

**Economic Impact of
Tourism in Burnaby**

Prepared for Tourism Burnaby

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Executive Summary

Tourists visiting Burnaby contribute significantly to local economic growth and development. By engaging with various businesses that provide goods and services to non-local visitors, tourism directly boosts regional employment and economies. Burnaby offers diverse variety of shopping, dining, and cultural experiences available within the locale make the city an appealing destination, within the Greater Vancouver region. The extensive array of activities located in Burnaby draw significant tourism, and the economic impact of this industry not only fortifies the local economy but also plays a crucial role in the economic growth and development of British Columbia and beyond.

This study assesses the economic impact of tourism in the City of Burnaby for 2023, drawing on an employment survey of tourism related businesses conducted from June to September 2024. It includes an estimation of visitor volumes based on data from Statistics Canada's National Travel Survey and Visitor Travel Survey, Destination Canada's Tourismscapes Dashboard, and Destination Vancouver's Visitor Market Report.¹ Additionally, the study analyzes visitor spending patterns using data obtained from Tourism Insights by Moneris Solutions Corporation (Moneris), a leading Canadian payment processing company.



***The economic impact of
tourism in the Burnaby area in 2023
includes 7,240 direct jobs,
generating \$350 million in direct GDP.
Visitors are estimated to have spent
\$990 million in 2023.***

¹ Data was obtained directly from Statistics Canada and Destination Vancouver, as well as from Destination Canada's Tourismscapes Dashboard (<https://www.tourismdatacollective.ca/tourismscapes/dashboard>).

What Is Economic Impact?

Economic impact is a measure of the spending and employment associated with a sector of the economy (e.g., tourism), a specific project, or a change in government policy or regulation. In this case, economic impact refers to the economic contribution associated with the activities of Burnaby's tourism sector, which include accommodations, food/beverage, retail, local attractions, and transportation providers.

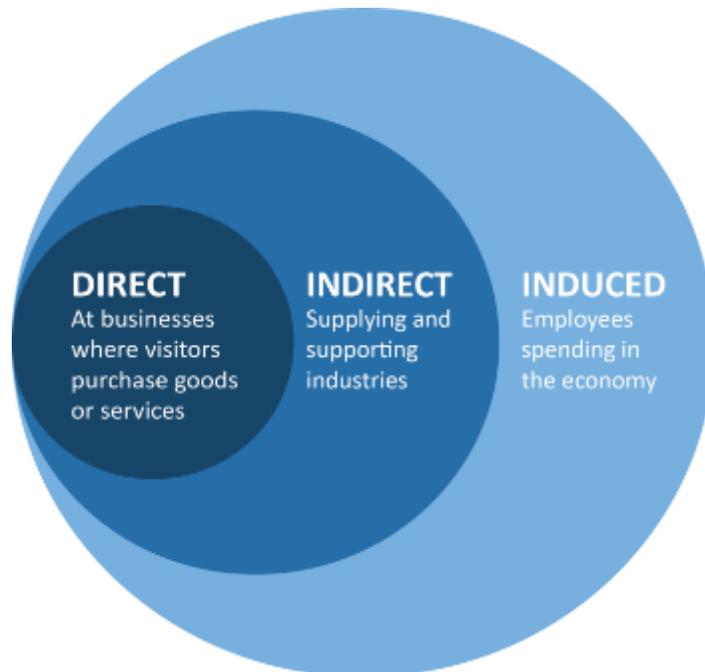
Economic impact can be measured in several ways:

- Employment (Jobs);
- Wages;
- Gross Domestic Product (GDP); and
- Economic output.

The three major components of economic impact are classified as *direct*, *indirect*, and *induced impacts* – which capture how the economic impact of Burnaby's tourism industry can spread throughout the entire economy.

Figure ES-1 illustrates the various elements that account for the economic impact of Burnaby's tourism industry.

Figure ES-1: Economic Impact Overview of Tofino's Tourism Industry



2023 Visitation and Visitor Spending

In 2023, the City of Burnaby welcomed approximately 1.3 million visitors. Of these, 953,500 were domestic travellers from within Canada but outside the Greater Vancouver region, while 339,900 were international visitors from the U.S. and overseas. These visitors contributed approximately \$990 million in total tourism expenditures, including spending on accommodations, activities, and entertainment.²

Figure ES-2: Burnaby Visitation & Visitor Spending, 2023



Source: Estimated visitors is based on the analysis of the most recent data available from Statistics Canada, Destination Canada, and Destination Vancouver. Visitor spending is based on detailed spending data for domestic and foreign visitors from Tourism Insights by Moneris. Details on the methodology for estimating visitors and visitor spending in 2023 is provided in the **Appendix**.



² Residents of the Greater Vancouver region are not considered visitors in the context of this study. For example, a resident of the City of Vancouver that shops at Metrotown is not included in the non-local visitation & visitor spending estimates.

2023 Economic Impact

The *direct* economic impact of visitor activities in Burnaby includes employment across various sectors such as accommodations, attractions, restaurants, retail, and ground transportation (e.g., transit, taxis, and car rentals). Additionally, tourism stimulates other sectors of the economy through indirect and induced impacts. *Indirect* impacts arise from industries that supply goods and services to tourism-related businesses, such as a local linen supply company that provides clean linens to hotels in Burnaby, which accommodate visitors. This business benefits from tourism even though it does not directly serve tourists. *Induced* impacts result from spending by individuals employed directly or indirectly in tourism-related businesses in the general economy. The *total* economic impact is determined by combining direct, indirect, and induced impacts.

Direct Economic Impact

In 2023, tourism and visitor activities in Burnaby directly supported approximately 7,240 jobs, generating \$250 million in wages and salaries. This is equivalent to approximately 12% of direct employment impact of tourism in Greater Vancouver.³ These activities contributed approximately \$350 million in direct GDP and \$730 million in direct economic output in British Columbia.

Burnaby's tourism industry supports a wide range of businesses, with a breakdown of direct tourism-related jobs by business type shown in **Figure ES-3**. Beyond its direct contributions, tourism plays a vital role in fostering economic growth, connecting visitors with the local community, and supporting the expansion of other industries beyond the local market.



³ This is based on Destination Vancouver's economic impact and refers to the percentage share of tourism jobs in the Greater Vancouver region that are supported by tourism businesses located in Burnaby. (<https://www.destinationvancouver.com/about-us/research-and-insights>)

Figure ES-3: 2023 Tourism Related Direct Employment in Burnaby by Business Type
(Based on 7,240 Direct Jobs of Employment)



Note: Figures may not sum to totals due to rounding.



Total Economic Impact of Tourism in Burnaby

The total economic impact of the tourism industry in Burnaby in 2023 is estimated to total roughly 9,690 jobs when taking both indirect and induced multiplier effects into consideration within British Columbia. The collective earnings from all employment, including direct, indirect and induced, is estimated to be \$410 million in wages and salaries. These operations and visitor activities contributed to approximately \$680 million in GDP and nearly \$1.3 billion in economic output for the Province of British Columbia. These economic impacts are summarized in **Figure ES-4**.

Figure ES-4: Total Economic Impact of Tourism in Burnaby, 2023



Component	Employment (Jobs)	Wages (\$ Millions)	GDP (\$ Millions)	Economic Output (\$ Millions)
Direct	7,240	\$250	\$350	\$730
Indirect	1,490	\$100	\$190	\$330
Induced	960	\$60	\$140	\$220
Total	9,690	\$410	\$680	\$1,280

Note: Figures may not sum to totals due to rounding.

2023 Tax Impacts of Burnaby’s Tourism Industry

The tourism industry in Burnaby plays a vital role in contributing to tax revenues at the municipal, provincial, and federal government levels. These tax revenues enhance the quality of life for Burnaby residents and improve facilities for future tourists; therefore, contributing critically to the local economy and tourism sector itself by supporting public services and infrastructure. In 2023, it is estimated that the total tax contributions of visitors, employers, and employees in Burnaby’s tourism industry amounted to approximately \$208 million. This substantial contribution supports sustainable economic growth and enhances community well-being, while also strengthening Burnaby’s appeal and competitiveness in the global tourism market.

Tourism-related employees and employers in Burnaby contributed \$138 million in government revenues in 2023 (through personal income taxes and property taxes, among others), making up 66% of total tourism tax contributions. The remaining 34% of government revenues, equal to roughly \$70 million in tourism taxation, was generated from sales taxes and other local taxes levied on expenditures made by tourists on accommodations, retail, food and beverage, entertainment, and local transportation. **Figure ES-5** outlines the tax contributions by type of taxpayer.

Of the grand total \$208 million in taxes collected in 2023 from Burnaby’s tourism industry, most (\$125 million, or 60%) were allocated to the federal government. Provincial government revenues comprised \$70 million of that total, or around 34% of revenues. The remaining 6% of taxes generated from the tourism sector in Burnaby in 2023, or \$13 million, was received by municipal governments through the collection of business and residential property taxes and the Municipal and Regional District Tax (MRDT), as demonstrated in **Figure ES-6**.⁴

**2023 Tax Impacts
of Burnaby’s Tourism Industry**

Federal Government:

- \$125 million (60% of total)

Provincial Government:

- \$70 million (34% of total)

Municipal Government:

- \$13 million (6% of total)

Total Taxes → \$208 million

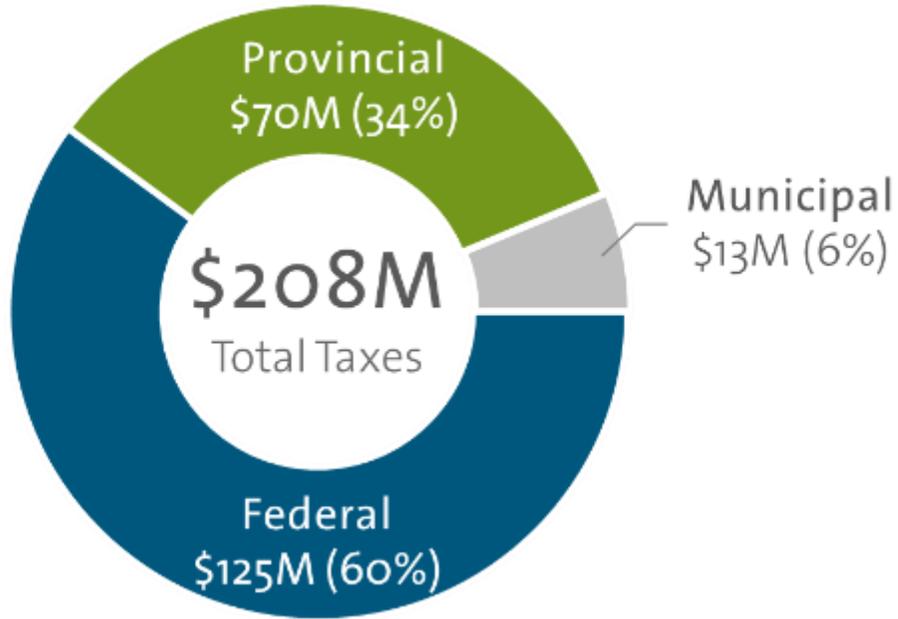
Figure ES-5: 2023 Tax Contributions of Tourism in Burnaby, by Taxpayer (\$ Millions)

Taxpayer	Federal	Provincial	Municipal	Total
Tourism Employees and Employers	\$92	\$35	\$10	\$138
Tourists	\$33	\$34	\$3	\$70
Total	\$125	\$70	\$13	\$208

Note: Figures may not sum to totals due to rounding.

⁴ Details on the methodology used to estimate tax impacts are provided in **Section 3, Section 5** and **Appendix E**.

Figure ES-6: Estimated Tax Revenues of Burnaby's Tourism Industry, by Level of Government, 2023



Note: Figures may not sum to totals due to rounding. All financial figures are in 2023 prices.



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1 Introduction



SUMMARY

In 2023, **direct tourism activity in Burnaby** supported:

- \$990 million in total visitor spending
- 7,240 direct jobs
- \$250 million in direct wages
- \$350 million in direct gross domestic product (GDP)
- \$730 million in direct economic output

Tourism Burnaby commissioned InterVISTAS Consulting Inc (InterVISTAS) to undertake an economic impact assessment of Burnaby’s tourism industry in 2023.

This study highlights the vital economic role of tourism in Burnaby, demonstrating its direct contributions to employment and regional economic growth. Through the operations and activities of various businesses serving visitors, tourism acts as a key driver of economic activity, benefiting the local economy, the Province of British Columbia, and beyond.

1.1 The Burnaby Area

Burnaby is centrally situated within the B.C. Lower Mainland, belonging to the Coast Salish Nations on the ancestral and unceded homelands of the hən'qəminəm' and Sḵwxwú7mesh speaking peoples. It is the third largest city in British Columbia and accounts for roughly 10% of the population in the Vancouver Census Metropolitan Area (CMA), with over 249,000 residents.⁵ The city is well-served by access to major highways, ports, and airports throughout the region, located less than an hour’s drive time from Vancouver International Airport, Abbotsford International Airport, and the U.S. border. A map of Burnaby and adjacent communities is depicted in **Figure 1-1**.

Burnaby is renowned as a business hub. In 2024, Burnaby was rated as the fourth most resilient economy in B.C. and the most resilient within the Lower Mainland by the publication BC Business, in part due to its ability to host a diverse range of industry sectors.⁶ In particular, the city has become an emerging hub for advanced technology manufacturing, cleantech, and information technology. Between census years 2016 and 2021, revenues in manufacturing alone increased by nearly 38%, with ongoing investments from both the private and public sector to continue expanding Burnaby-based capabilities in areas such as biotechnology manufacturing, software development for mining processes, and hydrogen fuel cell production.⁷ Beyond emerging tech, the city has been a longstanding home for several major corporate headquarters as well as nearly 70% of the studio space for the province’s film industry.⁸ Burnaby’s economy is further supported by a high-skilled local workforce along with two

⁵ Sources: <https://www.burnaby.ca/our-city/about-burnaby>; 2021 Census.

