

Special Focus: Tourism Sector GDP, 1996

The tourism sector generated \$4.6 billion in GDP in 1996

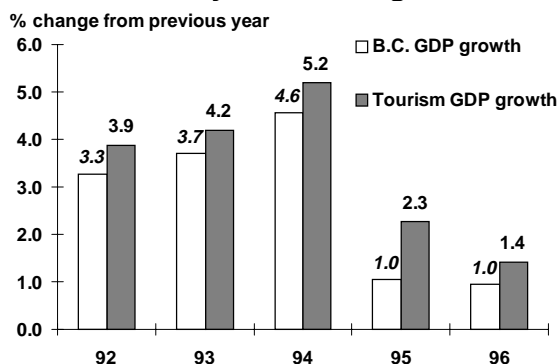
In 1996, the B.C. tourism sector generated GDP of \$4.6 billion (current dollars). This was an increase of 5.7% from 1995. Tourism's contribution to the provincial economy was 4.9% of total GDP during 1996, up from 4.5% in 1993 but still slightly below the sector's highest mark of 5.0%, achieved in 1986 (the year Vancouver hosted the world's fair Expo 86).

In constant dollars (which removes inflation to show real growth), tourism GDP was up 1.4% during 1996.

The tourism sector continued to grow faster than the rest of the B.C. economy

For the fifth consecutive year, B.C.'s tourism sector grew faster than the B.C. economy as a whole. The tourism sector's 1996 increase of 1.4% in constant dollar GDP compares to 1.0% in the entire economy.

Tourism GDP outpaces B.C. economy for 5 years running *



* constant 1986 dollars

The slowdown in the provincial economy seen in 1996 may have tempered growth in tourism, reducing travel by British Columbians. However, economic growth elsewhere helped keep the provincial tourism sector relatively buoyant.

Most tourism GDP earned by accommodation and transportation industries

The accommodation service industry and the transportation and storage industry together accounted for more than half (55.8%) of total tourism GDP. Another quarter of tourism GDP was earned by food and beverage services and retail trade.

Tourism GDP by industrial group, 1996

Industry	Tourism GDP*
Accommodation services	1,298.0
Transportation & Storage	1,252.3
Food & beverage services	637.5
Retail trade	568.4
Wholesale trade	269.3
Finance, insurance & real estate	204.6
Other services	204.1
All others	134.4
Total Tourism GDP	4,567.9

* millions of dollars

How does tourism compare to other parts of the B.C. economy?

In 1996, tourism generated 4.9% of the province's GDP. The province's largest activity is Finance, Insurance and Real Estate (FIRE), which generated over 20% of the total GDP. Tourism is frequently compared to the resource industries; in 1996, tourism generated about two-thirds as much GDP as the forest sector, and about two-thirds more than mining and its related activities.¹

GDP by major activity, 1996

Activity	GDP**
FIRE*	20,374.8
Retail & wholesale trade*	11,206.6
Other community, business & personal services*	10,435.1
Transportation, storage & communications*	7,234.5
Forestry & related	6,946.3
Health*	6,260.6
Construction	5,808.3
Education*	4,930.1
Tourism	4,567.9
Public administration*	4,525.7
Manufacturing	3,844.6
Mining & related	2,819.9
Utilities	2,250.5
Agriculture and related	2,104.7
Fishing & trapping	241.2
TOTAL	93,550.6

Note: the tourism component has been removed from those activities marked with an asterisk (*).

** millions of dollars

¹ Only the direct GDP contribution of tourism, forestry, and mining have been reported.