



Economic Impact of Events in Vancouver, 2024

Final Report

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Prepared for Destination Vancouver

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Executive Summary

Vancouver's visitor economy is an important driver of economic growth. Visitors from around the world spend billions of dollars in the city each year, which supports jobs and small businesses, and contributes to international trade and investment. Visitation sustains cultural amenities, supports many of the services residents rely on, and strengthens Vancouver's vibrancy and competitiveness as a global destination.

Events are a powerful part of the visitor economy. In 2024, Vancouver welcomed 11.3 million overnight visitors, with events playing a key role in attracting both leisure and business travellers.

As the steward of Vancouver's global image, Destination Vancouver plays a central role in attracting events, promoting the city internationally, and ensuring tourism delivers lasting economic and social benefits. To demonstrate the impact of events, Destination Vancouver engaged MNP to document the economic and socio-economic contributions of events hosted in Vancouver in 2024. The scope of the study was focused on those events supported by Destination Vancouver and key partners.

Key Findings

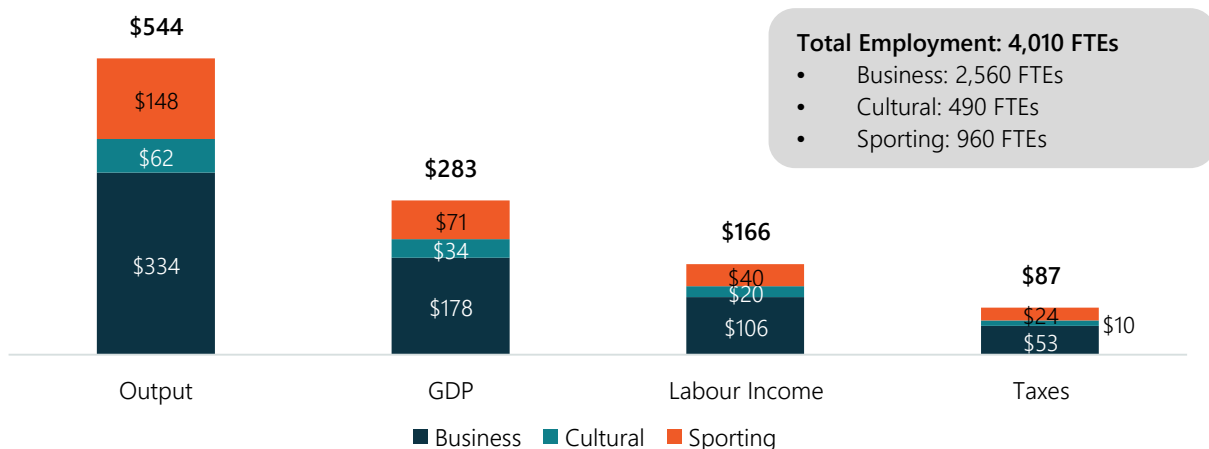
- **In 2024, Destination Vancouver supported 187 events, including major conferences, cultural festivals, and high-profile sporting events.** These events attracted approximately **198,000 overnight visitors** and generated **\$338 million** in total spending.
- **Events play a strategic role in Vancouver's visitor economy.** Events are held year-round and contribute to more consistent demand for accommodation, venues, and visitor services during times when greater capacity is available. During off-peak periods, visitation associated with events supported by Destination Vancouver accounted for approximately two to three percent of visitors to Vancouver in 2024.
- **Events increase demand for both domestic and international flights at YVR.** This increased connectivity benefits not only the local visitor economy but also creates ripple effects across the province. Visitors who come for events often extend their trips, travelling beyond Vancouver to explore other regions of British Columbia, where their spending supports local businesses, attractions, and communities.
- **Destination Vancouver plays a crucial role in placemaking and hosting events in the city.** It works in close collaboration with partners on placemaking initiatives to ensure that tourism values are maintained, Vancouver is presented in the right light, and opportunities are leveraged for the betterment of the local economy and culture.
- **Securing and hosting events in Vancouver requires extensive behind-the-scenes collaboration.** Destination Vancouver, working closely alongside a wide range of partners, including the Province of British Columbia, City of Vancouver, the Vancouver Hotel Destination Association, Sport Hosting Vancouver, PavCo, community groups, and service providers, ensure successful event delivery and maximum benefits for the city.
- **Beyond economic benefits, events deliver meaningful social and community benefits across Vancouver.** Local businesses—both within and outside the traditional tourism sector—benefit