⁶ Source: <https://www.bcbusiness.ca/industries/general/b-c-s-most-economically-resilient-cities-in-2024/>

⁷ Sources: <https://www.canada.ca/en/pacific-economic-development/news/2024/11/government-of-canada-invests-over-37-million-to-drive-innovation-and-economic-growth-in-burnaby.html>; <https://www.bcbusiness.ca/industries/general/b-c-s-most-economically-resilient-cities-in-2024/>

⁸ Source: <https://www.bcbusiness.ca/industries/general/b-c-s-most-economically-resilient-cities-in-2024/>

of the province's largest post-secondary institutions, Simon Fraser University and the British Columbia Institute of Technology, which are both based in Burnaby.⁹

Burnaby has been among the fastest growing cities in the province over the past couple decades, developing its own identity within the Lower Mainland as a culturally diverse urban centre with unique offerings for visitors looking to work or play. Key attractions include:

- **Outdoor Activities** – 25% of land in Burnaby is designated for parks and open spaces, allowing residents and visitors alike to enjoy some of the region's most renowned outdoor spaces including the 86-hectare Central Park, Burnaby Mountain Conservation Area, and Deer Lake Park, to name a few.¹⁰
- **Shopping** – Metropolis at Metrotown, located within the downtown core, is the largest mall in B.C. Several other centres and neighbourhoods offer their own unique shopping experience including Crystal Mall, an Asian mall and public market, and Burnaby Heights with hundreds of longstanding small businesses and year-round events.
- **Arts, Culture, and Entertainment** – Burnaby is a multicultural city with over 120 different languages spoken across its communities, including more than half of residents having a primary language that is neither English nor French.¹¹ The city's Indigenous history and the diverse background of its population helps support a rich cultural scene which includes the Burnaby Village Museum, the Burnaby Art Gallery, and various annual events and festivals celebrating the region's heritage.
- **Sport Tourism** – Burnaby is home to more than 200 courts, rinks, pitches, and fields with key venues such as Burnaby Lake Sports Complex, Swangard Stadium, and the Scotia Barn facility lending themselves as host sites for major tournaments and competitions every year.¹²

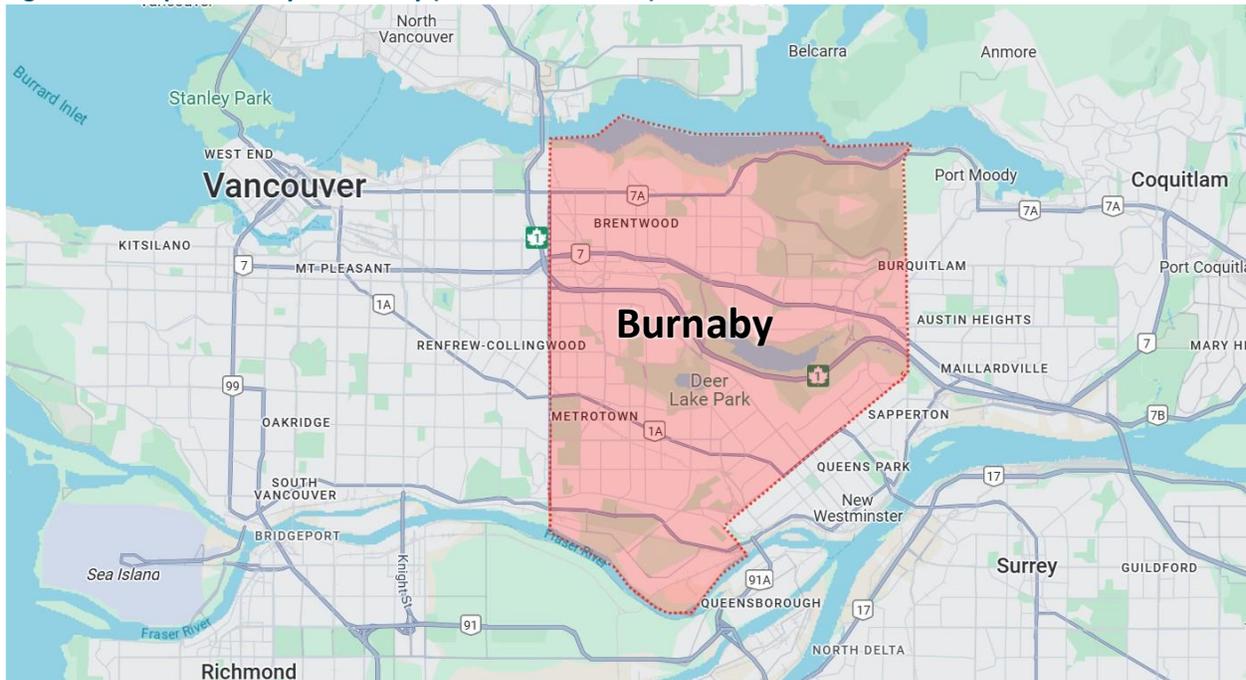
⁹ Sources: <https://www.biv.com/news/commentary/opinion-a-fast-growing-burnaby-creates-business-growth-opportunities-9548877>;
<https://www.burnaby.ca/our-city/about-burnaby>

¹⁰ Source: <https://www.burnaby.ca/our-city/about-burnaby>

¹¹ Sources: <https://www.biv.com/news/commentary/opinion-a-fast-growing-burnaby-creates-business-growth-opportunities-9548877>;
<https://www.burnaby.ca/our-city/about-burnaby>

¹² Source: <https://tourismburnaby.com/sports/facilities/>

Figure 1-1: Map of the City of Burnaby (Census Subdivision)



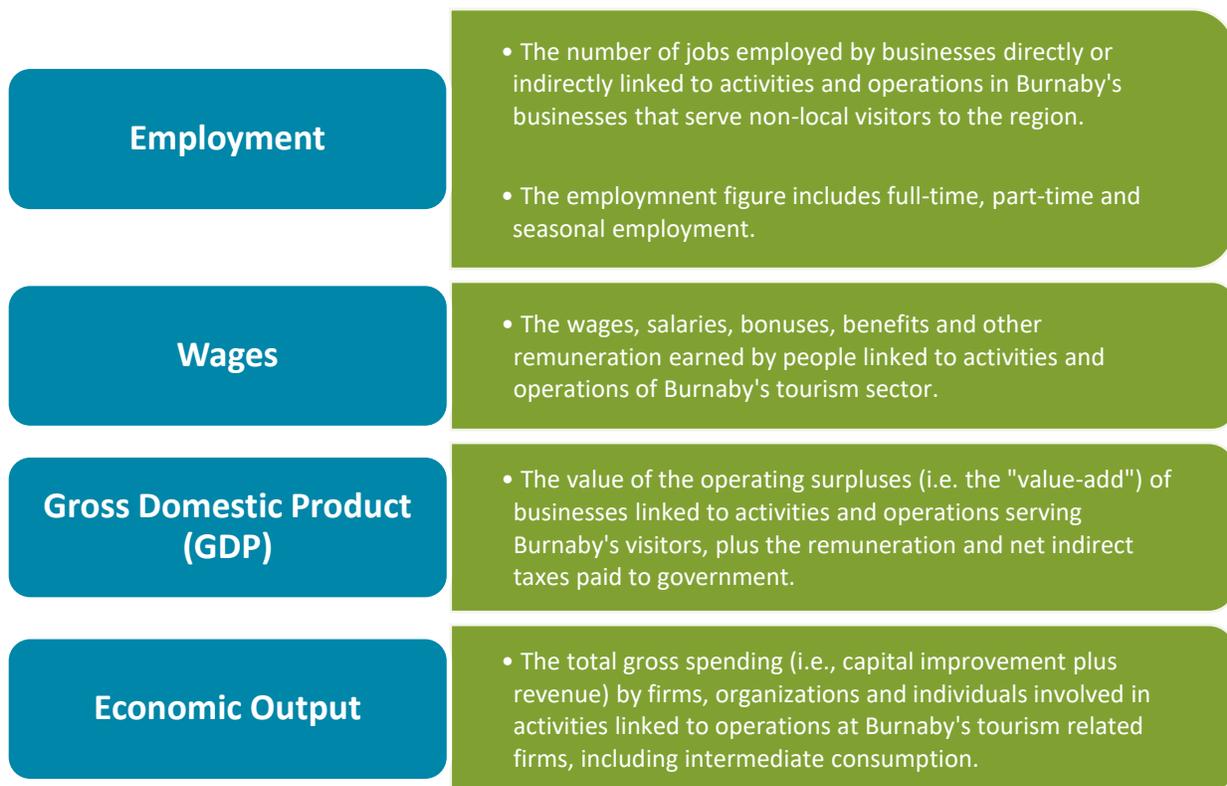
Sources: Statistics Canada, 2021 Census; Google Maps.

1.2 What is Economic Impact?

Economic impact is a measure of the spending and employment associated with a sector of the economy (e.g., tourism), a specific project (such as the construction of a new facility), an economic activity, or a change in government policy or regulation. In this case, economic impact refers to the economic contribution associated with the activities of Burnaby’s tourism sector, which includes accommodations, food/beverage and retail, local attractions, and transportation providers.

Economic impact can be measured in various ways including employment, income, Gross Domestic Product (GDP), and economic output, as summarized in **Figure 1-2**. The importance of Burnaby’s tourism industry is highlighted through the lens of these four measures. All of these are used to express the gross level of activity or expenditure from this industry. Although they are not “net” measures that weigh benefits against costs, these measures can be useful in developing an appreciation of projects, investments, and economic sectors.

Figure 1-2: Measures of Economic Impact



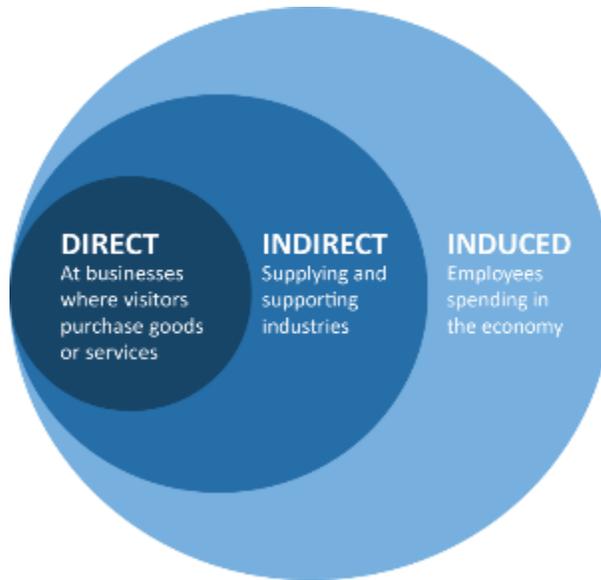
1.3 Categories of Economic Impact

The three major components of economic impact of this study are classified as *direct, indirect, and induced* impacts, which collectively capture the economic benefits of Burnaby's tourism industry to the local and provincial economy. **Figure 1-3** illustrates the various elements that account for the economic impact of the tourism industry.

- **Direct** impacts account for the economic activity of the target sector itself. Direct employment impacts are measured by counting those individuals who work in a particular sector of the economy. In the tourism sector, this includes all those people who work in providing services to non-local visitors (e.g., a housekeeper of a hotel in Burnaby, a salesperson at a clothing store in Metrotown, a tour guide at Burnaby Village Museum, etc.).
- **Indirect** impacts are those that result because of the direct impacts. This involves employment, wages, GDP, and economic output generated by industries that arise from the presence of the tourism industry. For example, indirect impacts could include a local printing company that produces marketing materials, brochures, and signage for hotels, attractions, and tourism-related events (i.e., any businesses that supply or provide services to those firms directly serving Burnaby's tourism sector).

- **Induced** impacts are economic impacts created by the spending of wages, salaries, and profits earned by those working in direct and indirect economic activities related to tourism in Burnaby. For example, induced impacts would include a restaurant employee’s purchases of consumer goods such as food, clothing, electronics, etc. Induced impact is often called the “household-spending effect”.
- **Total** impacts are the sum of direct, indirect, and induced effects.

Figure 1-3: Economic Impact Overview of the Tourism Industry



1.4 Scope of the Study

The tourism industry in the Burnaby area generates employment for individuals with jobs in the accommodations industry, attractions, and other organizations. In addition, the tourism industry brings in non-local visitors, who will spend money on local ground transportation, food and beverage, retail, etc. This study estimates the economic impacts and tax impacts generated by Burnaby’s tourism sector, as follows:

- **Employment Impacts:** economic impacts associated with employment in Burnaby’s tourism sector in the following industries: accommodations, arts/cultural entertainment, conference and meeting facilities/services, and sports and recreation.
- **Visitor Spending Impacts:** economic impacts generated by visitor spending in Burnaby related to food/beverage, retail, and local ground transportation.
- **Tax Impacts:** tax revenues generated by the employment impacts and visitor spending impacts of Burnaby’s tourism sector.

Supplementary analysis is also conducted on:

- **Ancillary Benefits:** other positive impacts associated with the tourism industry, including sustainability efforts and community identity.
- **Marketing:** return on investment associated with promotional campaigns spearheaded by Tourism Burnaby.

The associated economic impacts of tourism are measured in several ways including visitor spending in the local economy, employment (jobs) supported by Burnaby's tourism industry, and the sector's contribution to GDP.



2 Tourism Industry Snapshot

2.1 Introduction

The City of Burnaby is a vibrant destination offering a mix of natural beauty, cultural experiences, and world-class sporting facilities. Visitors can explore scenic parks like Burnaby Mountain Conservation Area, enjoy cultural attractions such as the Burnaby Village Museum and Burnaby Art Gallery, and attend annual festivals celebrating the city’s diverse heritage. As a hub for sports tourism, Burnaby hosts major events at venues like the Burnaby Lake Sports Complex, attracting athletes and spectators alike. With its proximity to Vancouver and excellent transportation links, Burnaby is an ideal destination for travelers seeking to experience the best of British Columbia.

2.2 Accommodations Industry

The City of Burnaby is home to 10 accommodation providers, offering a diverse range of lodging options for visitors.¹³ Collectively, these establishments feature more than 1,900 guest rooms. Additionally, Burnaby’s accommodations provide over 45,400 square feet of meeting space, equating to approximately 24 square feet meeting space per guestroom.¹⁴

Figure 2-1: Burnaby’s Accommodations Profile, 2023



Source: Data on accommodations providers obtained from Tourism Burnaby.

