



力 招

雜貨

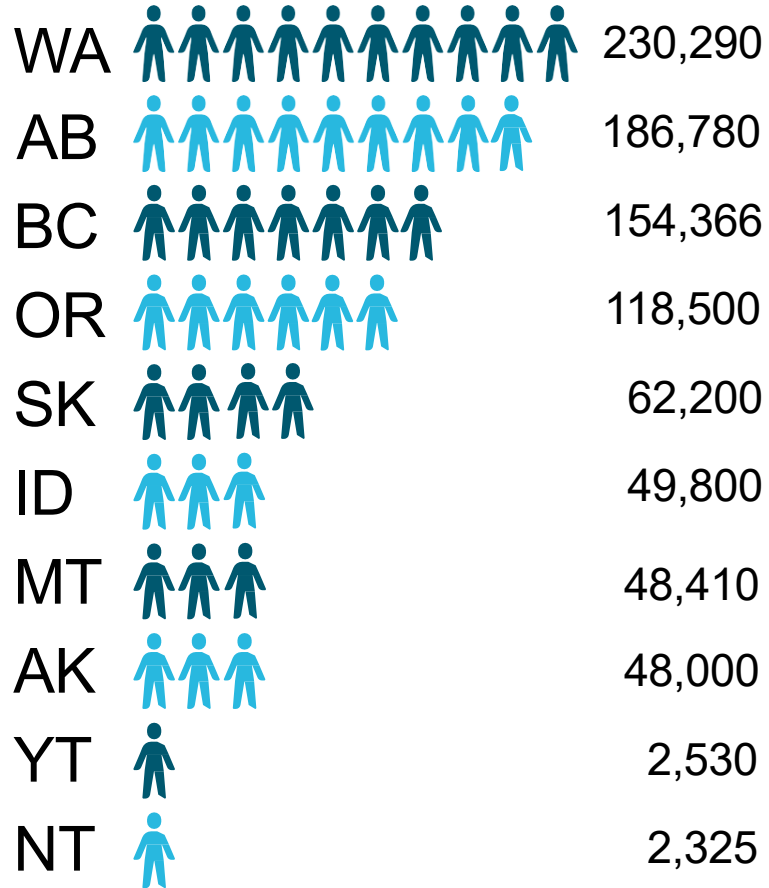
Coca-Cola

DESTINATION GREATER
VICTORIA

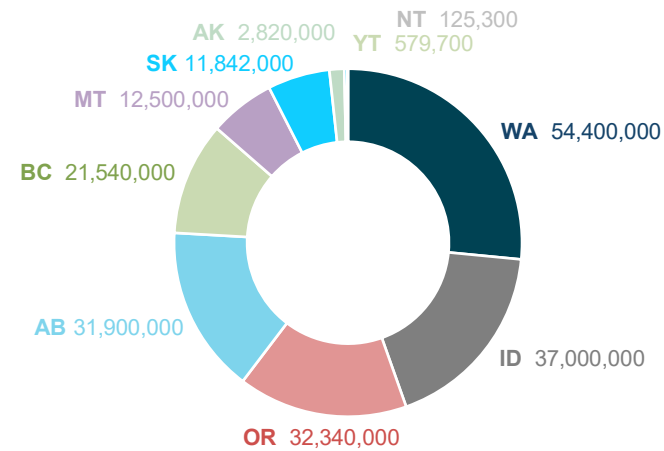
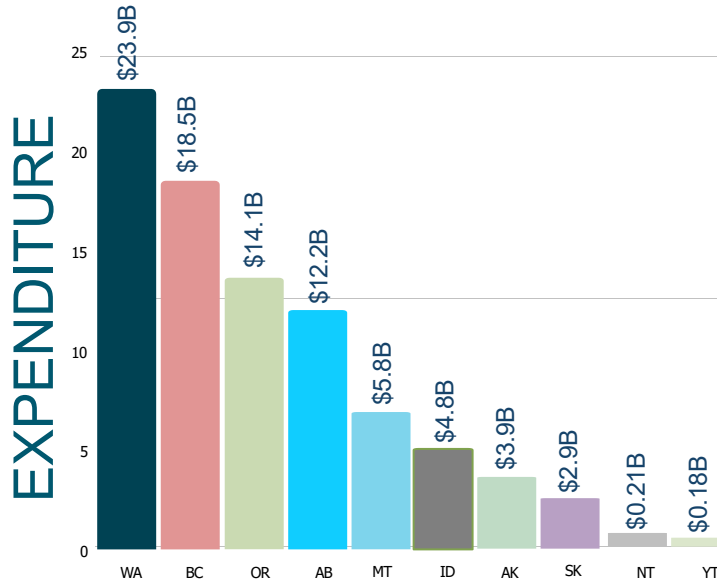
PNWER REGIONAL TOURISM COUNCIL
JULY 23, 2023

WON LAI YUEN RESTAURANT

TOURISM EMPLOYMENT



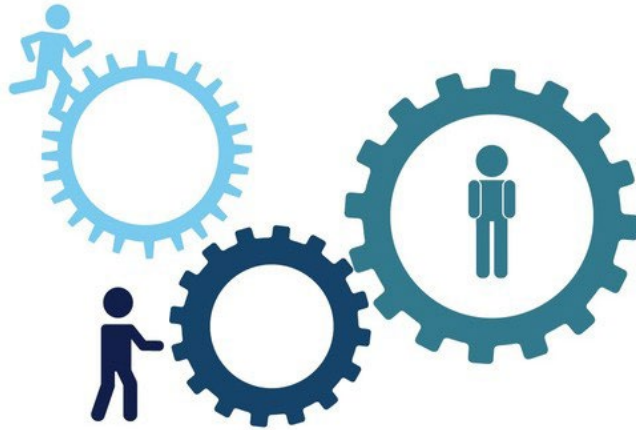
VISITOR EXPENDITURE



TOURISM

ALL JURISDICTIONS

903,000
JOBS



TOTAL TOURISM EMPLOYMENT



205 MILLION
VISITORS

TOTAL VISITOR VOLUME

\$86.5 BILLION SPENDING



TOTAL VISITOR EXPENDITURE

DESTINATION GREATER
VICTORIA

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 2024.