2025 VALUE OF TOURISM IN GOLDEN

TOURISM Golden GOLDEN RULES

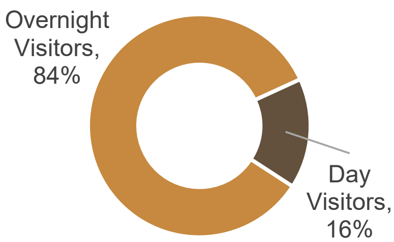
Golden's tourism industry contributes significant economic benefits to the Golden area and the rest of BC.

VISITOR SPEND IN BC
$198.0 M
Direct Tourism Spend[1]

GDP IN BC
$146.5 M
Gross Domestic Product in BC[2]

JOBS SUPPORTED IN BC
1,782
2025 Jobs in BC

Who visited Golden?



3.2 nights
average length of stay for overnight visitors in 2025[1]

How did visitors spend their money?

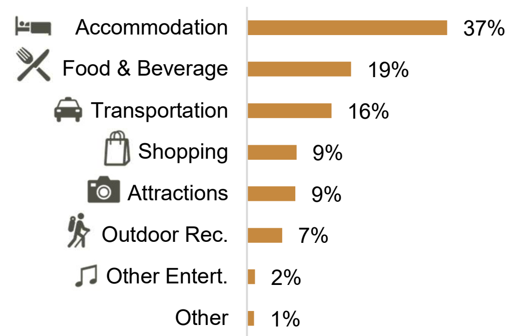
Average Visitor Party Expenditures[2]

Day = **$659**

Overnight = **$1,523**

Overnight
BC Visitors = **$1,104**
Alberta Visitors = **$1,312**
USA Visitors = **$2,207**
Overseas Visitors = **$1,520**

2025 Direct Spending
($198.0 M)



Tourism in Golden's Economic Contribution

	Local Impact (Town of Golden)	Regional Impact (CSRD Incl. Town of Golden)	Provincial Impact (All of BC)
GDP[3] Generated	$84.1 M	$107.5 M	$146.5 M
Consumer Spending[6]	$178.3 M	$222.2 M	$329.2 M
Domestic Output[4] Spend less leakage and forward taxes	$149.4 M	$184.1 M	$259.8 M
Jobs | Full-Time Equivalent	1,276 | 935	1,444 | 1,065	1,782 | 1,331
Labour Income[5]	$52.0 M	$62.1 M	$85.9 M
Tax Revenue[7]	$40.7 M $5.6 M Municipal Tax Rev	$46.1 M $6.3 M Mun./RD Tax Rev	$54.7 M $7.6 M Mun./RD Tax Rev

NOTES & SOURCES
All economic impact data are based on EI model developed by Pacific Analytics and based on data (volume, origin and expenditures) provided by ACG Insights. All data, unless otherwise noted, is for impact in British Columbia as a whole.

Photo Credit: Chris Wheeler

1. Data from Tourism Golden's on-going Visitor Study.
2. Visitor spending data is based on data collected through the on-going Visitor Survey. Results are available in the report entitled *Annual 2025/26 Golden Visitor Survey Results* and is available from Tourism Golden. Total direct spend is calculated using this data as well as the visitor volume estimates.
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. 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.
6. Consumer Spending includes Forward Consumer Taxes (e.g., accommodation taxes on hotel visits is included in spending).
7. Municipal Sales Taxes includes Accommodation MRDT taxes, municipal parking taxes and MST on electricity.

ALIGN CONSULTING GROUP

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