2.3 Visitors to Burnaby

It is estimated that 1.3 million people visited Burnaby in 2023. Majority of these visitors (approximately 74% or 953,500 visitors) were domestic travellers from within Canada, but outside the Greater Vancouver area. The remaining 26% (equivalent to 339,900 visitors) were international tourists from the U.S. and other countries. Total expenditures by visitors amounted to approximately \$990 million, encompassing accommodations, local attractions, dining, and retail purchases. On average, visitor spending is estimated to be \$770 per visitor per trip.¹⁵

¹³ It is noted that numerous short-term rentals are also available through the City of Burnaby.

¹⁴ Data on accommodations providers obtained from Tourism Burnaby. The ratio of meeting space to guest rooms is an important metric in the hospitality industry, reflecting a destination’s capacity to host events while accommodating attendees effectively, and is often influenced by the hotel types, target market, and balance between event hosting and leisure-focused services.

¹⁵ Residents of the Greater Vancouver region are not considered visitors in the context of this study. For example, a resident of the City of Vancouver that shops at Metrotown is not included in the non-local visitation & visitor spending estimates.

Figure 2-2: Burnaby Visitation & Visitor Spending, 2023



Source: Estimated visitors and visitor spending is based on the analysis of the most recent data available from Statistics Canada, Destination Canada and Destination Vancouver. Details on the methodology for estimating visitors and visitor spending in 2023 is provided in the **Appendix**.



3 Methodology



SUMMARY

- **Over 30 tourism related businesses were contacted** to provide input to the employment survey, based on Burnaby Tourism’s stakeholder list
- **Visitor expenditure data collected from Statistics Canada, Destination Canada and Destination Vancouver**
- Burnaby visitation in 2023 based on data taken from Statistics Canada and estimated based on projected growth for 2023
- Study time frame: 2023 operations and visitation
- Economic multipliers and ratios source: Statistics Canada, reflective of the Year 2021

3.1 Introduction

The study estimates the economic impact of Burnaby’s tourism related activities and operations in 2023. InterVISTAS utilizes a two-pronged approach to estimate the economic impacts. The first component of the economic impact analysis involves an employment survey of tourism-related businesses in Burnaby as the main data collection tool for accommodations providers and tourism attractions and services. The second component of the analysis uses data on visitor expenditures to assess the impact of visitor spending on food/beverage, retail, and local ground transportation in Burnaby, since it is difficult for these firms to estimate the proportion of their businesses related to tourists (e.g., it is challenging for a restaurant to identify what percentage of its revenues are attributed to visitors versus local residents).

To assess the direct employment impacts in the first component, the InterVISTAS study team thoroughly reviewed and surveyed the employment landscape of Burnaby’s tourism-related businesses in 2023, including hotels, local attractions, and other tourism services providers (over 30 firms). These firms were provided with an online employment survey to complete, yielding estimates of both the number of individuals employed in directly related occupations and the total earnings paid to all employees by tourism businesses in Burnaby. This survey data was instrumental in categorizing the total employment figures and average wages paid by business type.

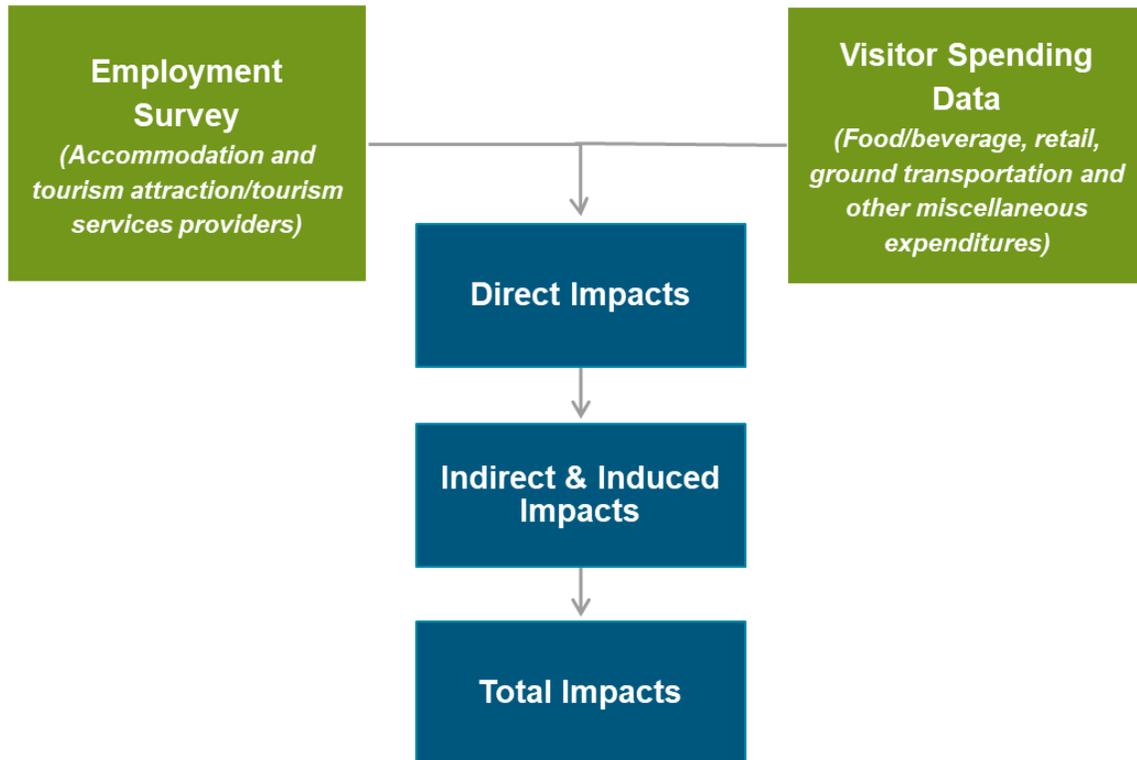
Furthermore, for the second component of the analysis, the impacts associated with Burnaby’s tourism visitor spending on food and beverage, retail, and local ground transportation within the Burnaby area were evaluated. These expenditures were estimated based on the most recent data available from Statistics Canada, Destination Canada and Destination Vancouver. Based on the visitor spending estimated, the direct employment impacts generated per dollar of spending on food/beverage, retail, and local ground transportation are estimated using InterVISTAS’ proprietary economic impact model. The model utilizes the most current Statistics Canada multipliers and ratios, which are derived from the Statistics Canada Input-Output model of the Canadian and provincial economies.¹⁶

¹⁶ The multipliers used for the analysis are based on Statistics Canada economic multipliers for British Columbia from the 2021 Interprovincial Input-Output model, which is the most recent available. These multipliers were updated with Consumer Price Indices to account for inflation to 2023.

The indirect and induced effects were estimated using economic multipliers and ratios developed by Statistics Canada.¹⁷ InterVISTAS then leveraged a proprietary model to conduct multiplier analysis and estimate indirect and induced impacts. Multiplier impacts are presented at the provincial level.

Figure 3-1 provides an overview of InterVISTAS' two-pronged approach to estimate the economic impacts of tourism in Burnaby.

Figure 3-1: InterVISTAS' Two-Pronged Approach to Estimate Economic Impacts of Tourism



Data from the survey was used to calculate the associated tax impacts (government revenue) generated by Burnaby's tourism industry activities and operations.

3.2 Estimating Direct Employment

The direct employment base related to the tourism sector in Burnaby is measured first. Employment figures (jobs) are generally more understandable by the public than more abstract measures, such as economic output or GDP. Employment figures also have the advantage of being a more accurate measure, both because the firms are more likely to provide data on employment (as opposed to information on revenues, wages, and other monetary amounts), and because there is less chance of double-counting economic activity.

¹⁷ Same as above.

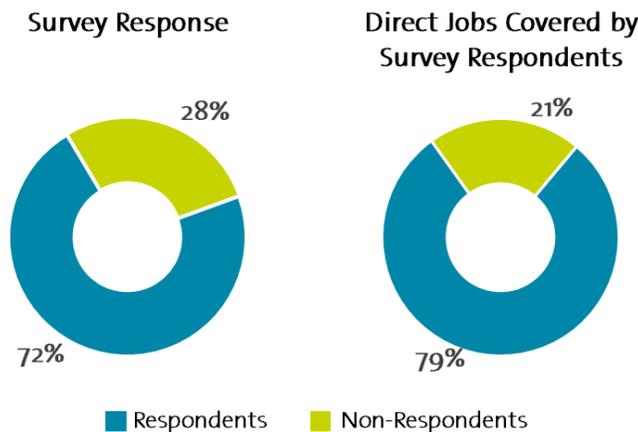
The economic impact study then assesses the indirect and induced (or “multiplier”) employment supported by Burnaby’s tourism related activities, as well as economic activity in terms of economic output and GDP, using Statistics Canada’s economic multipliers. The tax revenues generated by the tourism sector are also estimated.

3.3 Surveyed Direct Employment

Employment at accommodation providers, the destination marketing organization, attractions, and other tourism service providers was measured by surveying related businesses and organizations during 2023.¹⁸ Of the 54 surveys distributed, 39 firms replied to the survey. The survey response rate was therefore 72% - in particular, eight out of ten accommodations providers responded to the survey, while 21 out of 44 tourism attractions/tourism services providers responded. Effort was focused on collecting input from the largest and most significant tourism firms operating in the Burnaby area. Approximately 79% of the total estimated direct employment at Burnaby’s tourism related firms were covered by the responding survey respondents.

The list of businesses surveyed was developed using a stakeholder contact list provided by Tourism Burnaby. Surveys were completed online, and survey follow-up was conducted to prompt non-responding firms to complete the survey.

Figure 3-2: Response Rate for Tourism Burnaby Employment Survey



¹⁸ A sample of the employment survey is provided in **Appendix A**.

3.4 Inferred Direct Employment

For businesses that did not respond to the survey, employment and other metrics were conservatively estimated using a proven and accepted methodology.¹⁹ This includes referencing the survey results for firms of similar business types and sizes. There may be firms that were not surveyed because their existence was unknown. Employment for these non-surveyed firms was not estimated because there was no basis for assessment. It is expected that the volume of missed employment would be minimal.

Employment was “inferred” for firms that did not respond to the current year’s employment survey. For Burnaby’s tourism sector direct employment, 21% of total direct surveyed employment was inferred.

3.5 Visitor Spending Impacts

In addition to the survey of tourism related employment in Burnaby that covers various sectors, which encompasses areas like hotel services and attractions, there is also an economic contribution stemming from visitor expenditures in the region. This spending spans sectors such as food and beverage, retail, and local ground transportation. As mentioned, data on visitor spending will be utilized for the analysis of visitor spending on these expenditures only.

Visitor expenditure data was calculated by assessing data from Tourism Insights by Moneris Solutions Corporation (Moneris), a leading Canadian payment processing company. It included detailed spending data for domestic and foreign visitors who reside outside of the Greater Vancouver region and visited Burnaby in 2023. The calculation of economic impact of visitor spending in Burnaby was based on this information. In 2023, approximately 1.3 million visitors traveled to Burnaby, contributing an estimated \$990 million in total tourism spending in the region. Visitor spending on food/beverage, retail, and local ground transportation amounted to \$580 million in 2023.²⁰ This does not include amounts spent on accommodations, tour operations or attractions as these impacts are already accounted for in the employment survey analysis.



In addition to the economic impact associated with accommodation and tourism attraction/tourism services providers, there is also economic impact generated related to visitor spending in the region in sectors such as food/beverage, retail, local ground transportation, and other travel related expenditures, amounting to \$580 million or 60% of total visitor expenditures in 2023.

¹⁹ Details on our methodology for inferring employment is provided in **Appendix B**.

²⁰ Details on the estimation of visitor spending on food/beverage, retail, and local ground transportation only is provided in **Appendix C**.

3.6 Estimating Indirect, Induced and Other Economic Impacts

Measuring indirect and induced economic activity poses significant challenges. While conducting a survey of such employers may be plausible, the survey would need to cover thousands of firms for indirect employment. For induced employment, the entire economy would need to be scrutinised. Apart from the considerable time and financial resources required for such surveys, the quality and reliability of responses would be suspect.

Instead of relying on costly and potentially inaccurate surveys, indirect and induced effects are commonly assessed using economic multipliers. These multipliers are derived from economic, statistical, and/or accounting models of the general economy.

The multipliers used for the analysis are based on Statistics Canada economic multipliers for British Columbia from the 2021 Interprovincial Input-Output model, which is the most recent available.²¹ These multipliers were updated with Consumer Price Indices to account for inflation to 2023.

Other Economic Impacts: Economic Output and GDP

In addition to employment, the economic impact of the tourism industry can be measured in terms of the dollar impacts on the economy.

The two most common measures of economic contribution (in addition to employment) are GDP and economic output. Economic output roughly corresponds to the gross revenues of goods or services produced by an economic sector, while GDP measures only value-added revenues. As such, GDP removes the revenues to suppliers of intermediate goods and services and only includes the revenue from value-added production. Alternatively, economic output adds all revenues at each stage of production together as a measure of total production in the economy. Economic output will usually be greater than GDP (also termed value-added).

To estimate economic output for a sector, one might add up the gross revenues of the various firms in that sector. However, to find GDP for a sector, care must be taken to avoid double-counting. The revenues of one firm providing service to another are not incremental GDP. For example, in the automobile sector, one cannot add the value (gross revenue) of a finished auto to the value of the tires. The tires are already included in the value of the automobile.

One approach to measuring economic output and value-added is to ask firms in a survey to provide information on their gross revenues, payments to suppliers, etc. However, there are several problems with the approach. First, it is too expensive to capture all of this information in a survey. Second, the double-counting problem makes this approach impractical.

An alternative is to infer economic output and GDP for an economic sector from employment data using economic multipliers and ratios. Statistics Canada produces economic multipliers and ratios for Canada, and these are more cost effective and more accurate than obtaining the data from surveys. This method, using Statistics Canada economic multipliers and ratios for Canada, is the approach adopted here.

