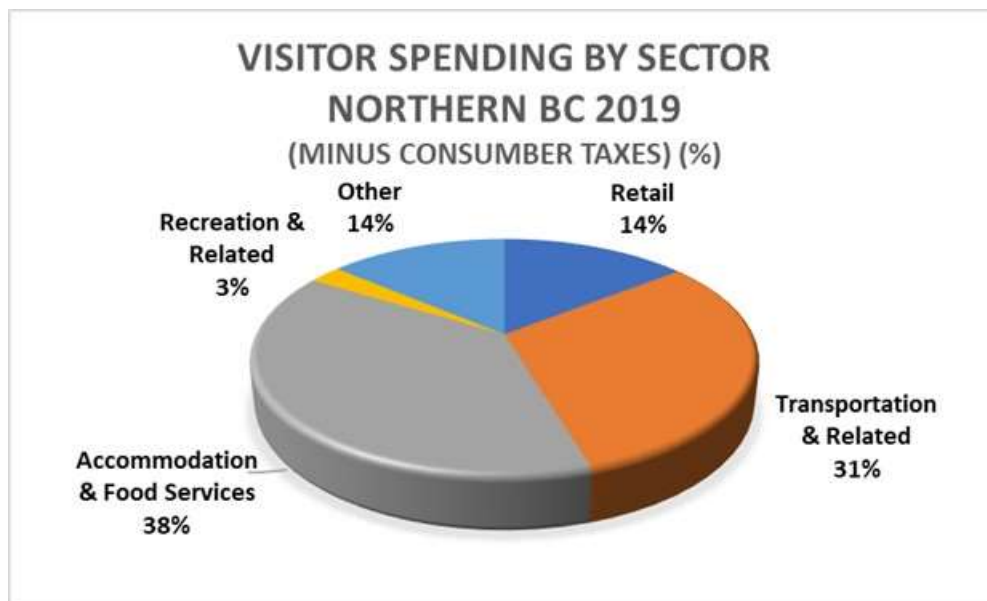
Visitor spending by market for 2019 is shown in the following diagram.



¹ This excludes spending by BC residents on tourism-related durables such as RVs, ATV, camping equipment – a total of \$1.2 billion, as durable spending statistics for Northern BC are not available.

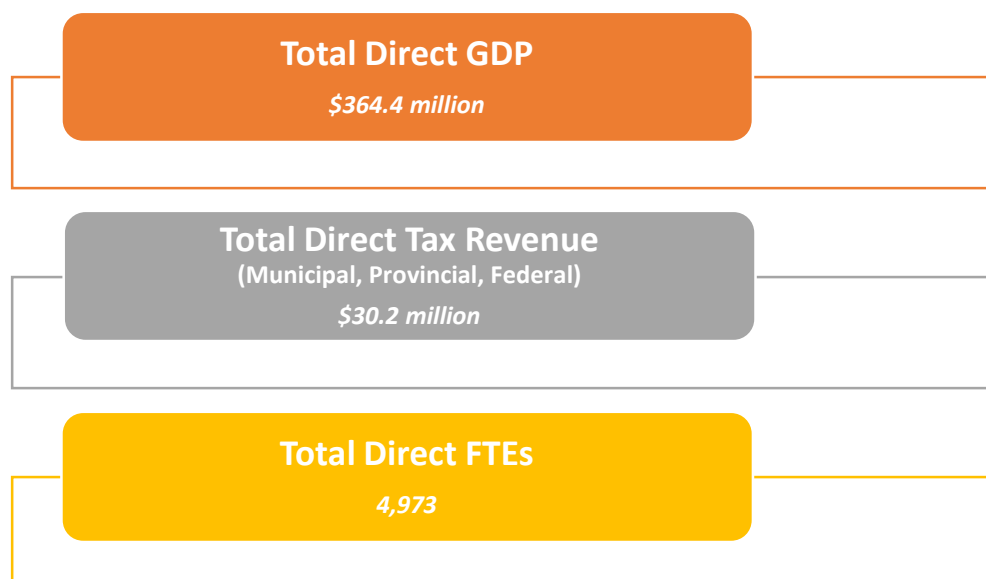
Visitor Spending by Sector for 2019

The estimated proportion of visitor spending by sector in 2019 is as follows. Accommodation and Food Services (38%) and Transportation and Related (31%) accounted for the largest amounts of visitor spending. However, it should be noted that the proportion of visitor spending for Recreation and Related is likely higher and Accommodation and Related is likely lower, as spending at all-inclusive adventure/fishing resorts is fully attributed to the Accommodation & Food Services category. Definitions for these categories are provided on page 10 of the report.



