

The BC Greens believe tourism should be good for the people who live here as well as the people who come to visit. We can grow local businesses and regional economies while protecting the landscapes, cultures and public spaces that make British Columbia worth experiencing.

Tourism is already a major part of British Columbia's regional economies. In 2024, it supported more than 113,000 direct jobs, paid \$5 billion in wages and salaries, and contributed nearly \$8 billion in real GDP.¹ Much of the sector is made up of small and locally rooted businesses, from accommodation and restaurants to guiding, transportation, arts and cultural experiences. Tourism also brings spending into communities from elsewhere in Canada and around the world, making it an important export industry and source of regional economic development.

People come to British Columbia for our mountains and coastlines, forests and wildlife, communities and cultures, and the recreation opportunities that make different parts of the province distinctive. These are advantages that cannot be moved or recreated somewhere else. Tourism gives communities an opportunity to build lasting prosperity without destroying the things that prosperity depends on. Healthy forests, clean water, wildlife and access to nature can support jobs and businesses for generations if we take care of them.

Tourism can also make communities better places to live. Better regional transit can help workers get to jobs, residents reach neighbouring communities and visitors explore more of our province without having to rent an expensive car. Investments in parks, trails, public spaces and cultural amenities can support tourism while improving daily life for the people who live there. For rural and resource-dependent communities in particular, tourism can create new sources of local income and employment and help build a more diverse economy.

Our approach is to grow tourism in ways that leave communities stronger, keep more economic benefits local and protect the natural and cultural assets that make British Columbia somewhere people want to visit.

The BC Greens will:

- Increase annual funding for BC Parks and Recreation Sites and Trails BC by 50 per cent, from ~\$76 million² to ~\$114 million, to expand year-round access, improve maintenance and visitor services, and better manage growing use.
- Create a \$30 million annual Outdoor Recreation Infrastructure Fund for five years to build and improve trails, campsites, day-use areas and other public recreation infrastructure across BC, working with First Nations, communities and local recreation organizations.³
- Expand the Adventure Tourism Hub into a permanent one-window system to make it easier for outdoor tourism businesses to secure permits and tenures on public land, with clear timelines, strong environmental standards and early First Nations involvement.

¹ Government of British Columbia, [Tourism Research](#), Ministry of Tourism, Arts, Culture and Sport

² Government of British Columbia, [Ministry of Environment and Parks: 2025 Estimates Notes](#), 2025

³ Outdoor Recreation Council of BC, [Why Outdoor Recreation Needs a Stronger Commitment in BC's 2026 Budget](#)

- Make it easier to explore BC without a car by expanding regional bus service, passenger rail and coastal passenger ferries between communities and major tourism destinations. Make the Sea-to-Sky an early priority for new regional bus and passenger rail connections, and develop similar links across BC.
- Provide stable, long-term funding to Indigenous Tourism BC to grow Indigenous-owned tourism businesses, train workers and support First Nations developing tourism on their own terms.
- Make the BC Tourism Climate Resiliency Initiative⁴ permanent, supporting businesses and communities with climate-adaptation planning, training and funding, and strengthening emergency communications so visitors get clear, local information during wildfires and other disruptions.
- Give tourism and recreation greater weight in land-use decisions by identifying established tourism areas in regional planning and considering the long-term impacts of major industrial development on the landscapes and local economies they depend on.
- Support communities to plan tourism growth around local priorities and capacity, including housing, transportation, infrastructure and pressure on natural areas. Help busy destinations focus on shoulder seasons, longer stays and greater local benefit, while supporting new destinations and locally owned businesses in communities with room to grow.
- Create dedicated tourism and hospitality workforce funding for training, career development and retention, with a focus on rural and seasonal communities.
- Create dedicated funding for workforce housing in tourism-dependent communities, supporting local governments and First Nations to secure land, service sites and build housing for year-round and seasonal workers.

⁴ Destination British Columbia, [*BC Tourism Climate Resiliency Initiative*](#)