

### 2007 Update to January 2005 Tourism British Columbia (TBC) Report:

In 2005, TBC began an update of the 2001 study of commercial nature-based tourism in partnership with the Wilderness Tourism Association (WTA) and the Council of Tourism Associations (COTA). Out of a database of approximately 3,000 companies, 1,017 businesses were selected as a representative example and were sent an on-line or mailback questionnaire. Tourism businesses were asked about their primary and secondary activities, the difference in the number of tourist clients between 2000 and 2005, the number of part-time and full time employees, if they felt there have been any particular constraints to their growth and if they felt that the WTA, COTA or TBC could assist them with their business growth.

*The results were that approximately 1,202,000 clients participated in commercial nature-based tourism in 2005, which is up from 966,000 in 2001. Clients spent about \$1.2 billion at nature-based tourism businesses in 2005, an increase from \$908.9 million in 2001. Nature-based tourism was found to generate about 12% of total industry revenue in BC.*