

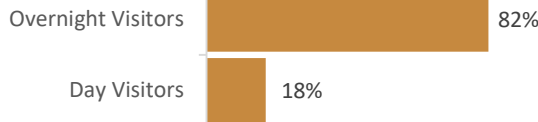


2023 VALUE OF TOURISM IN GOLDEN BRITISH COLUMBIA

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

\$169.4 million

direct tourism spending in 2023²



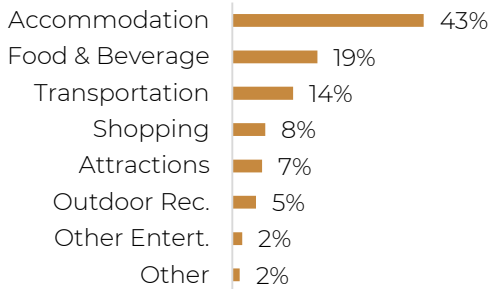
2.6 nights

average length of stay for overnight visitors in 2023¹

In 2023, the Golden tourism industry generated:^{3,4}

\$146.5 million in GDP **\$234.6** million in domestic output **\$58.6** million in tax revenue

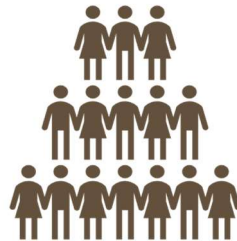
2023 Direct Spending (\$169.4 million)



Employment

2,386

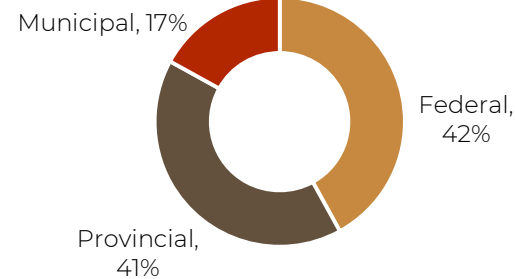
Jobs



1,805

Full-Time Equivalents

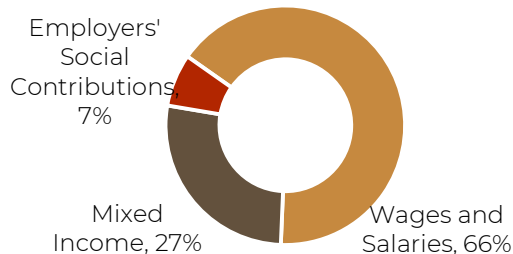
2023 Tax Revenue Paid⁷ (\$58.6 million)



Average overnight visitor party expenditures in Golden²: \$1,387

BC Visitors = **\$921** AB Visitors = **\$1,155** US Visitors = **\$2,042** Overseas Visitors = **\$1,703**

2023 Labour Income⁵ (\$105.6 million)



\$484 average day visitor party expenditures in Golden

\$293.7 million⁶ total consumer spending in 2023 including indirect (\$59.2 million) and induced (\$65.0 million).

\$73.3 million estimated spending in Golden on paid accommodation.

72% hotel/motels
17% short-term rentals
6% campgrounds
5% other/mix

Notes/Sources: All economic impact data are based on economic impact model developed by Pacific Analytics and based on data (volume, origin and expenditures) provided by Align Consulting Group. All data is for impact in British Columbia as a whole.

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 2023/24 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.

