

May 22, 2018

Campbell River celebrating National Tourism Week May 27 to June 2

Campbell River is joining communities, cities and regions around British Columbia to recognize the value of tourism.

“Tourism supports our local economy both during the high season and over the long-term – as visitors’ experiences of our community encourage them to recommend a visit for others, to come back themselves, and, in some cases, to re-locate to Campbell River,” says Rose Klukas, the City’s economic development officer. *“In 2017, Campbell River welcomed more than 50,000 visitors who experienced everything from whale watching, to snorkeling with salmon, to fresh seafood served with stunning views.”*

The conservative estimated economic impact from those visits is more than \$15 million annually, based on visitor experience survey data collected in 2015, and excluding respondents who were staying with friends and family – 39 per cent of the total.

“Tourism is a significant economic driver in the region, and beyond being a critical piece of our economy, it also supports social, cultural and recreational benefits for all citizens,” says Kirsten Soder, executive director of Destination Campbell River notes *“In 2017 – a banner year – we saw occupancy rates grow 7.4 percentage points, to 75%, the highest increase of any community in British Columbia. Average room rates grew 9% to \$117 per night, highlighting that Campbell River is a remarkably desirable and affordable destination.”*

“Between May 27 and June 2, celebrate National Tourism Week with us by checking in on social media and sharing posts using the hashtags #BCTourismMatters and #TourismWeek,” adds Klukas *“And when visitors come to town this summer, tell them about your favourite places in Campbell River.”*

Destination Campbell River promotes Campbell River and region on behalf of the City of Campbell River and local tourism stakeholders. Supported by Destination Think!, the global experts in modern destination marketing, committed staff works locally in Campbell River to promote the development and marketing of our community, focusing on tourism marketing, industry development and visitor services. Destination Campbell River works with the regional and provincial destination marketing organizations – Tourism Vancouver Island and Destination BC – to maximize programs and partnerships that increase visits to the region.

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

www.destinationbc.ca/Research/Industry-Performance.aspx

###

Media contacts:

Rose Klukas, Economic Development Officer

250-286-5738

Kirsten Soder, Executive Manager, Destination Campbell River

250-286-6901

BACKGROUNDER

Tourism – By the Numbers

- In 2016, approximately 20.6 million overnight visitors in B.C. spent \$11.2 billion.
- More than half the visitors (52.4%) were B.C. residents. Visitors from other parts of Canada accounted for 22.4% of all visits and international visitors accounted for the remaining 25.1% of visitor volume.
- While B.C. residents made up the largest share of visitor volume, international visitors made up 43.6% of visitor expenditures. B.C. residents accounted for 28.9% of visitor expenditures and other Canadian residents accounted for the remaining 27.5%.
- In 2016, British Columbia's tourism industry employed 133,100 people, a 3.6% increase from 2015 – and a job for roughly 1 out of every 16 people employed in the province.
- The tourism industry generated \$4.9 billion in export revenue in 2016, up 18% from 2015.
- GDP for the provincial economy as a whole grew 3.6% over 2015. The tourism industry contributed \$7.9 billion of value added or GDP (in 2007 constant dollars) to the BC economy. This represents 5.6% growth over 2015 and 30.3% growth since 2006.
- British Columbia's tourism industry generated revenue of \$17 billion in 2016, an increase of 7.9% over 2015, and a 39.3% increase from 2006.
- In 2016, tourism contributed more to GDP than any other primary resource industry (mining: \$4.1B, forestry & logging \$2.0B, and agriculture & fish \$1.5B), with the exception of the oil & gas extraction industry (\$8.2B).

Key Points

- Tourism is a growing industry, over the last few years there has been an increase in visitors, in the number of businesses and number of people employed in tourism.
- 2017 was record-breaking year for tourism in BC; we welcomed over 5.7 million international visitors – up 3.3% over 2016. Looking ahead, 2018 is poised to be a record-year for the B.C. tourism industry as well.
- Tourism strengthens international perceptions of British Columbia, which has positive impacts on trade and investment, international education, and immigration.
- Tourism improves the quality of life for all British Columbians—think about the things we enjoy that would not be as viable without the tourism engine:
 - museums and galleries,
 - festivals and sports events,
 - air/highway and coastal transportation,
 - dining and wine touring,
 - parks and recreational facilities,
 - and many other benefits that make life so good here in BC.
- B.C. has more than 19,000 tourism businesses across the province, both rural and urban, of every size and make-up.
- Tourism supports well-paying jobs in management, technical and professional services—jobs like international sales people, highly-trained outdoor guides, helicopter pilots, wellness experts, sommeliers, hotel managers, fishing guides, bus drivers, ski instructors, event organizers, and so many more.