Direct GDP, Tax Revenue and Employment for 2019

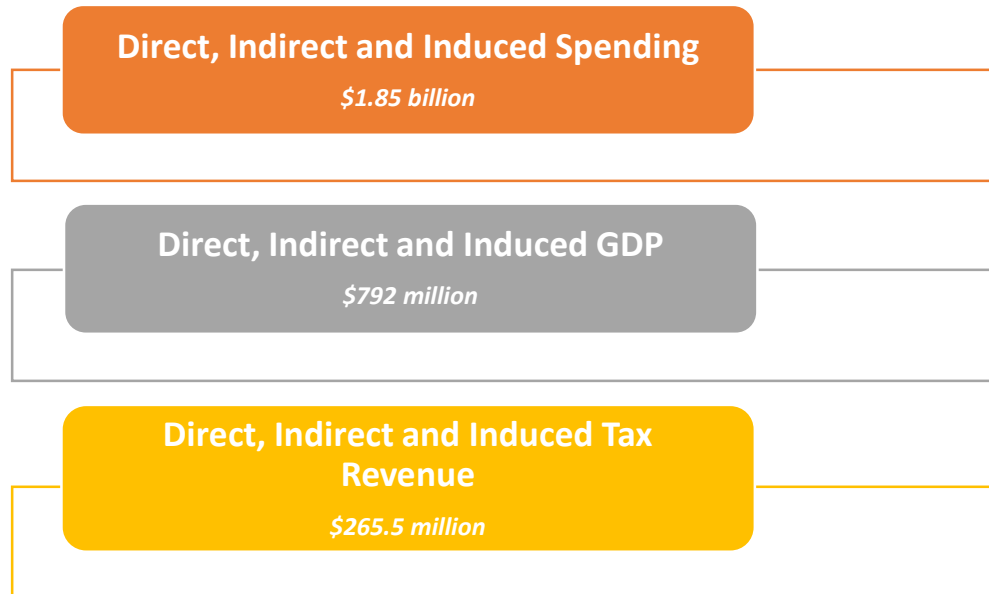
The direct visitor spending of \$1.1 billion (see previous page) is associated with the following direct GDP², tax revenue and full time equivalent (“FTE”) employment in the Northern BC region.



² Gross domestic product is the total market value of all final goods and services produced in relation to the direct spending.

Direct, Indirect and Induced Impacts Combined for 2019

The above impacts are considerably larger when indirect (supplier industry) and induced (wages spent in the local and regional economies) are included.³



Conclusions

The direct spending resulting from travel and tourism for 2019 that is documented in this study is considerable. In 2019, estimated visitor spending in Northern BC was \$1.1 billion, which is 5.3% of total visitor spending in BC.

When the indirect and induced impacts are also factored in, the overall economic and employment impacts resulting from travel and tourism activity are much larger. Total (direct, indirect and induced) visitor spending in 2019 is estimated to be \$1.85 billion, while total GDP is estimated to be \$792 million, and total tax revenue, \$265.5 million (municipal, provincial and federal tax revenue combined).

The domestic market generated an estimated 54% of visitor spending, followed by the interprovincial market (36%) and the international market (10%). Alberta is the largest interprovincial market for Northern BC, while the US is the largest international market.

³ Note that some of the impacts are experienced in other areas of BC (e.g., if certain goods and services are produced outside of Northern BC, some of the indirect and induced impacts will be experienced in those locations). While 100% of direct visitor spending occurs in Northern BC, approximately 50% of the indirect and induced impacts occurs elsewhere in BC.