

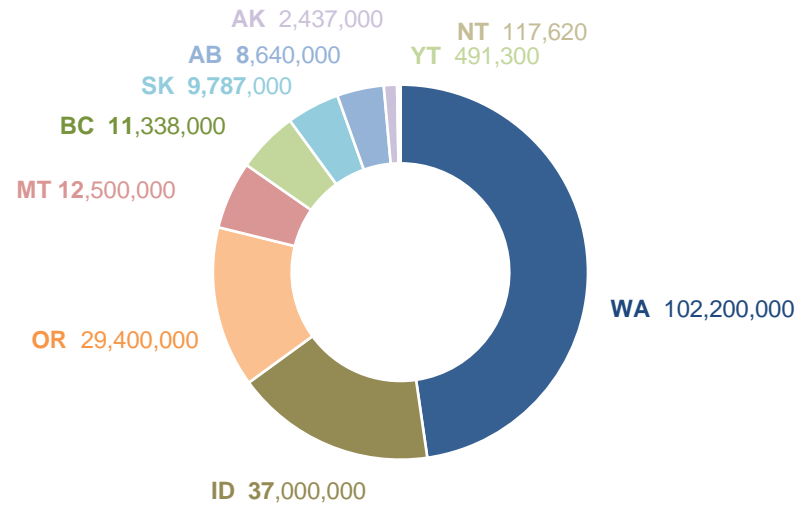
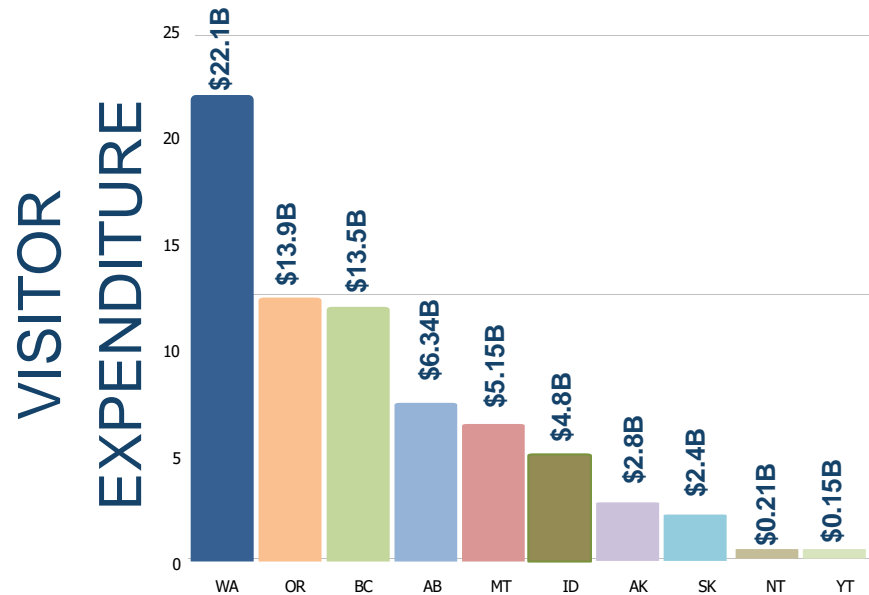
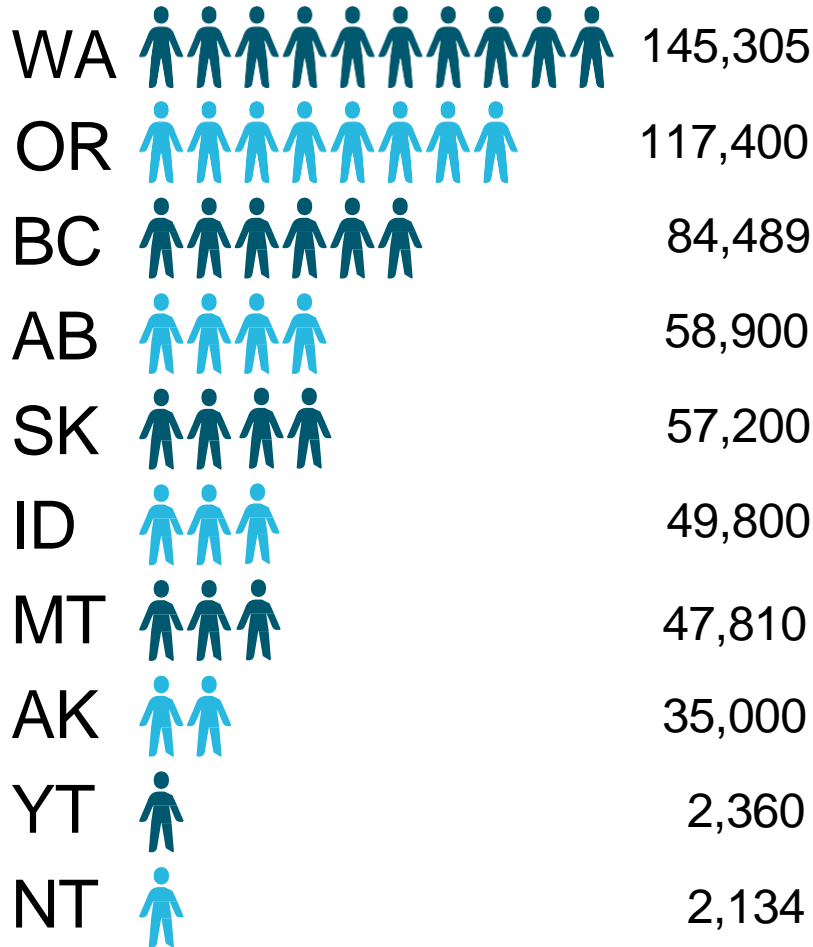


DESTINATION GREATER
VICTORIA

**PNWER 2023 Tourism Dashboard
Update and Value of Tourism**

PNWER VALUES OF TRAVEL & TOURISM

TOURISM EMPLOYMENT



VISITORS



Produced by Destination Greater Victoria using data from a range of online industry sources including PNWER members. Estimates are based on selected key indicators which could vary by data collection date and/or methodology across the jurisdictions. The main source for Canadian data is Statistics Canada. Updated July 2023.

PNWER VALUES OF TRAVEL & TOURISM

ALL JURISDICTIONS



TOTAL TOURISM EMPLOYMENT

\$71.3 BILLION SPENDING



TOTAL VISITOR EXPENDITURE



TOTAL VISITOR VOLUME

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PNWER VALUES OF TRAVEL & TOURISM

Compared to data for 2019 (pre-pandemic):

- Across PNWER jurisdictions, tourism-related jobs decreased by almost 200,000 (-24%) from 2019 to 2021 / 2022.
- Reduction in jobs was greatest in Alberta (-57%) and British Columbia (-49%).
- Visitor expenditure across PNWER jurisdictions increased by \$2 billion (+3%).
- Total visitor volume across PNWER jurisdictions decreased by 6 million (-3%), most significantly within Canadian destinations.
- From 2019 to 2021/2022, tourism-related jobs within PNWER jurisdictions decreased to a much greater extent than changes in visitor volume and spending, indicating there was probably significant stress on human resources and service delivery.