²¹Source: <https://www150.statcan.gc.ca/n1/daily-quotidien/231208/dq231208f-eng.htm>

3.7 Tax Revenue Impacts

Tourism activity in Burnaby also generates tax revenues. This includes revenues received by federal, provincial, and municipal levels of government. The tax revenue contributions to the federal, provincial, and municipal levels of government that are associated with Burnaby's tourism industry are also estimated. This includes taxes paid by employers and employees (such as payroll taxes) and an estimation on municipal taxes paid. Estimated tax revenues are for the 2023 calendar year, using tax rates for that year in the computations.²²



²² The employment and other assumptions on which tax revenues calculations are based are described in **Appendix E**.

4 Economic Impact of Tourism in Burnaby



SUMMARY

In 2023, **direct tourism activity in Burnaby** supported:

- \$990 million in total visitor spending
- 7,240 direct jobs
- \$250 million in direct wages
- \$350 million in direct gross domestic product (GDP)
- \$730 million in direct economic output

4.1 Direct Economic Impacts

It is estimated that a total of 7,240 direct jobs were supported by direct employment related to operations in Burnaby’s tourism industry. This is equivalent to approximately 12% of direct employment impact of Greater Vancouver tourism.²³ These jobs were associated with an estimated \$250 million in wages, providing an average of roughly \$34,500 per job. This compares to an average annual wage of \$64,000 in British Columbia and a national average of \$62,700.²⁴ It is important to note that jobs in the tourism industry are often part-time or seasonal positions, and thus the average wage for these roles is lower than provincial and national averages. Despite this, tourism is a crucial industry that supports the growth and prosperity of other sectors as well as economies beyond local borders. Tourism serves as a bridge between visitors and locals, acting as a catalyst for growth in other industries and driving economic development. Moreover, tourism-related jobs often provide the first employment opportunities for young people, offering part-time and seasonal positions that help them enter the workforce.

*In 2023, tourism in the Burnaby area supported
7,240 direct jobs
and contributed
\$350 million in direct GDP.*

²³ This is based on Destination Vancouver’s economic impact and refers to the percentage share of tourism jobs in the Greater Vancouver region that are supported by tourism businesses located in Burnaby. (<https://www.destinationvancouver.com/about-us/research-and-insights>)

²⁴ Statistics Canada. Table 14-10-0204-01 average weekly earnings by industry, annual, Canada, Burnaby, British Columbia, 2023, calculated to estimate annual earnings.

In 2023, Burnaby’s tourism industry contributed over \$350 million and \$730 million in direct GDP and direct economic output, respectively. A summary of the direct economic impact of tourism in the City of Burnaby is illustrated in **Figure 4-1**.

Figure 4-1: Direct Impact of Burnaby’s Tourism Industry, 2023

Component	Employment (Jobs)	Wages (\$ Millions)	GDP (\$ Millions)	Economic Output (\$ Millions)
Direct	7,240	\$250	\$350	\$730

4.1.1 Direct Employment by Business Type

A breakdown of direct employment in Burnaby’s tourism industry by business type offers valuable insight into the various sectors that contribute to tourism in the city. The following summary details direct employment of each industry:

- **Retail** accounted for 3,570 jobs or 49% of direct employment.
- **Food/Beverage** accounted for 1,650 jobs or 23% of direct employment. This includes employment at restaurants and bars, coffee shops, and grocery stores.
- **Local transportation** accounted for 930 jobs or 13% of direct employment. This includes taxi, rideshare, bus, car rental and fuel expenditures in Burnaby.
- **Accommodations** employment accounted for 500 jobs or 7% of direct employment.
- **Arts, Culture & Entertainment** accounted for 350 jobs or 5% of direct employment. This includes employment at theatres, galleries, museums, and other arts and entertainment-related businesses.
- **Conference & Meeting Facilities/Services** accounted for 120 jobs or 2% of direct employment. This also includes educational institutions.
- **Sports & Recreation** accounted for 80 jobs or 1% of direct employment.²⁵
- **Other** jobs accounted for 40 jobs or 1% of direct employment, which includes the destination marketing organization and community centres.

²⁵ Sports organizations rely on a strong base of volunteers, which is a critical component in their ability to deliver services and events, particularly within the sports tourism sector.

A breakdown of the 7,240 direct employees in Burnaby’s tourism industry, is illustrated in **Figure 4-2**, separated by business type.

Figure 4-2: 2023 Tourism Related Direct Employment in Burnaby by Business Type (Based on 7,240 Direct Jobs of Employment)



Note: Figures may not sum to totals due to rounding.



4.2 Indirect and Induced Economic Impacts

The direct economic impacts generated by Burnaby's tourism industry do not fully capture the sector's entire contribution to the economy, as other industries rely on these businesses. Therefore, it is essential to consider the indirect effects on businesses that supply goods and services to tourism-related operations, as well as the induced impacts from direct and indirect employees spending their wages within the broader economy. The total economic impact of Burnaby's tourism industry is derived by combining these direct, indirect, and induced effects.

The indirect and induced impacts were estimated using Statistics Canada's economic multipliers for British Columbia.²⁶

4.2.1 Indirect Impacts

Indirect effects arise from suppliers to businesses that are directly involved in or connected to tourism. It is estimated that Burnaby's tourism industry was associated with 1,490 indirect jobs in 2023, as calculated through utilizing economic multipliers. These 1,490 jobs were indirectly created through industries that supply businesses more directly engaged in Burnaby's tourism sector. The total wages associated with this indirect employment created by tourism in Burnaby is estimated to be \$100 million, and estimated GDP contribution from indirect sources in 2023 is equal to \$190 million, with economic output equal to approximately \$330 million.

4.2.2 Induced Impacts

Induced employment is generated by demand for goods and services (e.g., spending in the general economy) generated by wages of those directly or indirectly linked to the Burnaby's tourism industry. Induced employment driven by Burnaby's tourism industry in 2023 is projected to be around 960 jobs, which are expected to yield wages totalling \$60 million. The GDP contribution and economic impact from these induced sources are estimated to be \$140 million and \$220 million, respectively.

4.3 Total Economic Impacts

In total (including direct, indirect, and induced effects), operations in Burnaby's tourism sector generated an estimated 9,690 jobs paying \$410 million in wages in 2023. The tourism industry in Burnaby is also associated with a contribution of \$680 million in total GDP and \$1.3 billion in total economic output, when including multiplier effects in calculations. **Figure 4-3** below summarizes the direct, indirect, and induced effects on employment and wages in the regional economy, along with GDP and economic output contributions.

²⁶ The multipliers used for the analysis are based on Statistics Canada economic multipliers for British Columbia from the 2021 Interprovincial Input-Output model, which is recommended by Statistics Canada as it is more reflective of current economic structures. These multipliers were updated with Consumer Price Indices to account for inflation to 2023.

Figure 4-3: Total Economic Impact of Tourism in Burnaby, 2023



Component	Employment (Jobs)	Wages (\$ Millions)	GDP (\$ Millions)	Economic Output (\$ Millions)
Direct	7,240	\$250	\$350	\$730
Indirect	1,490	\$100	\$190	\$330
Induced	960	\$60	\$140	\$220
Total	9,690	\$410	\$680	\$1,280

Notes:
 Figures may not sum to totals due to rounding.

In total, those businesses directly related to tourism, together with the businesses that supply the goods and services to tourism activity (indirect impacts), and spending of employees in the wider economy (induced impacts), support 9,690 jobs.

Where Sports Drive Opportunity: *Shaping Burnaby's Legacy and Supporting Local Business*

By directly attracting visitors and indirectly supporting both cultural exchange and infrastructure developments, sports events play a vital role in Burnaby's tourism industry. The City of Burnaby is a growing hub for sports activities, having hosted over 40 events over the past year alone which have attracted national and international attention.¹ Burnaby's easy access to Vancouver proper, as well as the Vancouver International Airport via public transportation, makes it a prime destination for further sports events success and development.

Burnaby's vast array of sports and event venues makes the city an ideal destination for these kinds of activities. Featuring over 200 courts, rinks, diamonds, and fields for dozens of different sports, Burnaby's collection of sport venues and playing surfaces are capable of hosting everything from ice hockey and soccer to lacrosse and archery.² Swangard Stadium, capable of seating 4,500, is the city's largest venue. Bill Copeland Sport Centre, a multisport arena that can host over 2,000 attendees, is also regularly booked for hockey and other ice events. Facilities at Simon Fraser University and the British Columbia Institute of Technology are also capable of seating 1,000 attendees each, and as post-secondary institutions, they enable Burnaby to tap into collegiate markets while also conveniently providing other nearby multipurpose event spaces.

These venues are the foundation for Burnaby's expanding repertoire of sports events. For example, the Pat Quinn Classic, an annual hockey tournament which has welcomed over 6,100 players to date since it first hosted an international U15 tournament in 1962, is held across four of Burnaby's ice hockey complexes, including the Bill Copeland Sport Centre.³ The Pat Quinn Classic has become a staple event for ice hockey fans across the Greater Vancouver region over the years, with several NHL players participating in the Pat Quinn Classic during their youth hockey careers – such as Joe Sakic, Cliff Ronning, Paul Kariya – and over 255 players drafted to the WHL.⁴ Burnaby was also home to the 2024 Rowing BC Provincial Championship, which brought over 300 U17 to U23 competitors to Burnaby Lake in July 2024 for two back-to-back weekends of intense competition.⁵ Other notable events include the Volleyball BC 12U Provincial Championships, the Junior World Tennis Tour as well as the Gymnastics BC Annual General Meeting. Several sports organizations based in Burnaby also host events at these venues, including BC School Sports, BC Soccer, BC Wrestling Association, Burnaby New West Ringette, and Canlan Classic Tournaments. With athletes and attendees travelling from across BC and the U.S. for these occasions, sporting events in Burnaby continue to make a lasting impact for local businesses.

¹ Data on sports events obtained from Tourism Burnaby.

² <https://tourismburnaby.com/sports/facilities/>

³ <https://patquinnclassic.com/>

⁴ Same as above.

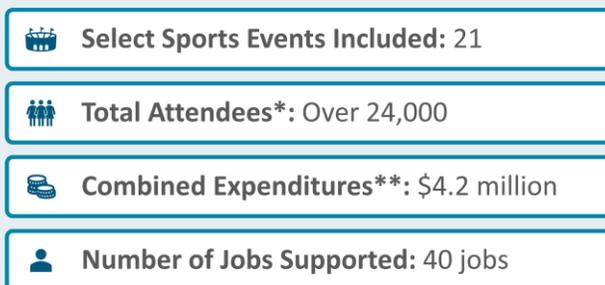
⁵ <https://tourismburnaby.com/burnaby-lake-is-rowing-central-this-summer/>

Where Sports Drive Opportunity: *Shaping Burnaby’s Legacy and Supporting Local Business*

These sports events contribute significantly to the local economy by generating substantial spending on accommodations, dining, transportation, and retail, benefiting local businesses. The influx of visitors supports job creation in hospitality, event management, and retail sectors, while also contributing to tax revenues at all levels of government. Additionally, sports events foster long-term economic growth by enhancing Burnaby’s reputation as a premier destination for sports tourism, driving repeat visits, and encouraging infrastructure investments. Through these activities, sports events not only energize the local economy but also promote Burnaby as a vibrant hub for both competitive and recreational sports.

The crucial role of Burnaby’s sports events in driving the local economy can be demonstrated by looking at 21 select events hosted in 2023, including the Pat Quinn Classic, based on data obtained from Tourism Burnaby, such as an economic impact assessment of the Pat Quinn Classic conducted by Sport Tourism Canada, and surveys of 7 out of 22 sports organizations. Attracting more than 24,000 attendees,¹ these select events generate at least \$4.2 million in ticket sales and visitor spending, including expenditures on accommodations, food, and retail, along with event operating costs and Tourism Burnaby’s marketing efforts.¹ Approximately 40 jobs are created to organize these events and support the visitor spending generated by attendees. These events attract both local and out-of-town visitors, encouraging business activity, enhancing tourism, and supporting the city’s long-term economic growth.

Select Burnaby Sports Events, 2023



Notes:

- * Includes attendees residing within Metro Vancouver.
- ** Includes ticket sales and visitor spending by all attendees, event operating costs, and Tourism Burnaby marketing expenditures.
- Data on sports events obtained from Tourism Burnaby, including an Economic Impact Assessment of the Pat Quinn Classic conducted by Sport Tourism Canada, and surveys of 7 out of 22 sports organizations.

⁶ Includes attendees residing within Metro Vancouver.
⁷ Data on sports events obtained from Tourism Burnaby, including an Economic Impact Assessment of the Pat Quinn Classic conducted by Sport Tourism Canada, and surveys of 7 out of 22 sports organizations.

Where Sports Drive Opportunity: *Shaping Burnaby's Legacy and Supporting Local Business*

As Burnaby continues to expand its sports event offerings, its reputation as a dynamic sports destination will only continue to grow. From hockey and soccer to track and field, Burnaby hosts numerous local, provincial, and national tournaments, contributing to the city's vibrant sports culture. These events not only foster community engagement but also generate significant economic benefits by drawing visitors who support local businesses, hotels, and restaurants.



5 Tax Revenue Impacts



SUMMARY

Contribution to government revenues related to tourism in the city of Burnaby amounted to **\$208 million in 2023**, including:

- Federal Government: \$125 million (60% of total)
- Provincial Government: \$70 million (34% of total)
- Municipal Government: \$13 million (6% of total)

5.1 Introduction

The operations and activities of tourism-related businesses, along with spending by visitors, contribute significantly to government revenues. This study also assesses the current tax impacts resulting from Burnaby's tourism industry and related economic activity, estimating the revenues generated for federal, provincial, and municipal governments. The tax revenues derived from tourism help fund public services and infrastructure, improving the quality of life for residents and enhancing facilities for future visitors.

Tax revenue contributions are divided into two groups, based on who is making the payment:

- **Taxes paid by employers and employees.** They include wage and payroll taxes, and social insurance contributions (such as employment insurance premiums). They also include an estimate of property taxes paid by firms.
- **Taxes paid by same day and overnight visitors to Burnaby.** Payments include GST and PST paid on hotel accommodations and other goods and services (e.g., food/beverage and retail purchases).

