DESTINATION GREATER VICTORIA

PNWER 2025 Tourism Dashboard and Value of Tourism Update

Tourism Dashboard Context

Tourism Dashboard was originally created to:

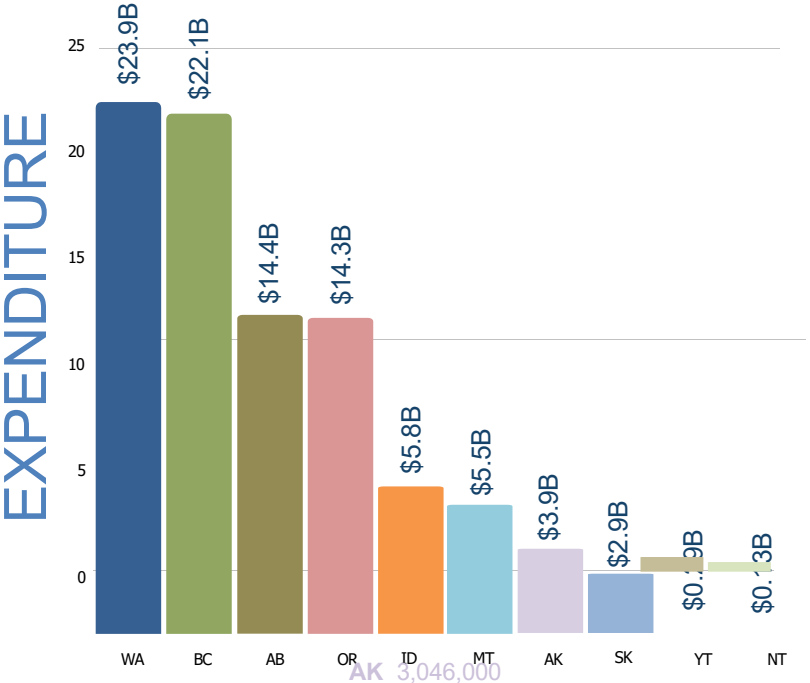
- demonstrate the combined importance of the Visitor Economy across PNWER
- to inspire the rationale for coordinated policy work and the revenues that could unleash
- to understand the need to protect downside risks and threats through better collaboration and downside risk management
- tell tourism's story

