

Fraser Valley Destination Development Update Experience the Fraser

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2023 Value of Tourism

2023 GDP BY PRIMARY RESOURCE INDUSTRY



Tourism

\$9.7B

+9.6% over 2022



Mining & Quarrying
(except oil & gas)

\$5.3B

+8.4% from 2022



Oil & Gas Extraction

\$4.6B

+3.8% over 2022



**Agriculture
& Fish**

\$3.1B

-4.9% over 2022



**Forestry
& Logging**

\$1.7B

-11.4% from 2022

ABOUT THIS TOURISM REGION

The Vancouver, Coast & Mountains (VCM) tourism region represents 4% of BC's landmass and 62.5% of its population. Home to over 3.5 million residents, VCM expands outwards from Metro Vancouver along the Sea-to-Sky Corridor to Whistler and Pemberton, through the Fraser Valley and up the Fraser Canyon, and across the Sunshine Coast. The region includes the territories of 54 First Nations and 27 Community Destination Management Organizations (CDMOs).⁴

Regional Population 2024⁵



3,562,200

Population as % of BC 62.5%

Tourism Industry Snapshot

2023

Businesses (2024) ⁶	10,100
% of Total Provincial Tourism Businesses ⁷	60%
Indigenous Businesses Listed with ITBC (2024) ⁸	146
HelloBC Listings with Accessibility Features ⁹	33%
Employment (2022) ¹⁰	84,900
Regional GDP (2022) ¹¹	\$4.3 billion
Regional Tourism Revenue (2022) ¹²	\$9.7 billion
Room revenue (000s) ¹³	\$2,802,400
Visitor Centre parties ¹⁴	129,200
Resort Municipality Initiative Communities ¹⁵	Harrison Hot Springs, Whistler

⁴Inclusive of municipalities that have Economic Development Officers with tourism as part of their portfolios.

⁵BC Stats, Development Region and Municipal Population Estimates 2024, adjusted for tourism region boundaries

⁶BC Stats / Pacific Analytics

⁷BC Stats / Pacific Analytics (2023 Provincial Tourism-Related Businesses: 16,839)

⁸Indigenous Tourism BC Stakeholders

⁹Destination BC, as a percentage of total HelloBC listings by region. Actual number of HelloBC listings with accessibility features: 368 (September 2024)

¹⁰BC Stats / Pacific Analytics. Please note this does not include Hospitality employment.

¹¹BC Stats / Pacific Analytics

¹²BC Stats. Please note that regional revenues do not sum up to provincial revenue due to \$0.8 billion in provincial tourism revenue that is not allocated to a region.

¹³BC Stats. Calculated from Municipal and Regional District Tax (MRDT). Only those communities subject to the MRDT are included. Annual totals should be interpreted with caution since data for a community may not be available for all months within the year. Only those communities subject to the MRDT are included. Note: In July 2023 there was a major historical data revision due to a change in how the data is collected.

¹⁴Destination BC

¹⁵The Resort Municipality Initiative (RMI) program is intended to support small, tourism-based municipalities to enhance their tourism infrastructure, visitor experiences, and sustainable tourism practices and products. Funding is provided by the Province of British Columbia.





70%
AGREE

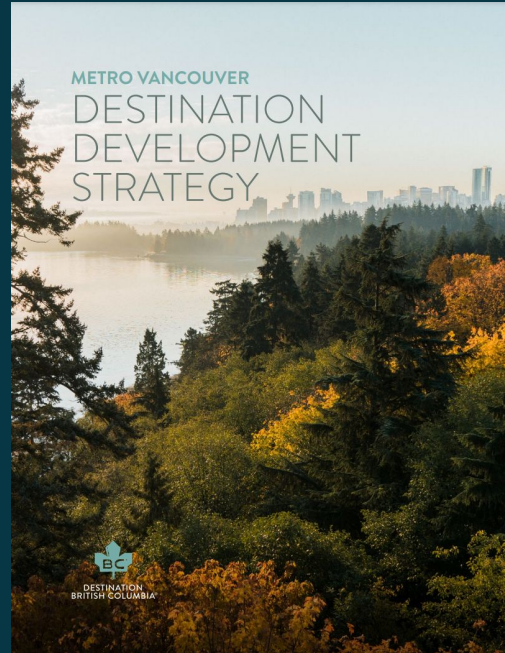
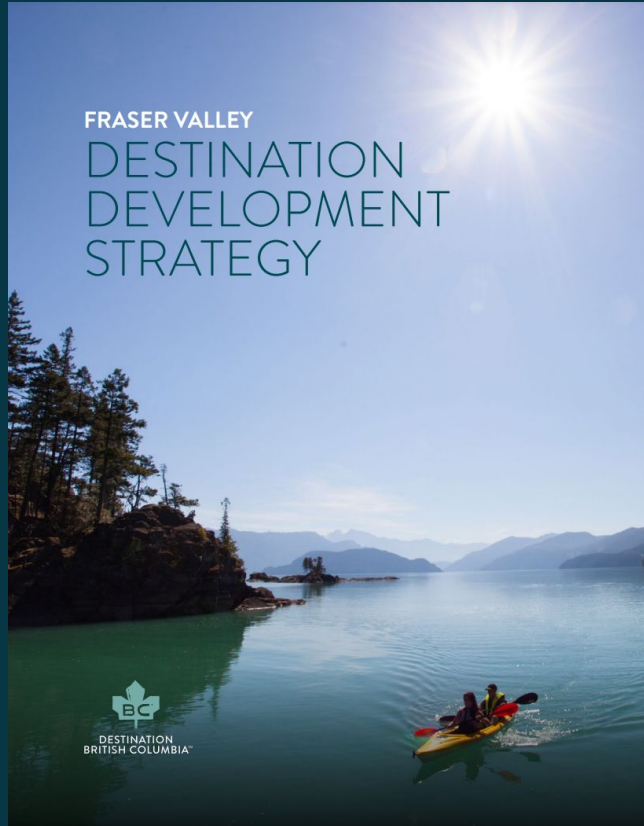
tourism contributes
positively to quality of
life in their community



80%
VALUE

the contribution
visitors make to
their local economy

Destination Development Strategies



Key Timeline

2009

Initial Concept Funding

\$2.5M in provincial funding from TACS to FVRD and Metro Vancouver

Concept Plan & Implementation Strategy created

2012

Pilot Projects Initiated

\$1M in provincial funding support from FLNRORD to FVRD and Metro Vancouver Regional Districts

ETF trail development & showcase projects

2018

Destination Management Planning

FV / MV Destination Management Strategies completed

Experience the Fraser initiative identified as key objective in Action Plan

2020/21

ETF Re-Prioritized

Fraser Valley Destination Management Council supports updating of ETF implementation plan

Community meetings & project awareness

VCM

Key Timeline

2022

Trail Mapping and Funding

Entire *Coast to Canyon* route ridden, photographed and mapped

Grants pursued to support planning, trail amenities and signage

2023

Signage and Funding

Share community summaries

Support signage initiatives and grant applications

Engagement & advocacy with ETF communities & partners

2024

Continue to Pursue Funding

Continue to support trail development, wayfinding, cultural interpretation, amenities and planning

2025 and on

Continue Advocating Development

Continue to share ETF goals, encourage entrepreneurs and explore Blueway initiatives and signage

First Nation Representation & Engagement

VCM



EXPERIENCE THE FRASER

From Hope to the Salish Sea.

ENV LIVE

VCM

Chilliwack Experience The Fraser



Thank you!

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