As with all such studies, a decision must be made as to how broad of a definition of economic activity should be used in measuring impacts. For this study, a relatively narrow definition has been taken, for example, the following have not been included:

- Taxes associated with indirect or induced employment (i.e., multiplier effects).
- Consumption taxes (e.g., GST and PST) paid by tourism industry employees when they spend their wages.

It would be exceedingly complex to broaden the scope of the tax base in this analysis to include taxes generated by indirect and induced employment. The level of detail collected on direct employment by the survey is critical to the tax analysis while such information is not available for the indirect and induced employment. This being the case, impacts and speculation about the general economy would be complex and averages would not necessarily be precise or accurate. Therefore, the tax analysis in this study is limited to revenues attributable to direct employment only.

5.2 Tax Contributions by Taxpayer

A total of \$138 million in government revenues (66% of total tax contributions) was generated by tourism-related employees and employers associated with Burnaby’s tourism in 2023. The remaining 34% of taxation revenues was generated by tourists; specifically, sales taxes and other local taxes levied on expenditures made by tourists on accommodations, retail, food and beverage, entertainment and local transportation. The total amount of taxes paid by tourists, employers, and employees in Burnaby’s tourism industry amounted to \$70 million in 2023. This substantial contribution of tourism-related tax revenue advances sustainable economic growth and community well-being, while simultaneously enhancing Burnaby’s attractiveness and competitiveness in the global tourism market. **Figure 5-1** provides a summary of 2023 tax contributions by taxpayer.

Figure 5-1: 2023 Tax Contributions of Tourism in Burnaby, by Taxpayer (\$ Millions)

Taxpayer	Federal	Provincial	Municipal	Total
Tourism Employees and Employers	\$92	\$35	\$10	\$138
Tourists	\$33	\$34	\$3	\$70
Total	\$125	\$70	\$13	\$208

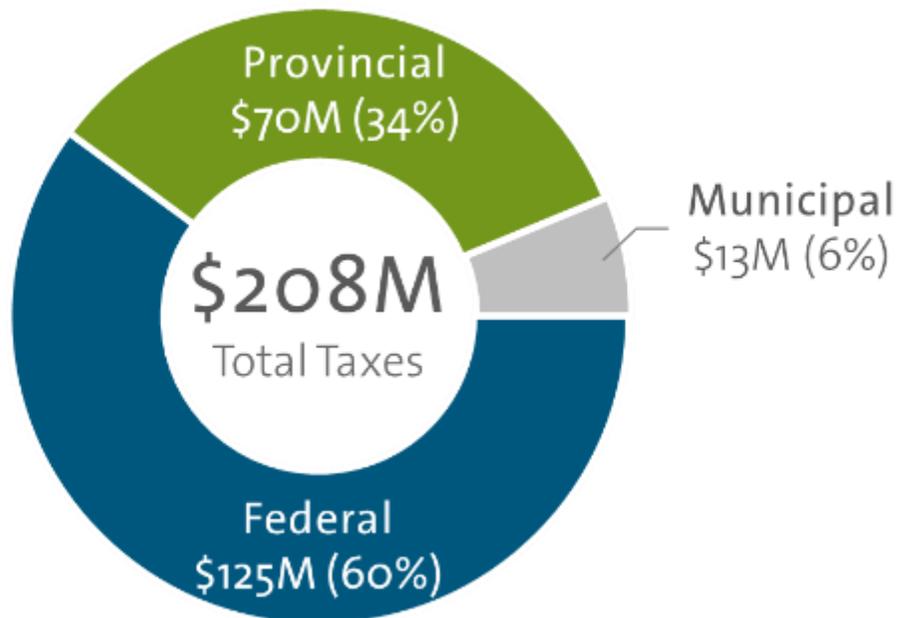
Note: Figures may not sum to totals due to rounding.

5.3 Tax Contributions by Level of Government

Burnaby’s tourism industry and its associated economic activity generates tax revenue for all levels of government. It is estimated that in 2023, Burnaby's tourism sector generated roughly \$208 million in tax revenue for the federal, provincial, and municipal levels of government. These government revenues go on to support public services and infrastructure within the province and across the nation, thereby improving residents' quality of life, as well as the strength of the region as a tourist destination. A breakdown of the relevant tax impacts, organized by level of government, are provided in **Figure 5-2**.

- The federal government was the largest recipient of tax revenue, receiving approximately \$125 million (60% of total tax revenue impacts). Of this total, most is attributable to taxes paid by employers and employees such as income tax, corporate income tax, and CPP contributions.
- The provincial government received \$70 million (34% of total tax revenue impacts). This total is from income taxes, Workers Compensation Board (WCB) contributions, medical premiums, and provincial tax associated with visitor spending.
- The municipal government collected the remaining \$13 million in tax revenue (6% of total tax revenue impacts) in the form of property taxes paid by businesses, as well as the Municipal Accommodation Tax (MAT).

Figure 5-2: Estimated Tax Revenues of Burnaby's Tourism Industry, by Level of Government, 2023



Note: Figures may not sum to totals due to rounding. All financial figures are in 2023 prices.



Where Thrills Meet Growth: *Celebrating Halloween and Boosting Burnaby's Economy*

The Burnaby Halloween Festival is an annual celebration held throughout the month of October since 2022.¹ This festival transforms the city into a vibrant hub of Halloween-themed activities, attracting visitors from across the region and beyond. Designed to create a family-friendly yet thrilling atmosphere, the festival features numerous events and attractions suitable for all age groups. Its unique approach to celebrating Halloween contributes to Burnaby's cultural and economic vitality by engaging local businesses, residents and tourists alike.

The festival includes over 25 events, ranging from haunted houses and themed performances to pumpkin patches and costume contests. This includes “Pumpkins After Dark” – Canada’s award-winning outdoor Halloween event featuring over 6,000+ hand-carved pumpkins, which is a one-of-a-kind walkthrough experience of the season. Live entertainment, ghost tours, and interactive workshops also add to the immersive experience. With such a diverse array of activities, the Burnaby Halloween Festival draws significant foot traffic to the city, creating a surge in tourism. Families, thrill-seekers, and holiday enthusiasts visiting Burnaby to partake in these events boost local businesses, restaurants, and shops during the Halloween season.

A key strategy for the festival’s success lies in its collaborations with sponsors and local hospitality businesses. In 2024, the Burnaby Halloween Festival was sponsored by Pacific Economic Development Canada. Additionally, several hotels in Burnaby (such as the Hilton Vancouver Metrotown, Delta Hotels Burnaby, and Holiday Inn Express Vancouver-Metrotown) offered exclusive discounts to visitors attending the festival. These included offers like special festival rates, free Pumpkins After Dark tickets, and gift cards. This strategic partnership not only enhanced the visitor experience, but also acted as a targeted marketing strategy that encouraged tourists to stay in Burnaby for the festival, supporting the paid accommodations industry. By integrating discounted accommodations with the festival’s promotions, organizers effectively increased overall tourist spending and continue to establish Burnaby as a premier destination for Halloween celebrations.

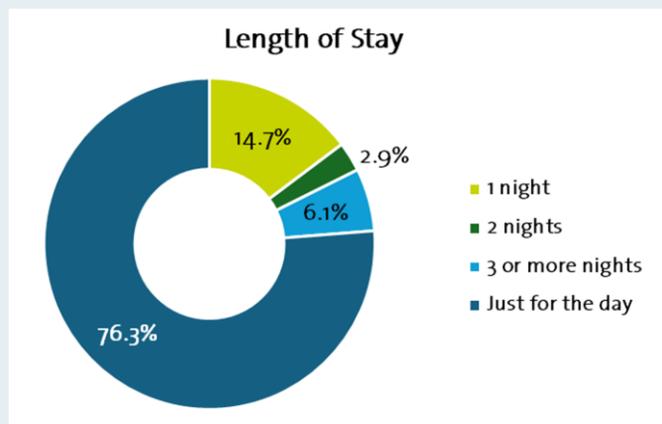
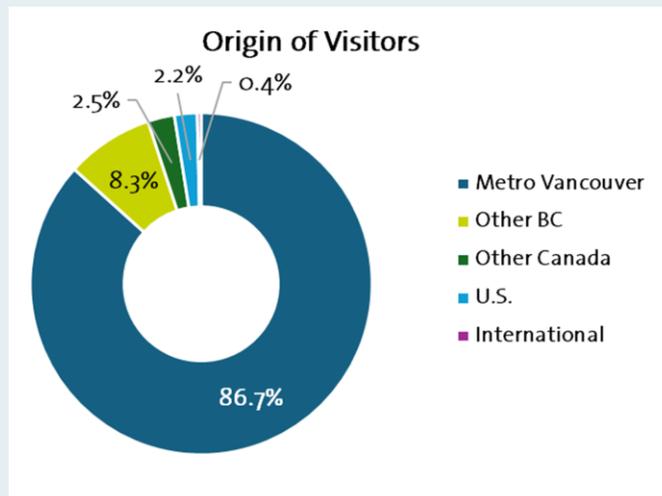
A visitor survey was conducted during the Burnaby Halloween Festival to gather insights on visitor demographics, travel patterns, and awareness of the festival. The survey, which had 278 respondents, collected data on visitor origin, duration of visit, mode of travel, and party size.²

¹ Burnaby Beacon: Burnaby gets spooky – Halloween festivities begin (<https://burnabybeacon.com/p/burnaby-halloween-festivities-begin-2024>)

² It is important to note that this sample represents only a small fraction of actual festival attendees, and the results may not fully reflect the experiences of all visitors in 2024.

Where Thrills Meet Growth: Celebrating Halloween and Boosting Burnaby's Economy

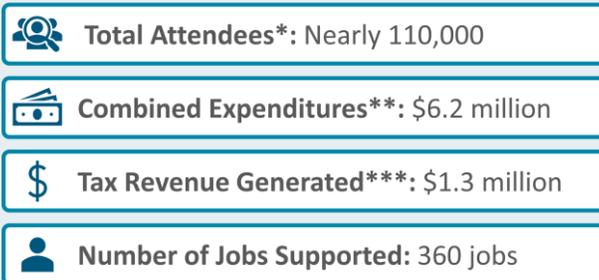
The survey revealed that majority of the respondents (86.7%) were from Metro Vancouver, 8.3% of the visitors were from other parts of B.C., and 2.5% were from other parts of Canada. Only 2.6% of visitors travelled from outside Canada for the festival. Nearly 60% of visitors discovered the Burnaby Halloween Festival through online sources, such as social media and the festival's website (BurnabyHalloween.com), whereas approximately 40% learned about it through word of mouth. Additionally, around 90% of attendees visited with family and friends. Most visitors (76.3%) travelled to Burnaby for just the day, and the most popular mode of transport was by car (75.5%).



Where Thrills Meet Growth: *Celebrating Halloween and Boosting Burnaby's Economy*

The Burnaby Halloween Festival has a substantial economic impact, attracting nearly 110,000 attendees in 2024 and generating \$1.2 million in ticket sales and \$3.2 million in visitor spending, which significantly benefits the local economy.³ With \$1.7 million spent on event operating costs and marketing, the festival supports over 360 total jobs to carry out the wide range of events included. Additionally, the festival contributes \$1.3 million in tax revenues to all levels of government, further supporting public services and infrastructure.¹ By drawing both local residents and visitors to the activities, the event boosts business activity and fosters long-term economic growth in Burnaby. Through these efforts, the Burnaby Halloween Festival not only enhances the city's cultural landscape, but also provides a measurable economic boost to the community.

Burnaby Halloween Festival, 2024



Notes:

- * Includes attendees residing within Metro Vancouver.
- ** Includes ticket sales and visitor spending by all attendees, event operating costs, and Tourism Burnaby marketing expenditures.
- *** Includes tax dollars generated to all levels of government (federal, provincial, local) and property taxes.
- Data on the Burnaby Halloween Festival obtained from Tourism Burnaby.

The Burnaby Halloween Festival serves as a powerful driver of tourism and local economic activity. By offering an extensive range of themed events, fostering collaborations with sponsors and hospitality businesses, and employing strategic marketing strategies, the festival has successfully positioned itself as a must-visit Halloween attraction. Its continued growth and popularity showcase Burnaby's ability to host large-scale cultural events that benefit both the community and the local economy.



³ Data on the Burnaby Halloween Festival obtained from Tourism Burnaby.

6 Assessment of Ancillary Benefits

Ancillary benefits refer to additional services and products that enhance the main travel experience. In the tourism industry, ancillary benefits encompass a wide range of positive impacts beyond the primary economic benefits, including socio-economic, environmental, and cultural impacts. As visitors explore Burnaby's attractions, their spending and engagement create ripple effects that benefit various industries and boost the local economy. These benefits are difficult to quantify, but nevertheless important to highlight and assess.

Questions identifying perceived benefits and concerns related to tourism were presented to survey respondents, who provided a qualitative discussion of the relevant ancillary benefits. The views presented only reflect those of Tourism Burnaby stakeholders who responded to this portion of the study's survey.²⁷ Key themes are presented in **Figure 6-1**.

Figure 6-1: Summary of Ancillary Benefits

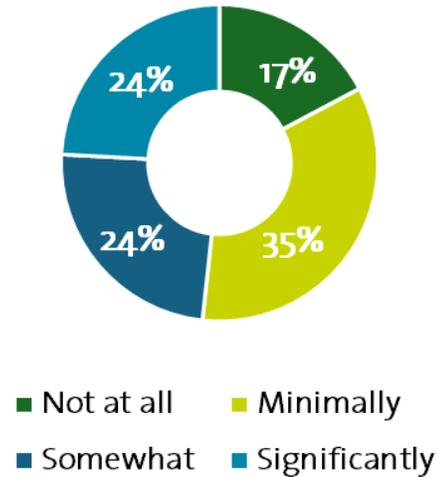


²⁷ Of the 54 surveys distributed, 29 respondents provided answers to these questions (equivalent to 54%).

