



*The **Vancouver Economic Development Commission**, an agency of the City of Vancouver, works to strengthen the city's economic future by helping existing businesses, attracting investment, researching the business environment and making policy recommendations.*

## **Media Backgrounder**

### **TOURISM INDUSTRY**

#### **Overview**

Vancouver is a premier global destination with nearly 9 million visitors a year, 25,000 hotel rooms in the region, and a global reputation as one of the world's most beautiful urban environments. It has been ranked the best city in the world for a business trip, the world's most livable city, and the best destination in North America for international meetings. The YVR international airport is a showcase for some of Canada's most iconic works of First Nations art, and has been ranked the second-best airport in the world. Providing a diverse range of outdoor and urban activities in both summer and winter, Vancouver's presence as a choice tourist destination is growing in a large number of markets.

#### **Highlights**

- Granville Island is the most popular tourist destination in BC, with more than 10 million visits annually to the Island's public market, art galleries and other attractions.
- Stanley Park, an oasis of 400 hectares (1,000 acres) close to the downtown core, is recognized as one of the great urban parks of the world.
- In the winter, Vancouver's 3 local mountains provide more than 100 ski runs a short drive from downtown. In summer, the city's many local beaches are an ideal destination for sun-seekers.
- The Vancouver Art Gallery, The Vancouver Aquarium and Science World are among the city's other frequently-visited tourist destination.

#### **Growth and Trends**

The tourism sector grew consistently from 2000 until the start of the 2008-9 recession. A weaker US dollar may impact the growth of visits from the US, but the international profile of the 2010 Winter Olympic & Paralympic Games is expected to help increase visits to the city significantly in future years.

1.0 Resource Organizations

→ Tourism Vancouver

A one-stop shop for information on accommodations, travel, events, attractions and other items of interest to tourists, as well as statistics and other industry information.

[www.tourismvancouver.com](http://www.tourismvancouver.com)

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