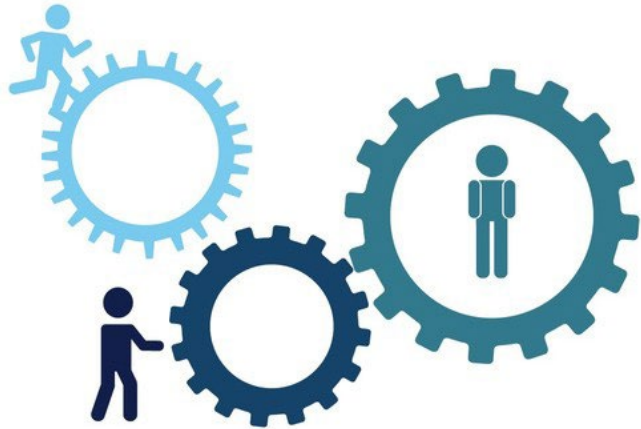


PNWER TOURISM DASHBOARD

Updated July 2022



**TOTAL TOURISM EMPLOYMENT
1,047,910 JOBS**

**TOTAL VISITOR
EXPENDITURES & SPENDING
\$69.2 BILLION**



TOTAL VISITOR VOLUME

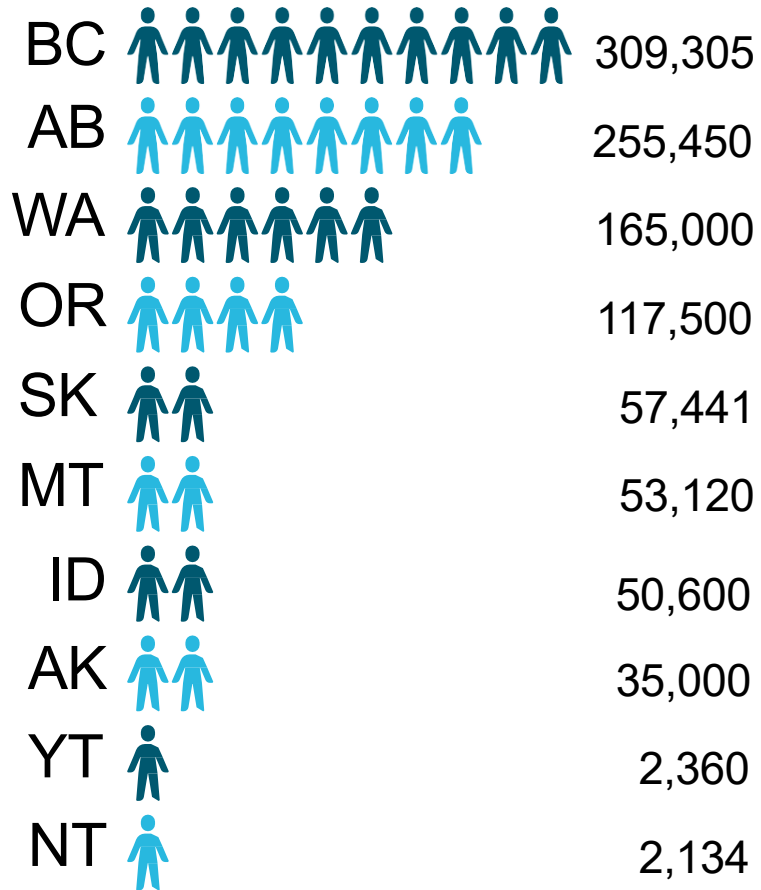


**176,677,920
VISITORS**

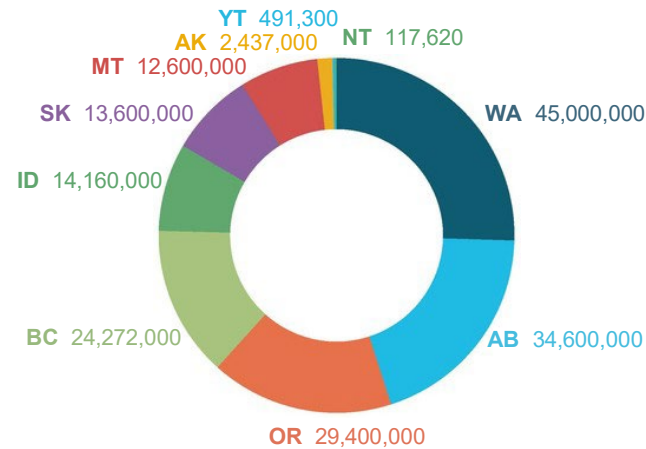
Produced by Destination Greater Victoria with data compiled from sources including PNWER members.
*Estimates based on select key indicators which may vary by data collection date and methodology across jurisdictions.
Updated July 2022

PNWER VALUES OF TRAVEL & TOURISM

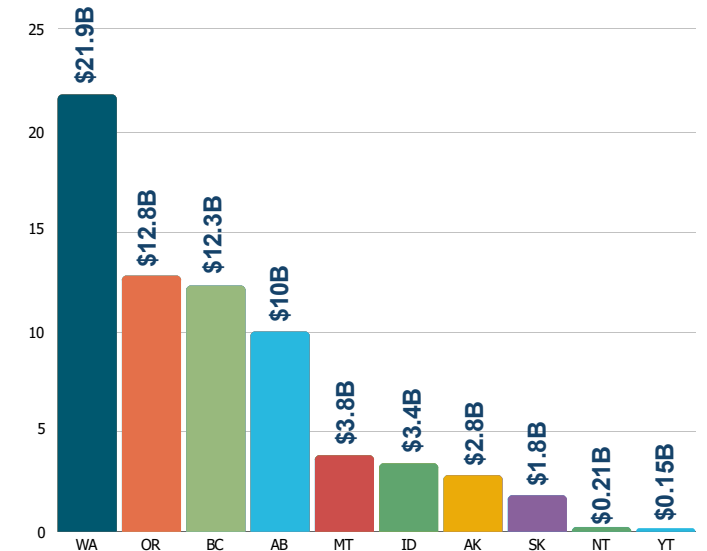
TOURISM EMPLOYMENT



VISITORS



VISITOR EXPENDITURE

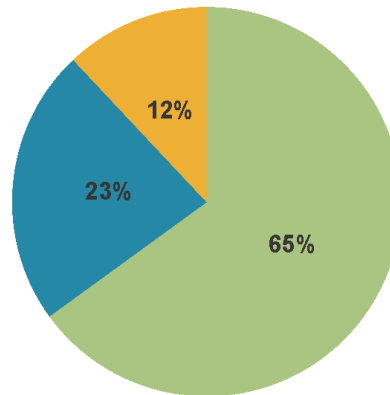


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 *Estimates based on select key indicators which may vary by data collection date and methodology across jurisdictions.
 Updated July 2022

VALUE OF U.S. AND INTERNATIONAL VISITORS

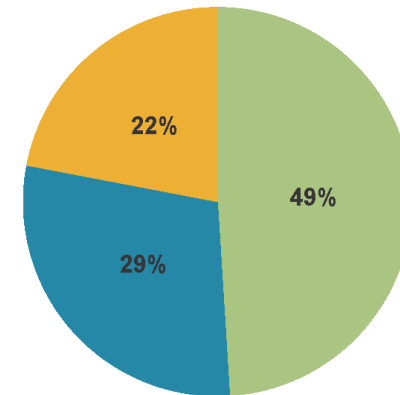
Greater Victoria hosts approximately 4.2 million visitors each year who spend almost \$1.5 billion within the destination. Historically, travellers from within Canada account for almost two-thirds of the number of visitors to Greater Victoria but less than half of visitor expenditure, demonstrating the strategic importance of US and international markets. On average, visitors from the USA spend 70% more than Canadian visitors within Greater Victoria, while international visitors spend up to 133% more.

Visitor Origin



● Canada ● USA ● International

Visitor Expenditure



● Canada ● USA ● International

Canada remains down 86% in terms of international travellers compared to 2019. U.S./Canada travel will be critical to recovery.