Business Growth and Development

As visitors explore Burnaby’s parks, attractions, and events, their presence supports various industries and local businesses. Twenty-nine (29) businesses responded to a question regarding the extent to which they believed tourism has contributed to the growth and development of their business beyond revenue generation (e.g., community engagement, infrastructure development). The respondents included organizations from a wide variety of industries, with sports and recreation organizations being the most represented category with 12 companies, followed by accommodations providers with 6 companies. Of these 29 businesses, nearly half (48%) indicated that tourism either somewhat or significantly contributed to the growth and development of their business. This can occur through brand recognition and attracting new customers. Furthermore, investment in infrastructure improvements, as a result of a thriving tourism industry, benefits local businesses by providing improved access to markets and better supply chain efficiency.

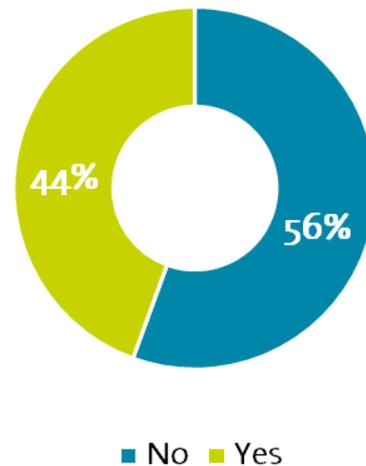
Figure 6-2: Contribution to Business Growth and Development



Environmental and Sustainability Initiatives

As tourism expands, the focus on environmental responsibility and sustainability increases. When asked if they had implemented any sustainability initiatives or practices in response to the environmental impacts associated with tourism, 27 businesses responded, with 44% indicating that they had indeed organized sustainability projects. Respondents noted numerous processes aimed at reducing waste, including the reduction of single-use plastics, recycling programs or waste tracking, and avoiding disposable beverage containers with refreshment stations. The use of digital programs (in lieu of paper materials or ticketing) was also mentioned. One respondent noted that their building was LEED certified. More broadly, tourism can also contribute to conservation efforts, sustainable initiatives, and the development of green infrastructure. Visitor spending helps maintain Burnaby’s parks and natural attractions, ensuring the preservation of green spaces and outdoor recreational areas for future generations.

Figure 6-3: Contribution to Environmental and Sustainability Initiatives



Community Pride and Culture

Tourism enhances Burnaby’s cultural scene by drawing visitors to art exhibitions, heritage sites, and multicultural festivals, thereby providing vital support to local artists and institutions. Additionally, events funded by tourism revenue foster community engagement, creating a more vibrant and connected city. Survey respondents were

questioned about the role that tourism played in fostering community pride and identity in relation to their business. Responses discussed the importance of tourism encouraging local engagement in activities in Burnaby, but also the importance of bringing visitors from outside of the region to Burnaby to participate in these kinds of events. Prioritizing participation in events, even if it did not contribute directly to revenue generation, was cited as critical. Partnerships with the city, nearby neighborhoods, communities, and local businesses were also mentioned as important for promoting tourism in Burnaby specifically. Additionally, respondents stated the importance of continuing to hold high-quality events which foster local cultural pride and identity.

The Wider Impact of Tourism on Business and Community

Beyond visitor spending, tourism acts as a catalyst for broader business growth by increasing brand visibility, driving infrastructure investment, strengthening sustainability efforts, and enriching local culture. Recognizing these ancillary benefits helps maximize tourism’s long-term economic impact, supporting various industries and enhancing the overall quality of life for residents.



7 Return on Investment of Marketing Efforts

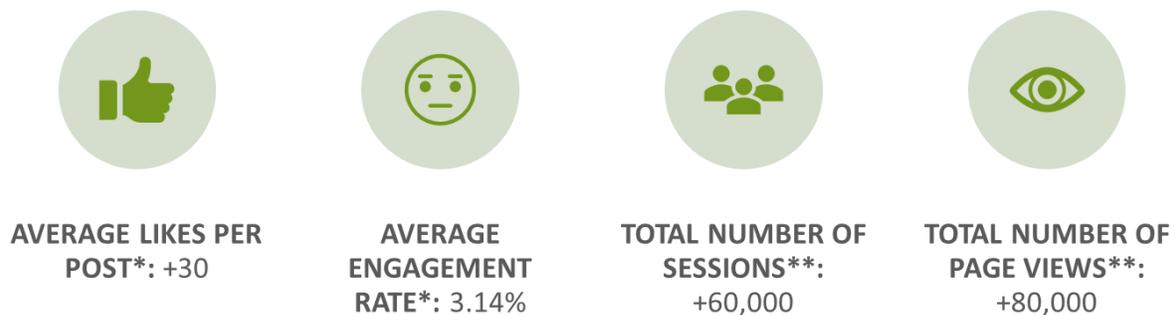
Marketing plays a significant role in supporting the liveliness of a region as a tourist destination. Strong destination marketing is capable of highlighting Burnaby’s unique characteristics, therefore encouraging visitors to stay and travel the region. Recognizing this, Tourism Burnaby has invested significantly in marketing the city as a vibrant destination for tourists from across the world.

Local tourism-related businesses were surveyed as part of this economic impact study to assess the impact and return on investment of Tourism Burnaby’s marketing efforts.²⁸ These responses, in combination with Tourism Burnaby’s data on social media tracking and website visits, as well as marketing expenses, provide a qualitative and quantitative picture of the efficiency and profitability of the organization’s marketing campaigns.

Tourism Burnaby Marketing Efforts

Tourism Burnaby’s marketing efforts are driven by a strong digital presence, leveraging both social media and website strategies to engage audiences and promote local tourism. On social media, the organization sees an average of over 30 likes per post across Facebook and Instagram, with an average engagement rate of 3.14%, reflecting active interaction from followers.²⁹ This is considered strong, suggesting an engaged audience and effective content strategy. These efforts complement the organization’s website’s performance, which attracts over 60,000 sessions and more than 80,000 total page views, demonstrating a high level of interest in Burnaby’s attractions, events, and local businesses. An overview of Tourism Burnaby social media and website statistics is provided in **Figure 7-1**.

Figure 7-1: Tourism Burnaby Social Media and Website Statistics, 2023



Notes:

* Facebook and Instagram combined. Includes all types of posts: photos, videos, reels, stories.

** Tourism Burnaby universal website analytics.

- Data obtained from Tourism Burnaby.

²⁸ The views presented only reflect those of Tourism Burnaby members who responded to this portion of the study’s survey.

²⁹ Includes all types of posts: photos, videos, reels, stories.

In 2023, Tourism Burnaby spent nearly \$907,000 on marketing costs, equivalent to 40% of Tourism Burnaby’s overall total expenses.³⁰ Marketing expenses included spending on conferences, promotional items, website development, social media, and other related areas. These marketing initiatives can be compared to the influx of visitor dollars for local businesses, from hotels and

In 2023, Tourism Burnaby spent nearly \$907,000 on marketing:

- 40% of total expenses
- Only 0.1% of total visitor spending

restaurants to transportation services and recreational activities. Visitor spending is estimated at \$990 million in 2023, and Tourism Burnaby’s total marketing expenditures is only 0.1% of this. By drawing tourists who contribute to the local economy through spending on accommodations, dining, entertainment, and retail, Tourism Burnaby’s marketing efforts generate a positive economic ripple effect that benefits a wide range of industries.

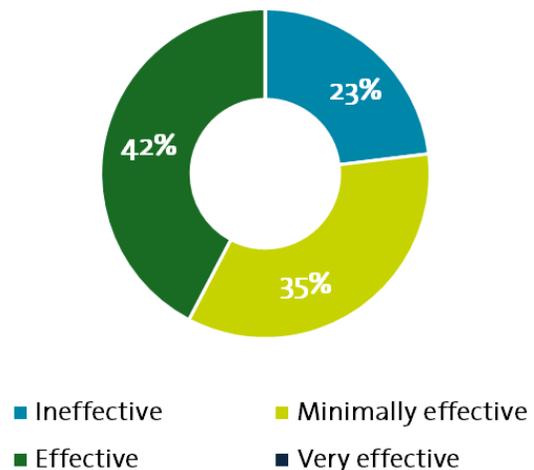
Survey Responses

The views presented only reflect those of Tourism Burnaby members who responded to this portion of the study’s survey.

Overall Effectiveness

A question about the effectiveness of Tourism Burnaby’s marketing efforts was included in the survey, and 26 businesses responded. A significant majority of respondents (77%) expressed that these efforts were effective (42%) or minimally effective (35%). When asked to explain these ratings, respondents who expressed minimal effectiveness of marketing campaigns noted that they were simply unsure of the extent of the effects of Tourism Burnaby’s marketing efforts, whether because they were unaware of what marketing campaigns were conducted or were unable to see the direct impact of these marketing efforts. Furthermore, these respondents stated that they had not worked with Tourism Burnaby for promotional campaigns before and thus didn’t feel that they benefited. Thus, the opportunity to engage with Tourism Burnaby in joint marketing efforts was noted as something respondents would be interested in. Respondents who did feel that these marketing efforts were effective stated that they appreciated the strong communication with Tourism Burnaby which led to proposals and local consultation, but that there was still room for improvement.

Figure 7-2: Overall Effectiveness

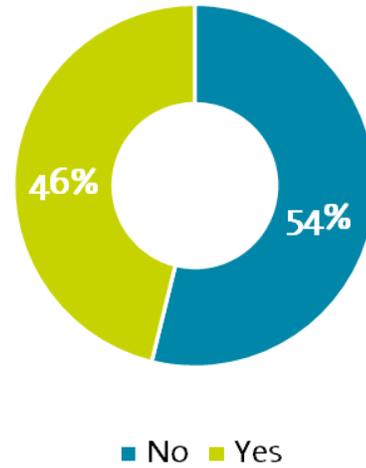


³⁰ Marketing expenditures and total expenses provided by Tourism Burnaby. Marketing expenses cover promotional activities, travel, advertising, and content creation, and do not include salaries or wages for marketing functions. Marketing expenses generally make up a substantial portion of Destination Marketing Organization (DMO) budgets, reflecting the emphasis on promoting destinations to attract visitors and drive economic impact, and are influenced by the organization’s size, funding sources, and strategic priorities.

Collaborations

A total of 26 respondents answered a survey question about collaborations with Tourism Burnaby on joint marketing campaigns or promotions. Almost half of the responses, or 46%, indicated that they had worked with Tourism Burnaby on joint marketing campaigns or promotions, and 75% of these respondents indicated in the previous question that Tourism Burnaby’s marketing efforts were effective. Companies that had collaborated with Tourism Burnaby expressed that those collaborations undoubtedly had positive impacts on engagement with their businesses (through increases in room nights booked or additional revenue from customers). Improved visibility and publicity were also mentioned consistently by these respondents.

Figure 7-3: Collaborations

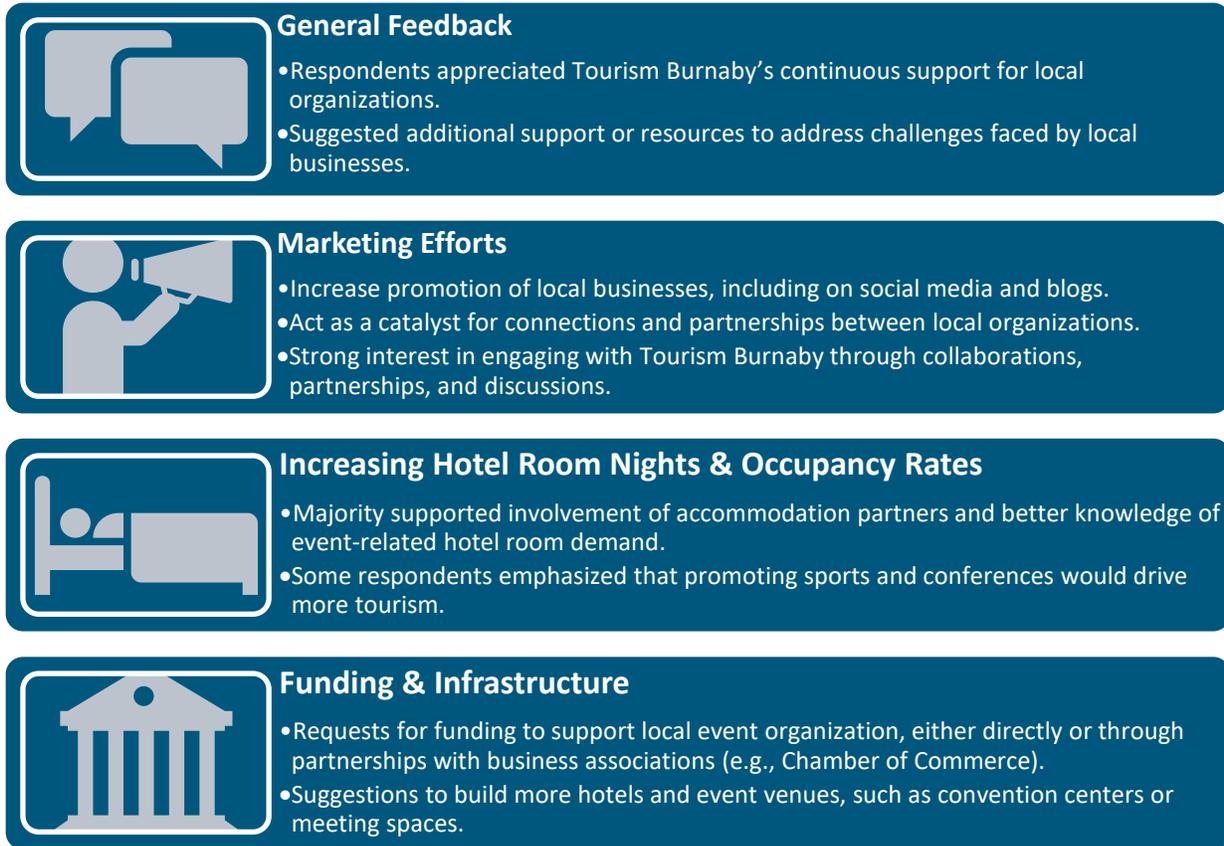


Areas for Improvement

The survey also provided respondents with the opportunity to provide more open-ended feedback to Tourism Burnaby. Responses ranged widely, discussing additional support or resources that Tourism Burnaby could provide for challenges faced. A summary of the responses is summarized in **Figure 7-4**.



