

# TOURISM AND SPORT HOSTING

Today, *1 in 11 Canadian jobs depend on the tourist economy* (that's more than 1.7 million jobs). In BC, 19,000 businesses and more than 133,000 British Columbians work in the tourism sector. Future projections show steady job growth, as the tourism industry continues to develop on a global scale, with more than 100,000 new jobs in B.C.'s tourism and hospitality sector predicted by 2020. In 2017, Canada hosted 5.7M international visitors. **Tourism's GDP in British Columbia is \$7.9B – which is higher than mining, forestry, and agriculture combined.**

**Destination BC (DBC) is the provincial tourism agency** and works collaboratively with tourism stakeholders throughout BC to coordinate tourism marketing at the international, provincial, regional and local levels, and to support regions, communities and Aboriginal people in developing or expanding tourism experiences, businesses and jobs.

Since 2008, **Tourism Langley** has been the Township's **Destination Management Organization (DMO)**. Tourism Langley is a not-for-profit society governed by a Board, who is mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenues and increased daily expenditures for businesses in the Township of Langley. Tourism Langley has taken

various steps to innovate itself including a new brand/logo, new videos, an increased and more diverse social media presence, and website revitalization.

Tourism Langley is funded through grants, **hotel tax levies (MRDT)**, and service agreements. In order to collect the MRDT, the Township must renew its status with the provincial government every 5 years. Its renewal application in 2017 was successful, providing MRDT funds for tourism purposes to 2022. For the majority of municipalities in BC, **when you stay overnight at a hotel, motel, or BnB**, up to 3% MRDT tax is added to the accommodation charges. This tax is the primary funding source for tourism in BC. The tax is collected by the BC Ministry of Finance and paid to the respective municipality which in turn is paid-out to the DMO. In 2018, Tourism Langley received \$490,388 in MRDT taxes collected from the accommodations sector within the Township. In February 2018, the **provincial government announced** changes how MRDT funds could be used, as part of its Budget 2018/2019 – 2020/2021 Plan. It tabled that additional tax measures would allow MRDT revenue to be used to fund affordable housing initiatives. The provincial government also announced that it had reached an agreement with AirBnB that will collect MRDT tax from this type of lodging. **The tourism industry is evolving worldwide.**

SEE NEXT 



## Useful Links

BC Hotel Association [bchotelassociation.com](http://bchotelassociation.com)

Canadian Sport Tourism Alliance [canadiansporttourism.com](http://canadiansporttourism.com)

Destination BC [destinationbc.ca](http://destinationbc.ca)

Indigenous Tourism BC [indigenoustourismbc.com](http://indigenoustourismbc.com)

# Future projections show steady job growth, as the tourism industry continues to develop on a global scale, with more than 100,000 new jobs in B.C.'s tourism and hospitality sector predicted by 2020.

The traditional “brick & mortar” tourist office – where you could go and pick-up printed information and maps – is largely a thing of the past. Today, visitors – whether local or international – expects instant information which has caused the industry to go both mobile and digital in a big way. Visitors are equally looking for authentic experiences, and the Township is home to a strong indigenous history as well as to many attractions, eateries, festivals and events, wineries and brew houses, farms, and golf courses. Events such as the Langley Good Times Cruise-in, an annual outdoor car show featuring classic, collector vehicles which came to the Township for the first time in 2017, saw the infusion of almost 13,000 people in a 1.5 day event that generated \$296,000 in visitor spending – as identified through an independent event analysis commissioned by the Township. Aldergrove has now become the new home for the Langley Good Time Cruise-in.

***Sport event hosting is the single fastest growing component of tourism.*** According to Statistics Canada, in 2016, sport tourism accounted for \$6.5 billion to Canada. The Township has a strong history of hosting sporting events including the BC Summer Games, Vancouver Whitecaps FC2 soccer matches, International Federation of American Football Women’s World Championship, World Series Qualifier Adult Baseball Slo-Pitch, Pacific Invitational International High School Track & Field Meet, BC Provincial High School Basketball Championships, Special Olympics Athletics

Regional Qualifier, and equestrian’s Longines FEI Nations Cup - to name a few.

The Township has ***significant sport event hosting capacity***, which has increased with the opening of the new Aldergrove Credit Union Community Centre and Otter Co-op Outdoor Experience. Today, the Township’s sport infrastructure includes:

- 5,500 seat indoor sport and entertainment centre - Langley Events Centre
- 2,200 seat outdoor stadium and multi-sport facility
- 11 recreation and community centres
- 80 sports playing fields and 75 playgrounds
- 1,846 acres of parks and green public open spaces
- Being home to the Vancouver Giants (Hockey)

To better understand the return-on-investment of sport event hosting, the Township conducted surveys of different types of events. Results of the surveys can be viewed on [invest.tol.ca/businessready](http://invest.tol.ca/businessready).