PNWER VALUES OF TRAVEL & TOURISM

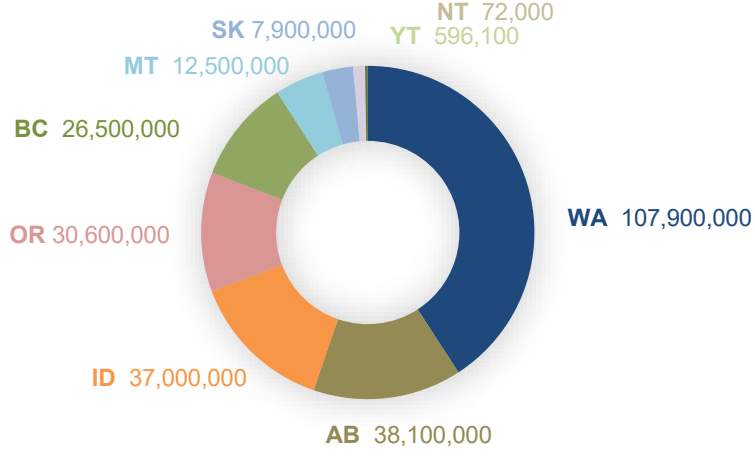
TOURISM EMPLOYMENT

AB	263,300
WA	230,290
BC	126,000
OR	121,000
MT	66,550
SK	62,200
ID	55,360
AK	48,000
YT	2,360
NT	2,134

VISITOR EXPENDITURE



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 2025

PNWER VALUES OF TRAVEL & TOURISM

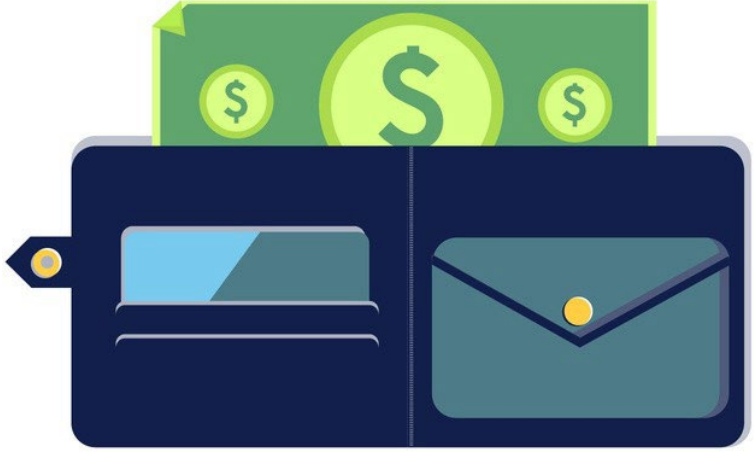
ALL JURISDICTIONS

977,000 JOBS

TOTAL TOURISM EMPLOYMENT

TOTAL VISITOR VOLUME

$93.2 BILLION SPENDING



TOTAL VISITOR EXPENDITURE

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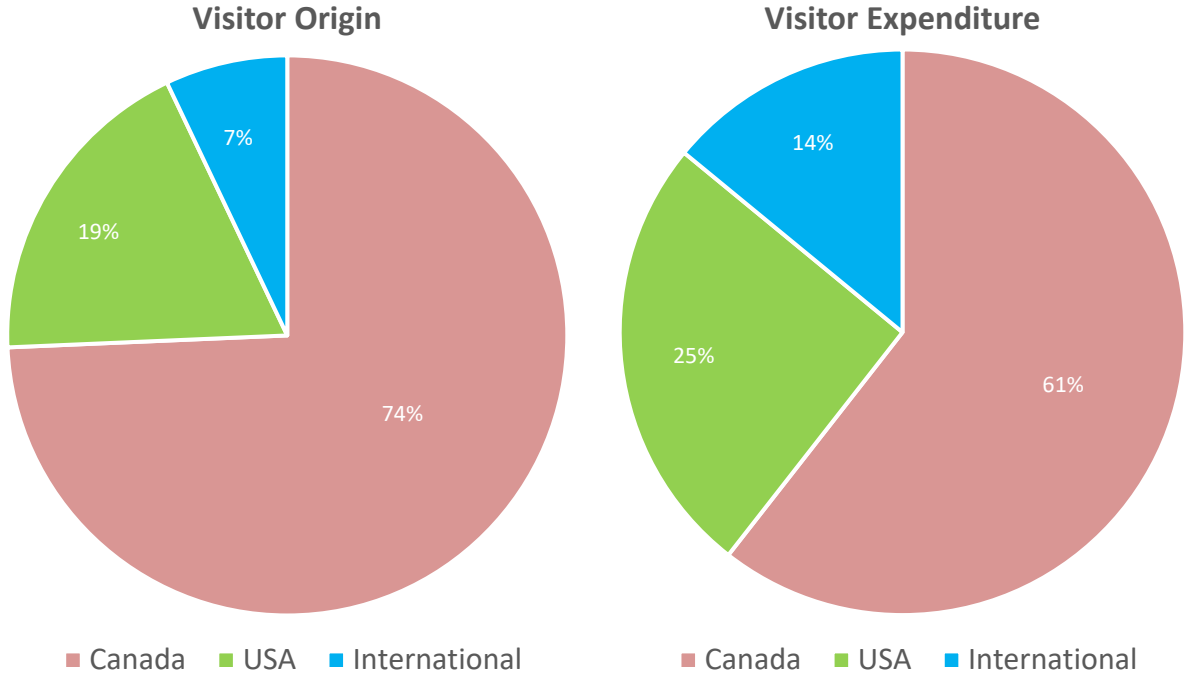
VALUE OF USA AND INTERNATIONAL VISITORS TO GREATER VICTORIA

Based on recent Statistics Canada data, Greater Victoria hosts approximately 5 million overnight, day-trip and cruise visitors annually, who spend $1.9 billion in the destination. Travellers from Canada account for three-quarters of visitor volume into Greater Victoria but spend proportionately less than other visitors, highlighting the strategic importance of the US and international markets. On average, visitors from the US spend up to 67% more than Canadian visitors in Greater Victoria while international visitors spend almost 144% more.



The main source for this data is the Economic Impact of Tourism Report released by Destination Greater Victora in October 2024