Figure 7-4: Summary of Areas for Improvement



Value of Marketing Efforts

Investing in tourism marketing in Burnaby yields positive returns, driving both immediate and long-term benefits for the local economy. By strategically promoting the city’s unique attractions, events, and natural beauty, Burnaby has seen an increase in visitor numbers, which in turn supports local businesses, creates jobs, and generates tax revenue.

8 Summary

Altogether, approximately 1.3 million tourists visited the city of Burnaby in 2023, spending around \$990 million on accommodations, activities, and entertainment. These visitors supported 7,240 direct jobs (paying \$250 million in wages) as well as \$350 million in direct GDP and \$730 million in economic output in the Province of British Columbia. When taking indirect and induced impacts generated from businesses that supply goods and services to the tourism sector as well as the spending of employees in the broader economy, Burnaby’s tourism industry supported a total of 9,690 jobs and contributed \$1.3 billion in total GDP. These economic impacts are summarized in **Figure 8-1**. Furthermore, tourism contributes significantly to tax revenues that benefit public services and infrastructure from all levels of government. In 2023, it is estimated that \$208 million in taxes (distributed among federal, provincial, and municipal governments) were paid by visitors, employers, and employees in Burnaby’s tourism industry, as shown in **Figure 8-2**.

Tourism is a critical driver of economic growth and development in Burnaby, providing strong support for local employment and contributing to the regional economy. This substantial impact promotes sustainable economic growth and community well-being, enhancing Burnaby’s appeal and competitiveness in the global tourism market.

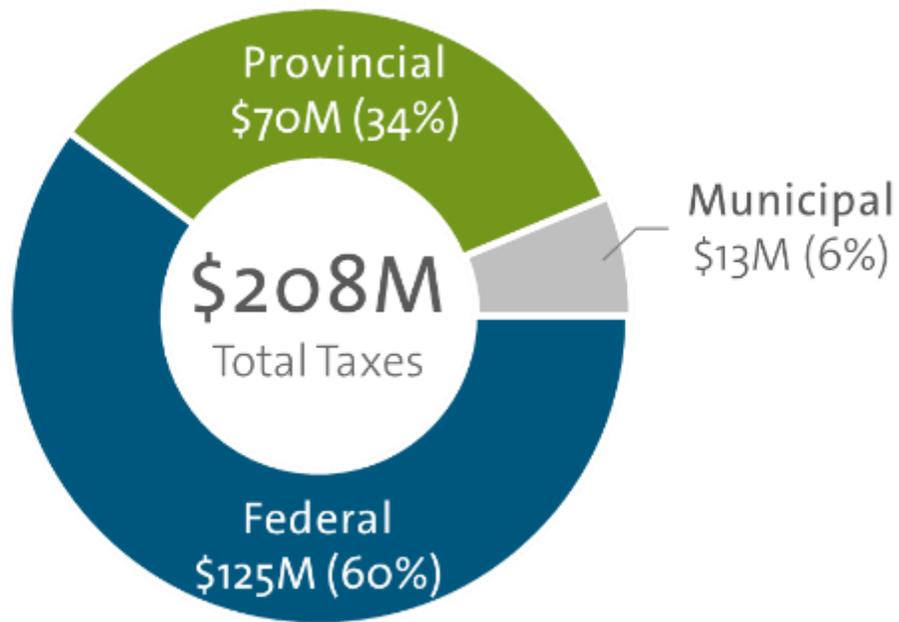
Figure 8-1: Total Economic Impact of Tourism in Burnaby, 2023



Component	Employment (Jobs)	Wages (\$ Millions)	GDP (\$ Millions)	Economic Output (\$ Millions)
Direct	7,240	\$250	\$350	\$730
Indirect	1,490	\$100	\$190	\$330
Induced	960	\$60	\$140	\$220
Total	9,690	\$410	\$680	\$1,280

Note: Figures may not sum to totals due to rounding.

Figure 8-2: Estimated Tax Revenues of Burnaby's Tourism Industry, by Level of Government, 2023



Note: Figures may not sum to totals due to rounding. All financial figures are in 2023 prices.



Appendix A: Sample Employment Survey

Appendix B: Inferred Employment

This appendix describes how employment was inferred for non-responding tourism related firms.

InterVISTAS' approach was to utilize information from responding firms for each type of business, publicly available information on individual non-responding firms, and responses from previously completed surveys to make inferences. This approach is generally deemed to be the best practice and is often used for developing the national income and products account (i.e., partial survey with inference for non-surveyed or non-responding firms based on responses of surveys received). The approach was conservative in that, unlike the national income and products account inference, we assumed that the non-responding firms were smaller than respondents.³¹

The employment data in this report was constructed from a combination of two sources:

1. **Employment reported by employers on surveys submitted to InterVISTAS.**
2. **Employment inferred for employers who did not provide a survey response.** Inferred employment was based on employment information from firms in each business type that did respond to the survey. The mean employment of respondents in each business type was calculated, excluding outliers, and then adjusted downwards. For example, especially large firms were excluded from the "mean without outliers" to obtain conservative results. This "adjusted mean" employment for each business type was then applied to the non-respondent firms.

³¹ As with the national income and products account approach, we recognise and discard outliers in the survey respondents when making inferences for non-respondents.

Appendix C: Estimation of Total Visitors and Total Visitor Spending

This appendix provides details on the estimation of total visitors and total visitor spending in 2023.

Total Visitors Estimate

The estimation of total visitors is based on data from Statistics Canada’s National Travel Survey and Visitor Travel Survey, Destination Canada’s TourismScapes Dashboard, and Destination Vancouver’s Visitor Market Report.³² While these sources do not provide data specific to Burnaby, InterVISTAS developed informed assumptions by applying Burnaby’s share of tourism businesses within the Greater Vancouver region to the region’s total visitation levels reported by Statistics Canada and Destination Vancouver. According to Destination Canada’s TourismScapes dashboard, 8% of all tourism businesses in Greater Vancouver are located in Burnaby.³³

Total Visitor Spending Estimate

To estimate total visitor spending, data was procured from Tourism Insights by Moneris Solutions Corporation (Moneris), a Canadian payment processing company.³⁴ Moneris provided detailed spending data for domestic and foreign visitors who reside outside of the Greater Vancouver region and visited Burnaby in 2023. This data, representing a sample of the total market, was interpreted into average spend rates per visitor which were then applied against total visitor counts. Total spending by visitors to Burnaby is estimated at \$990 million in 2023.

Food/Beverage, Retail, and Local Transportation Spending Only

As mentioned, data on visitor expenditures was utilized for the analysis of visitor spending on food/beverage, retail, and local ground transportation (instead of the employment survey of tourism-related businesses), since these establishments find it challenging to determine what portion of their business comes from tourists (e.g., a retail store may be unable to identify the percentage of its revenue attributed to visitors as opposed to local residents).

Food/Beverage, Retail, and Local Transportation is estimated from average amounts spent by visitors in Burnaby on these expenditure categories, based on the Moneris data for 2023. The Moneris data includes a breakdown of visitor spending by specific expenditure categories. This allows for an extraction of spending rates exclusively on food/beverage, retail, and local ground transportation, and ensures there is no double-counting with the amounts spent on accommodations, tour operations or attractions (these impacts are already accounted for in the employment survey analysis). Total visitor spending on these expenditure categories exceeded \$580 million in 2023.

³² Data was obtained directly from Statistics Canada and Destination Vancouver, as well as from Destination Canada’s TourismScapes Dashboard (<https://www.tourismdatacollective.ca/tourismscapes/dashboard>).

³³ <https://www.tourismdatacollective.ca/tourismscapes/dashboard>

³⁴ <https://monerisdataservices.com/solutions/spending-trends-and-impacts/tourism-insights/>

Appendix D: Economic Impact Multipliers

Economic multipliers come in a variety of forms and differ greatly in definition and application. Thus, great care must be exercised in choosing the appropriate set of multipliers to use. Multiplier analysis is limited by a number of factors, these being:

- the accuracy of the structure and parameters of the underlying model;
- the level of unemployment in the economy;
- the assumption of constant returns to scale in production;
- the assumption that the economy's structure is static over time; and
- the assumption that there are no displacement effects.

Multiplier impacts (indirect and induced) must be interpreted with caution since they may be illusory when the economy experiences high employment and output near industry capacity. When they are reported, it is recommended that the reader should be aware of the limitations on the use of multipliers. Mindful of these limitations, this study has undertaken multiplier analysis to estimate indirect and induced employment. In addition, based on the total visitor spending estimated, the direct employment impacts generated per dollar of spending on food/beverage, retail, and local ground transportation will be estimated using the multipliers.

Appendix E: Tax Revenues Attributable to Tourism in Burnaby

Introduction

This appendix describes the employment and other assumptions on which tax revenues calculations are based. The approaches used to estimate employer and employee contributions to local, provincial and federal governments are also presented. All estimates are for the 2023 calendar year.

Some of the taxes pose conceptual questions about how much (if any) tax revenue originating from a particular source should be attributed to tourism businesses in Burnaby. These questions are highlighted and simplifying assumptions are put forth.

Employment and Visitor Spending Generated and Supported by Tourism Activity

The tax calculations in this report are separated into two – the tax revenue contributions of employers and employees in tourism-serving businesses, and the contributions of spending by visitors. The direct employment used for the calculations of the tax revenue paid by employers and employees is 7,240 jobs, with a direct payroll estimated at roughly \$250 million. The contributions by visitors are based on estimates of the taxable portions of spending by the 1.3 million visitors to Burnaby in 2023.

Personal Income Tax (Federal and Provincial)

Tax base and rates. Under the *Income Tax Act* federal income tax is paid on taxable income at a rate that increases with taxable income. Provincial income tax was formerly calculated as a percentage of federal tax, but most provincial governments have begun collecting taxes on a sliding scale.

Estimation Method and Results

Because the tax rate is progressive, the tax paid by a group of employees depends on the distribution of income among those employees. Unfortunately, the distribution of income is not known, and average incomes must be used.

Each employee is assumed to pay tax as a single tax filer. Estimated income tax payable is nearly \$19 million in federal tax and \$8 million in provincial tax.

The average tax rates used are derived from more detailed calculations of taxes payable shown in **Table E-1**. In those calculations, assumptions have been made about income from non-employment sources, tax deductions from income (e.g., RPP and RRSP contributions), and tax credits applied against tax otherwise payable (e.g., CPP, EI and charitable contributions). Average credits are calculated from Revenue Canada, *General Income Tax Forms, 2023*.

