



# WHISTLER ECONOMIC HIGHLIGHTS

<b>\$1.44 bn</b> Total consumer spending in Whistler  \$170 mn. more per year than in 2011/12	<b>85%</b> Percentage of consumer spending generated by visitors	<b>\$1.53 bn</b> Annual Provincial GDP generated by consumer spending in Whistler  +5.6% growth per year since 2011/12	<b>2.7 mn</b> Average annual unique visitors to Whistler  +2.2% growth per year
<b>\$500 mn</b> Annual tax revenue generated by Whistler  +5.3% growth per year	<b>\$1.37 mn</b> Daily tax revenue generated by Whistler economic activity  +5.3% growth per year	<b>25%</b> Whistler's share of BC's total tourism export revenue  +3.5% growth per year	<b>15,051</b> Number of people employed in Whistler  +10% since 2012

\*Source: 2015 RMOW Economic Partnership Initiative Key Finding Report

\*Growth rate is calculated from 2011/2012 winter + 2012 summer to 2014 summer + 2014/2015 winter seasons

## ECONOMIC DEVELOPMENT FOCUS AREAS

- Energize and re-invest in core resort products and operations
- Retain authenticity and protect Whistler's sense of place
- Address transportation challenges
- Promote development of weather independent attractions
- Continue to collaboratively identify and advance resort & regional priorities
- Ensure long term security of key funding sources



- Protect and enhance access to affordable living
- Attract and retain a strong workforce community
- Ensure diversity of new and existing destination markets
- Focus on retaining important regional markets
- Enhance experience management

## ABOUT THE WHISTLER ECONOMIC PARTNERSHIP INITIATIVE COMMITTEE

Made up of representatives from Whistler's Municipal Council, the local government, Tourism Whistler, the Chamber of Commerce, Whistler Blackcomb and the Hotel Association of Whistler, Whistler's Economic Partnership Initiative (EPI) Committee undertakes a comprehensive review of the Whistler economy to develop strategic medium-term plans designed to grow the resort community economy and encourage ongoing re-investment in Whistler. Building on a strong empirical basis of research and community outreach, the committee leverages a detailed economic model of the Whistler economy. The goal of the EPI Committee is to build a prosperous resort economy that continues to support a healthy, sustainable resort community; and remains consistent with our unique 'mountain culture'.



Photo credit: Tourism Whistler/Mike Crane

## KEY RESEARCH INSIGHTS

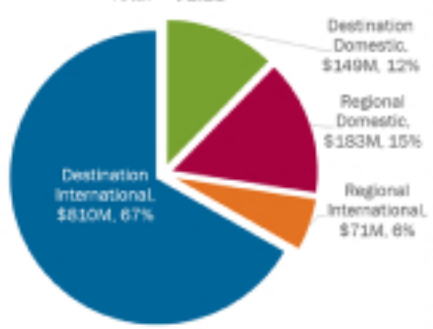
**Destination and regional visitors spend \$1.2 Billion and represent 85% of consumer spending**

Total Consumer Spending by Type  
Total = \$1.44B



**International visitors spend \$881 Million**

Visitor Consumer Spending  
Total = \$1.2B



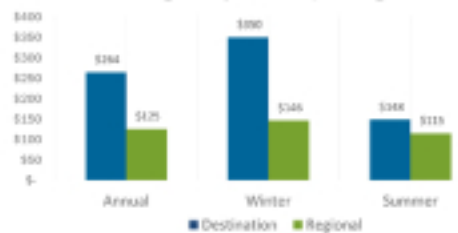
**Whistler accounts for 25% of BC Tourism Export Revenue**

BC Tourism Export Revenue  
Total = \$3.5B



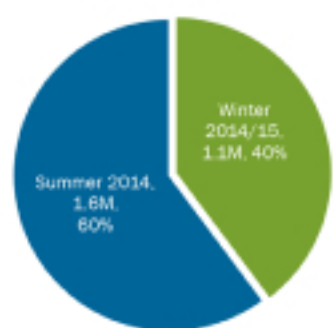
**Average destination visitor spend per day is \$350 in winter**

Average Daily Visitor Spending



**Whistler has over 2.7 Million unique visitors**

Total Unique Visitors by Season  
Total = 2.7M



**Whistler has over 5.6 Million visitor days**

Total Visitor Days by Season  
Total = 5.6M



**Tax revenue generated by Whistler is approx. \$500 Million per year; \$1.37 Million per day**

Tax Revenue Impacts By Category and Entity

Item	Whistler	BC	Federal	Total
Property Tax	\$35.2M	na	na	\$35.2M
Other Property Taxes (1)	na	\$1.2M	na	\$1.2M
School Tax	na	\$21.5M	na	\$21.5M
Property Transfer Tax	na	\$6M	na	\$6M
Hotel Taxes	\$10.9M	\$9.7M	\$10.3M	\$31M
Sales Tax	na	\$42.6M	\$44.6M	\$87.2M
Utility User Fees and Parcel Taxes	\$15.8M	na	na	\$15.8M
Income Tax (2)	na	\$59.4M	\$132.6M	\$192M
S.S. Pension & Medical (2)	na	na	\$95.5M	\$95.5M
Excise, Duties & Gas (2)	na	na	\$14.2M	\$14.2M
<b>TOTAL</b>	<b>\$62M</b>	<b>\$140.4M</b>	<b>\$297.5M</b>	<b>\$499.9M</b>

(1) Include regional hospital and regional district revenue. (2) Includes indirect and induced impacts.

**Whistler generated \$1.53 Billion in Annual Provincial GDP**

Real GDP by Primary Resource Industry (BC 2007-2014)

