

The Value of TOURISM

UNDERSTANDING TOURISM'S CONTRIBUTION TO OUR REGION IS IMPERATIVE TO DEVELOPING AN INFORMED TOURISM PLANNING APPROACH, STRENGTHENING THE SUPPORT OF LOCAL GOVERNMENT AND COMMUNITY MEMBERS AND ENCOURAGING AN APPRECIATION AND UNDERSTANDING OF TOURISM'S ECONOMIC BENEFITS AND DEVELOPMENT POTENTIAL IN NORTHERN BC.



DESTINATION OVERVIEW

Northern BC is characterized by its vastness, touring routes, parks, wildlife, paleontological resources, diverse Indigenous cultures and the resource sectors that support oil and gas, mining, hydroelectric power generation and forestry. The expansive size lends itself to diversity in natural environments, which feature prairies, agricultural lands, mountains, glaciers, coastline, expansive parks, lakes, rivers, hot springs and forests.

Access to Northern BC is by
LAND, AIR, RAIL, or OCEAN



Northern BC

569,000
SQUARE KILOMETRES
(LARGER THAN FRANCE)

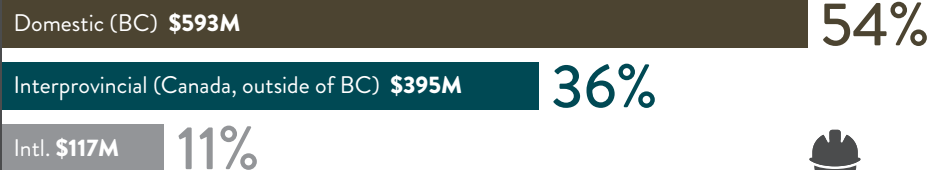
OVER 60
PROVINCIAL, NATIONAL
AND MARINE PARKS

326,447
TOTAL POPULATION



Visitor Spend **\$1.1 Billion**

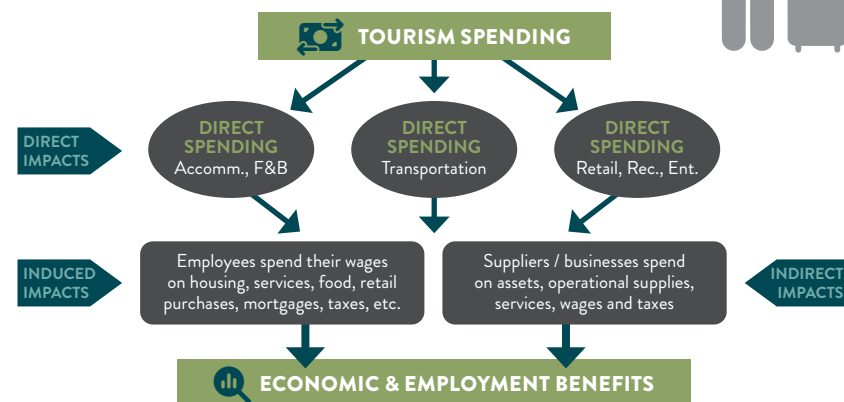
VISITOR SPENDING BY MARKET



Understanding TOURISM SPENDING

Northern BC's visitor economy is diverse, with spending generated by **BUSINESS, INDUSTRIAL AND LEISURE TRAVELERS**. The region's resource-based industries – oil and gas, hydro-electric power, forestry, fishing and mining – and related travel contribute considerably to visitor spending year-round.

The following diagram illustrates the flow of travel and tourism spending, and how direct spending results in larger impacts due to indirect and induced effects.





Direct, Indirect & Induced Spending

\$1.85 Billion

As shown below, visitor spending is highest for Accommodation & Food Services (38.4%) and Transportation & Related (31.0%). It should be noted that spending at an adventure-style resort, such as a fishing lodge, will be attributed to Accommodation & Food Services. Consequently, the spending allocated to Recreation & Related may be under-stated.

