



2019 VALUE OF TOURISM IN GOLDEN BRITISH COLUMBIA

Golden's tourism industry contributes significant economic benefits to the Golden area and the rest of BC.

285

Tourism-Related Businesses²

\$124.5 million

direct tourism revenues collected by tourism-related businesses in 2019.¹

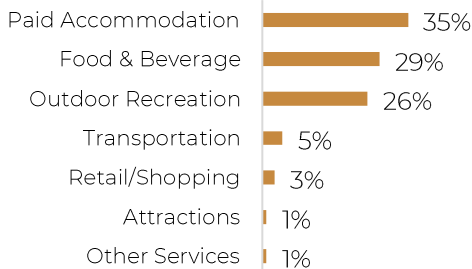
On average, **75%** of gross business revenues⁷ are generated from tourism

In 2019, the Golden tourism industry generated:^{3,4}

\$87.8 million in GDP **\$174** million in domestic output **\$34.5** million in tax revenue

2019 Tourism Revenues

(\$124.5 million)



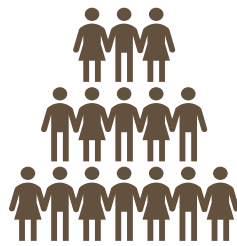
Employment

1,866

Jobs

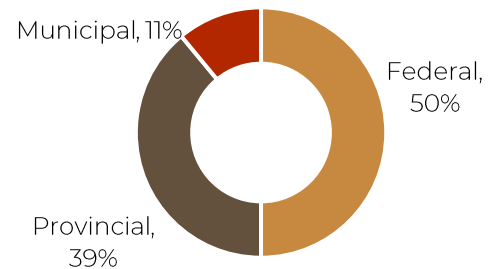
1,392

Full-Time
Equivalents



2019 Tax Revenue Paid

(\$34.5 million)

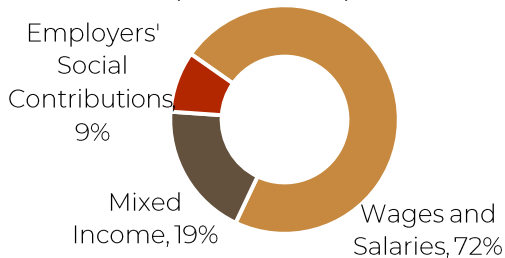


Average summer visitor party expenditures in Golden:⁵ **\$606**

BC Visitor = **\$415** Alberta Visitor = **\$576** US Visitor = **\$670** Overseas Visitor = **\$720**

2019 Labour Income⁶

(\$61.7 million)



\$350 in average client expenditure at tourism-related business.

\$496,130 average tourism revenues in 2019 for Golden tourism-related businesses.

\$44.5 million in revenues generated from paid accommodation.

88% from hotel/motels.
8% from short-term rentals.
4% from campgrounds.

Notes/Sources: All economic impact data are from the Tourism Golden report entitled *2019 Tourism Economic Benefits and Labour Market Challenges Research in Golden, British Columbia* and is available from Tourism Golden.

1. Tourism revenues are monies collected from tourism-related businesses and discounted for the percentage of revenues collected from visitors (on average this was 75%).
2. Tourism-related businesses are defined as any business that provides services to visitors and operates in the Golden and Kicking Horse Country, British Columbia.
3. GDP is Gross Domestic Product and is measured at basic prices. It is defined as the value added to the economy by tourism activities. The cost of supplies and services used to produce goods or services are subtracted from total revenue.
4. Domestic output is equal to tourism spending minus consumer taxes.
5. Visitor spending data is available in the report entitled *Summer 2019 Golden Visitor Survey Results* and is available from Tourism Golden.
6. Mixed income is income derived from unincorporated businesses/sole proprietorships while social contributions are payments made by employers for the benefit of their employees including registered private and public sector pension plans, the Canada and Quebec pension plans, the Employment Insurance Fund, workers' compensation funds, health and life insurance plans, and retirement allowances.
7. Of tourism-related businesses (see number 2 above).

TOURISM
Golden
GOLDEN RULES

ALIGN
CONSULTING GROUP

AA
Pacific
Analytics Inc.