



# TOURISM

## Economy - Sectors

Step 1: Understanding Yesterday and Today

### Metropolitan Core Jobs & Economy Land Use Plan

#### Highlights

- Tourism is not a formally defined sector.
- Tourism employment is estimated using economic models that identify the share of jobs in tourism related sectors that depend on tourism:
  - BC Stats attributes 7% of BC jobs to tourism.
  - Statistics Canada attributes 5% of BC jobs to tourism.
  - Tourism Vancouver attributes 10% of GVRD jobs to tourism.
- The Metro Core contains dozens of features that attract tourists and contribute to tourism employment in the area.



#### What is included in tourism?

Tourism is not formally identified as a stand alone industrial sector by Statistics Canada. Instead, tourism employment statistics are generally reported in terms of the number of jobs held by individuals serving tourists in the following tourism related sectors:

- Accommodation and food services;
- Retail;
- Transportation and warehousing; and
- Other sectors with a tourism component

Examples of other sectors with a tourism component include: arts, entertainment and recreation and personal care services. Please refer to related information sheets for more detailed information.

#### Who is a tourist?

BC Stats define a tourist as “anyone who travels to a place outside his or her usual environment [60km from home] and stays away for no more than a year”. Business and pleasure, overnight and day trips are included (BC Stats, 2001).

#### How has tourism employment been estimated?

To deal with the fact that businesses in tourism related sectors often serve non-tourists, the Government of BC has estimated the share of employment in each sector that can be attributed to tourism (Table 1). Provincial estimates attribute 7% of all jobs in BC to tourism in 2002 (BC Stats, 2004).

**Table 1: Tourism as % of sector employment BC 2002**  
(Using BC Stats methodology)

Sector	Share of sector employment attributed to tourism	Share of tourism employment
Food and accommodation	40%	50%
Retail	9%	17%
Transportation	19%	17%
Other sectors	2%	16%
All Sectors	7%	100%

Source: BC Stats. 2004. *Tourism Sector Monitor: February 2004*.

A similar methodology has been used by Statistics Canada to estimate the number of jobs in tourism in BC. When Statistics Canada estimates are applied to census data, the results attribute 5% of all jobs in BC to tourism in 1998 (Table 2).

<b>Table 2: Tourism as a % of sector employment BC 1998</b> (Using Statistics Canada methodology)		
Industry	Share of sector employment attributed to tourism	Share of tourism employment
Air transportation	75%	14%
All other transportation	23%	18%
Total accommodation	64%	23%
Food and beverage	17%	21%
Recreation	32%	13%
Travel agencies	100%	10%
All sectors	5%	100%

Source: Statistics Canada. 2005. *Rural and Small Town Canada Analysis Bulletin, Vol. 5, #8*

The models used by BC Stats and Statistics Canada were developed for estimating tourism employment in the province of British Columbia as whole. The shares of sector employment attributable to tourism in these models cannot be applied to Metro Core data.

The most locally based estimate of tourism employment in the Metro Core is found in the results of a Tourism Vancouver model. According to the model, overnight visitors generated 91,100 jobs in Greater Vancouver in 2001. This represents roughly 10% of all jobs in the GVRD (Tourism Vancouver, 2004).

### **What tourism related features are located in the Metro Core?**

There are a multitude of tourism related features in the Metro Core. Examples range from tourism infrastructure such as the cruise ship terminal to heritage areas like Gastown and Chinatown to natural features like Stanley Park.

Without these features, tourists would have less reason to visit Vancouver. While some of these features do not account for significant levels of direct employment in the Metro Core, the presence of such features in the Core contributes substantially to tourism employment in the area. A non-exhaustive listing of Metro Core tourism features is presented below:

### **Tourism and transportation infrastructure:**

- Cruise ship terminal
- Convention Centre
- Marinas
- Helijet terminal
- Float plane terminal
- Seabus terminal
- Sktrain stations

### **Hotels**

- 12,900 hotel rooms in Downtown Vancouver
- 53% of regional hotel rooms and 88% of the city's hotel rooms are located in Downtown Vancouver (Tourism Vancouver, 2004a).
- The Metro Core accounts for 58% of regional employment and 91% of city employment in traveller accommodations industries

### **Heritage and commercial areas:**

- Chinatown
- Gastown
- Granville Island
- Robson Street
- Granville Street

### **Arts and cultural facilities and events:**

- Festivals (e.g. dragon boat)
- Art Gallery
- Theatres (e.g. Queen Elizabeth, CN IMAX)
- Stadiums
- Science World
- Aquarium

### **Natural features:**

- Stanley Park
- Ocean beaches
- View corridors to mountains and ocean

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## Sources / Contacts

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BC Stats. 2004. Tourism Sector Monitor: February 2004. BC Stats website:  
<http://www.bcstats.gov.bc.ca/pubs/tour/tsm0402.PDF>.

BC Stats. 2001. A Guide to the BC Economy and Labour Market. BC Stats website:  
<http://www.guidetobceconomy.org/toc.html>

Statistics Canada. 2005. Rural and Small Town Canada Analysis Bulletin, Vol. 5, #8. (Figures are for the entire Province of BC, they are not limited to rural areas).

Tourism Vancouver. 2004. Economic Impact of Overnight Visitors to Greater Vancouver. Tourism Vancouver website: [http://www.tourismvancouver.com/pdf/research/annual\\_ei\\_overnight\\_visitors\\_1998\\_2004.pdf](http://www.tourismvancouver.com/pdf/research/annual_ei_overnight_visitors_1998_2004.pdf)

Tourism Vancouver. 2004a. Hotel/ Motel Rooms in Greater Vancouver 2004. Tourism Vancouver website:  
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This Information Sheet was published by the City of Vancouver. It is one in a series of Information Sheets produced for the Metropolitan Core Jobs and Economy Land Use Plan. The purpose of this initiative is to develop a long term land use policy plan to accommodate future economic activity and jobs in the Metro Core. For further information, please e-mail [corejobs@vancouver.ca](mailto:corejobs@vancouver.ca) or visit the website [www.vancouver.ca/corejobs](http://www.vancouver.ca/corejobs)