Table E-1: B.C. Single Tax Filer Income Tax Calculation, 2023

BC - British Columbia Single Tax Filer Income Tax Calculation																
Income																
	\$ 10,000.00	\$ 20,000.00	\$ 30,000.00	\$ 40,000.00	\$ 50,000.00	\$ 60,000.00	\$ 70,000.00	\$ 80,000.00	\$ 90,000.00	\$ 100,000.00	\$ 150,000.00	\$ 250,000.00	\$ 350,000.00			
TOTAL	\$ 10,000.00	\$ 20,000.00	\$ 30,000.00	\$ 40,000.00	\$ 50,000.00	\$ 60,000.00	\$ 70,000.00	\$ 80,000.00	\$ 90,000.00	\$ 100,000.00	\$ 150,000.00	\$ 250,000.00	\$ 350,000.00			
Deductions																
RSP	\$ 246.19	\$ 188.55	\$ 251.39	\$ 432.10	\$ 700.67	\$ 1,210.99	\$ 1,615.60	\$ 2,122.07	\$ 2,739.82	\$ 3,431.33	\$ 5,883.97	\$ 12,065.40	\$ 23,134.80			
RRSP	\$ 75.36	\$ 45.82	\$ 64.71	\$ 173.80	\$ 445.79	\$ 806.66	\$ 1,088.63	\$ 1,496.71	\$ 1,988.99	\$ 2,669.11	\$ 2,745.05	\$ 2,067.07	\$ 1,427.67			
Carrying Charges	\$ 142.31	\$ 59.36	\$ 48.47	\$ 85.36	\$ 151.75	\$ 237.95	\$ 295.49	\$ 378.81	\$ 480.80	\$ 611.39	\$ 561.94	\$ 349.52	\$ 149.99			
Union	\$ 277.92	\$ 128.66	\$ 120.96	\$ 145.90	\$ 189.75	\$ 270.66	\$ 308.09	\$ 373.23	\$ 470.27	\$ 530.55	\$ 804.12	\$ 1,858.40	\$ 7,602.12			
TOTAL	\$ 741.79	\$ 422.39	\$ 485.52	\$ 837.16	\$ 1,487.97	\$ 2,526.26	\$ 3,307.81	\$ 4,370.82	\$ 5,679.88	\$ 7,242.38	\$ 9,995.08	\$ 16,340.39	\$ 32,314.57			
Taxable Income	\$ 9,258.21	\$ 19,577.61	\$ 29,514.48	\$ 39,162.84	\$ 48,512.03	\$ 57,473.74	\$ 66,692.19	\$ 75,629.18	\$ 84,320.12	\$ 92,757.62	\$ 140,004.92	\$ 233,659.61	\$ 317,685.43			
Credits																
Basic Federal	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00			
Basic Provincial	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00	\$ 11,981.00			
CPP	\$ 1,076.54	\$ 590.80	\$ 548.75	\$ 889.50	\$ 1,244.23	\$ 1,694.05	\$ 1,926.81	\$ 2,027.44	\$ 2,098.40	\$ 2,221.85	\$ 2,234.13	\$ 2,038.53	\$ 1,737.96			
EI	\$ 538.76	\$ 232.41	\$ 195.81	\$ 302.72	\$ 412.99	\$ 548.05	\$ 583.88	\$ 607.38	\$ 624.21	\$ 655.43	\$ 645.71	\$ 535.16	\$ 401.89			
Charity	\$ 6.64	\$ 14.23	\$ 30.75	\$ 55.27	\$ 77.22	\$ 100.90	\$ 118.92	\$ 144.30	\$ 163.49	\$ 179.98	\$ 242.93	\$ 467.89	\$ 4,855.63			
Fed. Total	\$ 16,621.94	\$ 15,837.44	\$ 15,775.31	\$ 16,247.49	\$ 16,734.45	\$ 17,343.00	\$ 17,629.61	\$ 17,779.12	\$ 17,886.10	\$ 18,057.25	\$ 18,122.77	\$ 18,041.59	\$ 21,995.48			
Prov. Total	\$ 13,602.94	\$ 12,818.44	\$ 12,756.31	\$ 13,228.49	\$ 13,715.45	\$ 14,324.00	\$ 14,610.61	\$ 14,760.12	\$ 14,867.10	\$ 15,038.25	\$ 15,103.77	\$ 15,022.59	\$ 18,976.48			
Federal Tax Credit Rate	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%			
Provincial Tax Credit Rate	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%			
Federal Credits	\$ 2,493.29	\$ 2,375.62	\$ 2,366.30	\$ 2,437.12	\$ 2,510.17	\$ 2,601.45	\$ 2,644.44	\$ 2,666.87	\$ 2,682.91	\$ 2,708.59	\$ 2,718.42	\$ 2,706.24	\$ 3,299.32			
Provincial Credits	\$ 688.31	\$ 648.61	\$ 645.47	\$ 669.36	\$ 694.00	\$ 724.79	\$ 739.30	\$ 746.86	\$ 752.28	\$ 760.94	\$ 764.25	\$ 760.14	\$ 960.21			
Tax Payable																
Federal - Bracket 1	\$ 1,388.73	\$ 2,936.64	\$ 4,427.17	\$ 5,874.43	\$ 7,276.80	\$ 8,003.85	\$ 8,003.85	\$ 8,003.85	\$ 8,003.85	\$ 8,003.85	\$ 8,003.85	\$ 8,003.85	\$ 8,003.85			
Federal - Bracket 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 843.52	\$ 2,733.30	\$ 4,565.39	\$ 6,347.03	\$ 8,076.72	\$ 10,938.39	\$ 10,938.39	\$ 10,938.39			
Federal - Bracket 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,654.86	\$ 15,265.38	\$ 15,265.38	\$ 15,265.38			
Federal - Bracket 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,371.05			
Federal - Bracket 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,063.44			
Federal Total	\$ 1,388.73	\$ 2,936.64	\$ 4,427.17	\$ 5,874.43	\$ 7,276.80	\$ 8,847.37	\$ 10,737.15	\$ 12,569.24	\$ 14,350.88	\$ 16,080.57	\$ 17,597.10	\$ 19,248.68	\$ 21,642.11			
Basic Federal	\$ -	\$ 1,322.57	\$ 2,750.17	\$ 4,107.33	\$ 5,381.28	\$ 6,245.92	\$ 8,092.71	\$ 9,902.37	\$ 11,667.97	\$ 13,371.98	\$ 14,878.68	\$ 16,163.63	\$ 17,342.79			
BC - British Columbia - Bracket 1	\$ 468.47	\$ 990.63	\$ 1,493.43	\$ 1,981.64	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09	\$ 2,310.09			
BC - British Columbia - Bracket 2	\$ -	\$ -	\$ -	\$ -	\$ 220.07	\$ 910.12	\$ 1,619.94	\$ 2,308.09	\$ 2,977.29	\$ 3,515.51	\$ 3,515.51	\$ 3,515.51	\$ 3,515.51			
BC - British Columbia - Bracket 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 152.00	\$ 1,420.13	\$ 1,420.13	\$ 1,420.13	\$ 1,420.13			
BC - British Columbia - Bracket 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,760.83	\$ 2,760.83	\$ 2,760.83			
BC - British Columbia - Bracket 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,867.77	\$ 6,659.54	\$ 6,659.54			
BC - British Columbia - Bracket 6	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,257.68	\$ 24,374.02			
BC - British Columbia - Bracket 7	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,778.73			
BC - British Columbia - Bracket 8	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
BC - British Columbia Total	\$ 468.47	\$ 990.63	\$ 1,493.43	\$ 1,981.64	\$ 2,530.16	\$ 3,220.21	\$ 3,930.03	\$ 4,618.18	\$ 5,287.38	\$ 5,977.60	\$ 11,874.32	\$ 26,923.77	\$ 56,818.85			
Basic Provincial	\$ 14.62	\$ 598.91	\$ 1,080.48	\$ 1,538.30	\$ 2,160.82	\$ 2,495.42	\$ 3,190.74	\$ 3,871.32	\$ 4,535.11	\$ 5,216.67	\$ 5,216.67	\$ 11,110.07	\$ 26,163.63			
TOTAL TAX PAYABLE	\$ 14.62	\$ 1,921.48	\$ 3,830.65	\$ 5,645.63	\$ 7,542.10	\$ 8,741.34	\$ 11,283.45	\$ 13,773.69	\$ 16,203.07	\$ 18,588.65	\$ 35,988.76	\$ 77,451.60	\$ 134,201.43			
Average Rate of Tax	0.1%	7.8%	11.1%	12.9%	14.2%	15.2%	16.9%	18.2%	19.2%	20.0%	25.7%	33.1%	42.2%			
Federal	0.0%	5.4%	8.0%	9.4%	10.2%	10.9%	12.1%	13.1%	13.8%	14.4%	17.8%	21.9%	24.7%			
Provincial	0.1%	2.4%	3.1%	3.5%	4.1%	4.3%	4.8%	5.1%	5.4%	5.6%	7.9%	11.2%	17.6%			

Corporate Income Tax (Federal and Provincial)

All corporations are liable to pay federal income tax under the *Income Tax Act*. The tax rate varies by type and size of company and by province. Provincial governments also levy a corporation income tax on any company having a permanent establishment in that province.

Estimation Method and Results

1. To calculate tax liability precisely is very difficult. It requires knowledge of the total tax base, and the proportion of the tax base attributable to the provinces. Therefore, an approximate method has been used.
2. In British Columbia, the federal corporate income tax collected per employee was \$4,657 and the provincial corporate income tax collected per employee was \$3,295 in 2023.
3. Assuming all companies pay tax at the average rate per employee calculated above, the 2023 corporation income tax liability of the tourism employment sector is estimated to be nearly \$34 million toward federal revenues and nearly \$24 million toward provincial revenues. The estimated total corporate income tax revenue is about \$58 million as shown in **Table E-2**.

Table E-2: Estimated Corporate Income Tax Paid by the Tourism Industry, 2023

Government	Revenue (\$ '000s)
Federal	\$33,713
Provincial	\$23,853
Total	\$57,566

Employment Insurance Premiums

Tax base and rates. In 2023, employees in Canada paid employment insurance (EI) premiums equal to 1.63% of earnings up to a maximum of \$1,002 per year. (Maximum insurable earnings are \$61,500). Employers paid EI premiums equal to 1.4 times employee premiums.

Estimation Method and Results

The employee premium rate is applied to total payroll costs for employees earning less than \$61,500 per year. The maximum contribution was used for employees earning more than \$61,500 per year. Estimated employee payments were approximately \$4.1 million in 2023.

The employer rate is applied to the employee payments. Estimated employer payments were approximately \$5.7 million in 2023.

Canada Pension Plan Contributions

Tax base and rates. In 2023, employee contributions for the Canada Pension Plan (CPP) were 5.95% of pensionable earnings. Pensionable earnings are actual earnings up to a maximum of \$66,600 less \$3,500, for a maximum contributory earnings of \$63,100. The maximum annual employee contribution is \$3,754. The employer contribution is the same as the employee contribution.

Estimation Method and Results

The employee contribution rate is applied to average payroll for employees earning less than \$66,600 per year. The maximum contribution was used for employment earning more than the maximum pensionable earnings.

Estimated employer and employee contributions are close to \$15 million each, for a total of nearly \$30 million in 2023.

WorkSafeBC Contributions

Tax base and rates. Employers in B.C. are required to make contributions to WorkSafeBC to help offset the cost of on-the-job injuries. Employers are classified into industry groups. The contribution rate for each group is based on the injury costs associated with all companies in that group.³⁵ The group contribution rate varies widely among industries and provinces. Some major companies are not included in the general “rateable” method of contribution but simply pay the actual cost of their claims plus an allowance for WCB administration costs. As it is not generally known which firms contribute in this manner, nor the value of their claims, an estimate based on reported payroll has been made for all firms.

Conceptual issues. It is possible that some companies are self-insured, and their payments could be viewed as a business expense rather than a tax. However, we have chosen to include their contribution because they are required to be part of this government-mandated program.

Estimation Method and Results

The contribution rates for each employment classification in Burnaby’s tourism industry have been applied to the total payroll for that group. Tourism firms’ employees paid an estimated \$2.5 million to Workers’ Compensation in 2023.

Tax on Accommodation Costs

Tax Base and Rates. The 5% Goods and Services Tax (GST) and 8% Provincial Sales Tax (PST) applied to accommodation costs by visitors to Burnaby. In addition, the Municipal and Regional District Tax (MRDT) of 2% was levied on paid accommodation expenditures in Burnaby.³⁶

³⁵ Subject to Experience Rating Adjustment for individual companies.

³⁶ <https://municipal-regional-district-tax-map.apps.gov.bc.ca/>

Based on information from BC Stats and Ministry of Finance, accommodation revenue in Burnaby, before taxes, was equal to \$86.1 million in 2023.³⁷

The estimated GST was approximately \$4.3 million, and PST was approximately \$6.9 million in 2023. MRDT was estimated at nearly \$2 million in 2023. Overall sales taxes on paid accommodations in Burnaby sum to \$11.2 million in 2023.

Tax on Non-accommodation Visitor Spending

Tax Base and Rates. The 5% Goods and Services Tax (GST) and between 7% and 10% Provincial Sales Tax (PST) also applied to some non-accommodation purchases by visitors in Burnaby. Given limited data available on specific commodities purchased by visitors, estimates of additional sales taxes paid were conservative.

Estimation Method and Results

Additional sales taxes from visitor spending were estimated at \$56.2 million (\$28.9 million GST and \$27.3 million PST) in 2023.

Municipal & Property Taxes Related to Tourism in Burnaby

Estimation Method and Results

Statistics Canada data for Government Revenue Attributable to Tourism (GRAT) confirms the national total for 2023 was nearly \$29.6 billion.³⁸ The breakdown of GRAT by level of government is as follows:

- Federal: \$13.4 billion
- Provincial: \$14.3 billion
- Municipal: \$1.7 billion
- Indigenous: \$0.1 billion

The municipal tax impacts of tourism in Burnaby are allocated in proportion to Burnaby's share of total tourism expenditures across Canada. Based on Destination Canada's Quarterly Reports for 2023, total tourism expenditures amounted to \$110.8 billion. Burnaby had tourism expenditures of roughly \$0.7 billion which equated to 0.66% of overall tourism expenditures in Canada.

Thus, the estimated municipal tax amount associated with tourism businesses in Burnaby is approximately \$11.6 million. After netting out the Municipal and Regional District Tax (MRDT) on paid accommodation, which was already estimated as previously described, other municipal taxes amount to nearly \$9.0 million.

In addition, an estimate of residential property taxes paid by employees who both work for Burnaby tourism businesses and live in Burnaby was computed. This was estimated based on the average 31% of Burnaby

³⁷ <https://www2.gov.bc.ca/gov/content/data/statistics/economy/tourism>

³⁸ Statistics Canada. Table 36-10-0462-01 - Government revenue attributable to tourism, by level of government, annual (dollars)

employees who also work in Burnaby per the 2021 Census, along with the per capita average residential property tax of \$1,170 paid in Burnaby in 2023 per the Government of BC tax statistics.³⁹ Thus, the estimated Burnaby residential property taxes paid by tourism employees amounted to \$2.6 million, of which \$1.4 million is payable to the municipality while the remaining \$1.2 million is collected on behalf of provincial government and other associations.

³⁹ <https://www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/statistics/tax-rates-tax-burden>

Appendix F: Glossary of Terms

Direct Employment: Direct employment is employment that can be directly attributable to the operations in an industry, firm, etc. It is literally a head count of those people who work in a sector of the economy.

Economic Activity: (also Output, Production) The end product of transforming inputs into goods. The end product does not necessarily have to be a tangible good (for example, knowledge), nor does it have to create utility (for example, pollution). Or, more generally, the process of transforming the factors of production into goods and services desired for consumption.

Employment Impact: Employment impact analysis determines the economic impact of employment in terms of jobs created and salaries and wages paid out. In the case of tourism in Burnaby, the direct, indirect, induced, and total number of jobs created by tourism in Burnaby is examined to produce a snapshot of tourism operations.

GDP: (also value-added) A measure of the money value of final goods and services produced as a result of economic activity in the nation. This measure is net of the value of intermediate goods and services used up to produce the final goods and services.

Indirect Employment: Indirect employment is employment which results because of direct employment. For tourism, it would include that portion of employment in supplier industries which are dependent on sales to the tourism sector. In some cases, contract work would be considered indirect employment.

Induced Employment: Induced employment is employment created because of expenditures by direct and indirect employees.

Multiplier Analysis: Analysis using economic multipliers in which indirect and induced economic impacts is quantified. Essentially, a multiplier number is applied to the "directly traceable economic impact" to produce indirect and total effects (see Multiplier.)

Multiplier: Economic multipliers are used to infer indirect and induced effects from a particular sector of the economy. They come in a variety of forms and differ in definition and application. A multiplier is a number which would be multiplied by direct effects in order to calculate indirect or induced effects. In the case of tourism, as in many other cases, multipliers can lead to illusory results, and thus must be used with full understanding of its data limitations.

Output: (also Economic Activity, Production) The end product of transforming inputs into goods. The end product does not necessarily have to be a tangible good (for example, knowledge), nor does it have to create utility (for example, pollution). Or, more generally, it is defined as the process of transforming the factors of production into goods and services desired for consumption.

Value-Added: (also GDP) A measure of the money value of final goods and services produced as a result of economic activity in the nation. This measure is net of the value of intermediate goods and services used up to produce the final goods and services.



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