

## SPECIAL FOCUS: TOURISM-RELATED ESTABLISHMENTS

### Another way to measure the size of the tourism sector

Measuring the size of the tourism sector in B.C. has taken major strides in the past decade. Comprehensive visitor studies, the creation of estimates of GDP creation, employment, and tourism room revenue have all contributed to our knowledge and understanding of tourism in British Columbia. Statistics Canada's *Business Register* provides another mechanism – a way of counting how many tourism-related<sup>1</sup> business establishments<sup>2</sup> are in the province. Tourism-related industries, for the purposes of this analysis, are those that are largely dependent on tourism activity.

### Food and beverage dominates

In 1996, there were 149,315 establishments in British Columbia. Of these, one in ten (15,753) were tourism-related. Well over half of the tourism-related establishments were in the food and beverage service industry. Only one in six tourism-related establishments were in the next largest industrial group, transportation (which includes travel agencies).

Industrial Group	Establishments	% of total
Food & Beverage	8,582	54%
Transportation	2,581	16%
Accommodation	2,005	13%
Attractions	1,411	9%
Adventure tourism	1,174	7%
<b>TOTAL</b>	<b>15,753</b>	

<sup>1</sup> A precise definition of "tourism-related" is given in the BC Stats publication *Employment In Tourism-Related Industries, 1984-1996*.

<sup>2</sup> An establishment is the smallest unit of a company capable of reporting full financial statistics. Establishments are often equivalent to "plants" or "locations".

### Most establishments are in Mainland/Southwest

One out of every two tourism-related establishments in B.C. is located in the Mainland/Southwest Development Region. Only 15% of the establishments are located outside the three southwestern development regions.

Development Region	Establishments	% of total
Mainland/Southwest	8,353	53%
Vancouver Island/Coast	2,813	18%
Thompson/Okanagan	2,215	14%
Kootenay	851	5%
Cariboo	700	4%
North Coast	299	2%
Northeast	293	2%
Nechako	219	1%
<b>TOTAL<sup>3</sup></b>	<b>15,753</b>	

### Most are small businesses

Nearly two-thirds of tourism-related establishments have fewer than 10 employees. Very few (under 2% of the total) have 100 or more employees.

Number of employees	Establishments	% of total
1 - 4	6,763	43%
5 - 9	3,069	19%
10 - 19	2,702	17%
20 - 49	2,256	14%
50 - 99	671	4%
100 - 199	199	1%
200+	93	1%
<b>TOTAL</b>	<b>15,753</b>	

<sup>3</sup> Components do not sum exactly to the total because 10 establishments did not have geographic codes.