



PNWER Tourism Dashboard

July 23, 2017

Background

- Fourth edition
- Provides context of importance of Tourism
- Figures sourced by BC Ministry responsible for Tourism

2017 Updates: Why it Matters

PNWER VALUE OF TRAVEL & TOURISM



TOURISM EMPLOYMENT

\$62,220,100,000



VISITOR EXPENDITURES & SPENDING

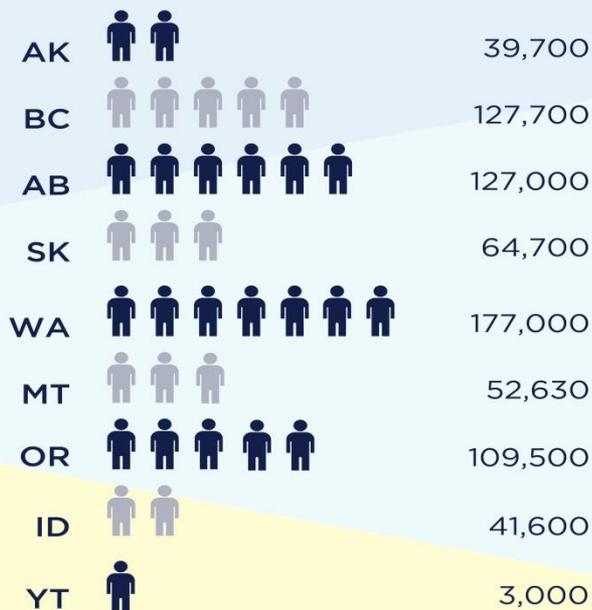


VISITOR VOLUME

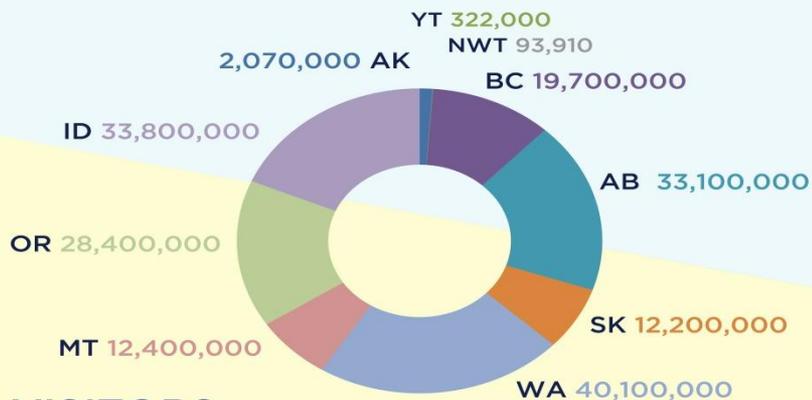
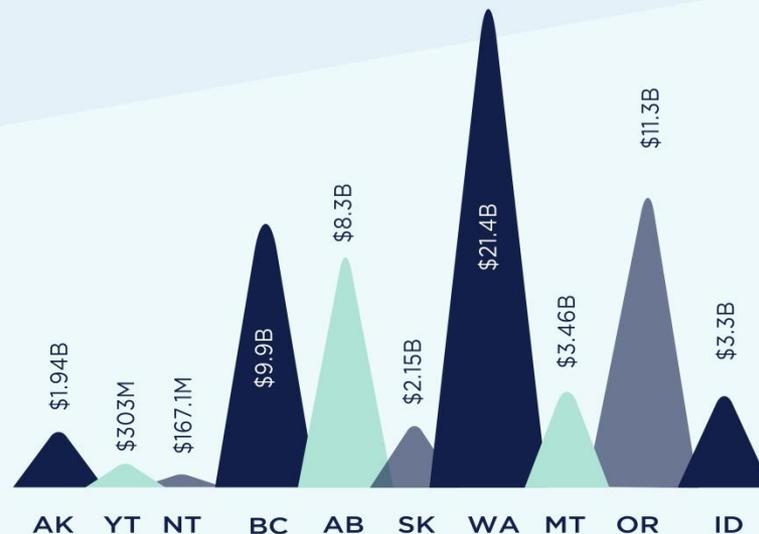
2017 Updates: PNWER Jurisdiction

PNWER VALUE OF TRAVEL & TOURISM

TOURISM EMPLOYMENT



VISITOR EXPENDITURE



TOTAL VISITORS

Consider

- Massive economic contributions make pursuing action items of tourism working group a high priority
- Linkages to other sessions and topics at PNWER
- Ability of Travel and Tourism to provide a catalyst for transportation, bi-lateral relations and technological innovation

Deliberations

- Ongoing business and leisure opportunity for increased travel within PNWER region
- Opportunity for Travel and Tourism to act as a catalyst for investment
- Travel and Tourism as a mechanism to spur innovation in trans border efficiency
- Two nation vacation opportunity
- Travel and Tourism does not just happen. Those with good strategy and execution win

TOURISM
VICTORIA