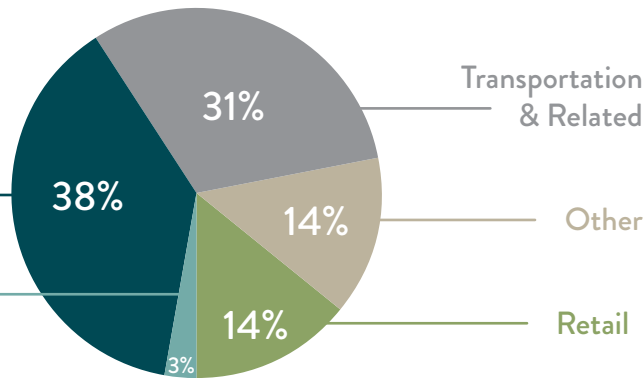
VISITOR SPENDING

BY SECTOR

Northern BC 2019
(minus consumer taxes) (%)

Accommodation
& Food Service

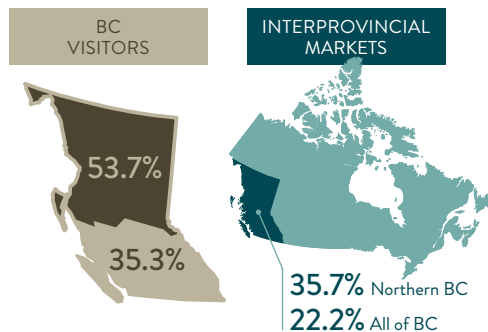
Recreation
& Related



BY MARKET

In Northern BC, we anecdotally know that the majority of our visitors are coming from within BC, and the data supports this conclusion.

In 2019, the domestic (BC visitors) market generated an estimated 53.7% of visitor spending for Northern BC, compared to 35.3% for BC as a whole and interprovincial (Canada outside of BC) visitor spending accounted for 35.7% for Northern BC and 22.2% for BC.



Compare these numbers to **INTERNATIONAL VISITOR SPENDING** which contributed the highest portion of **SPENDING FOR BC AT 42.4%** compared to **ONLY 10.6% IN NORTHERN BC.**

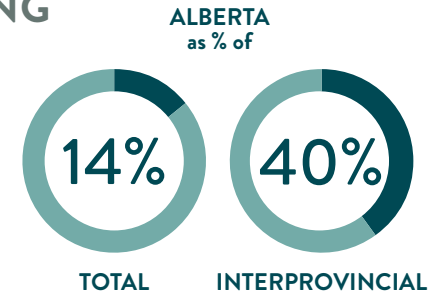


ALBERTA is a long-standing, important market for Northern BC, generating **14% OF TOTAL VISITOR SPENDING** and **40% OF INTERPROVINCIAL VISITOR SPENDING** in the region.

DIRECT VISITOR SPENDING

Total, Interprovincial & Alberta

TOTAL	\$1,104,600,000
INTERPROVINCIAL	\$394,700,000
ALBERTA	\$157,836,000

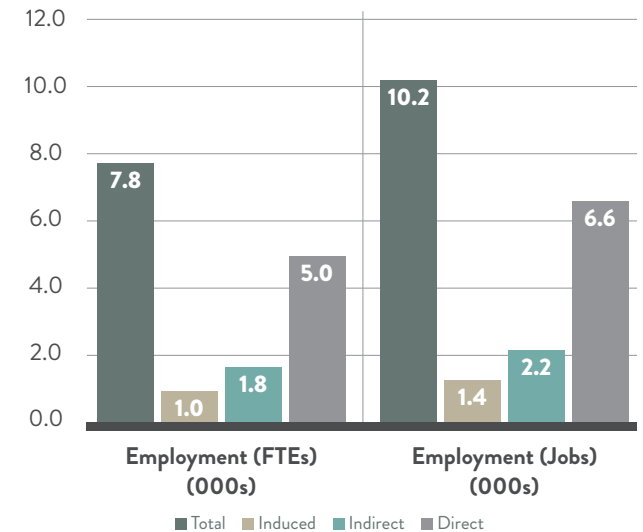


Employment IMPACTS

In 2019, tourism was responsible for an estimated 6,641 jobs (part-time and full-time) and 4,973 full time equivalent (FTE) jobs in Northern BC. When factoring in the indirect and induced employment, total estimated employment resulting from tourism in Northern BC is much larger, as shown to the right. The estimated total (direct, indirect and induced) FTEs resulting from tourism in 2019 was 7,800.

TOURISM JOBS AND FTES

Direct, Indirect and Induced 2019 (000s)



Conclusion

Not only does tourism have a considerable economic impact for Northern BC, it also contributes to resident quality of life by supporting arts, sports, Indigenous culture, historical assets, festivals and events, restaurants and pubs, parks and recreation, outdoor adventure, among other sectors and activities.



To view the full report and executive summary, or learn more about the Value of Tourism in Northern BC, visit our website: www.travelnbc.com/programs/value-of-tourism/