through direct sales, tie-in promotions, and increased foot traffic as visitors explore different neighborhoods. These impacts are especially notable when events are decentralized and supported by partners like TransLink, BC Ferries and Hullo Ferries, which enhance visitor mobility throughout the region. Community members of all ages, income levels, and cultural backgrounds have benefited—from free educational opportunities and healthcare services offered during conferences, to access to professional sporting events through community contribution tickets. Events have also provided important platforms for Indigenous communities to gather, share knowledge, and engage on their traditional lands. Collectively, these experiences help strengthen Vancouver’s cultural identity, promote inclusion, and foster a sense of community pride.

Economic Impacts

Events supported by Destination Vancouver generated significant economic spin-off impacts for the regional and provincial economy. Figure A summarizes the total economic impact by event type generated by the 187 events supported in some capacity by Destination Vancouver in 2024. These events generated approximately \$544 million in total output (\$338 million in direct output (i.e., spending)), \$283 million in total GDP (\$150 million in direct GDP), \$166 million in total labour income (\$105 million in direct labour income), 4,010 total full-time equivalent jobs (3,370 direct full-time equivalent jobs), and \$87 million in total government revenue (\$58 million in direct government revenue). About 82 percent of these impacts were generated by visitor spending.

Figure A: Summary of Total Economic Impacts by Event Type (\$ millions), 2024



Return on Investment

Every dollar spent by Destination Vancouver on events supported \$36 in visitor spending, \$38 in total GDP and \$12 in total government revenue.

- ✓ **Business Events** - Every dollar spent by Destination Vancouver on business events supported \$59 in visitor spending, \$68 in total GDP and \$20 in total government revenue. Citywide events, which are larger and attract more out-of-town attendees than other types of business events, supported \$47 in visitor spending, \$56 in total GDP, and \$17 in total government revenue.
- ✓ **Cultural Events** - Every dollar spent by Destination Vancouver on cultural events supported \$21 in visitor spending, \$24 in total GDP and \$7 in total government revenue.
- ✓ **Sporting Events** - Every dollar spent by Destination Vancouver on sporting events supported \$25 in visitor spending, \$21 in total GDP and \$7 in total government revenue.

1. Introduction

Background and Purpose

Vancouver attracted 11.3 million overnight visitors in 2024, drawn to the area for both leisure and business travel. Visitor spending is a key driver of the region's economy and often extends beyond the city, benefiting other parts of British Columbia as well. Among the various reasons to visit Vancouver, events play a key role in sustaining year-round visitation.

To better understand and highlight the significance of events to the visitor economy, Destination Vancouver engaged MNP LLP (MNP) to document the economic and socio-economic contributions of events hosted in Vancouver in 2024. The scope of the study was focused solely on those events supported by Destination Vancouver and key partners.

Study Approach

In preparing this report, MNP carried out the following:

- Gathered and reviewed available data provided by Destination Vancouver and from public sources.
- Surveyed Destination Vancouver association members to collect preliminary feedback on the impact of events.
- Conducted 11 key informant interviews with industry participants and community partners, including the Vancouver Hotel Destination Association, the City of Vancouver, YVR, Vancouver Convention Centre, BC Place, TransLink, Hullo Ferries, Capilano Suspension Bridge Park, and the Downtown Vancouver, Gastown and West-End Business Improvement Associations.
- Assessed the economic impact of events supported by Destination Vancouver, including estimates of return on investment.
- Developed two case studies highlighting the socio-economic contributions of events.
- Prepared this report detailing the key findings and related conclusions.

Structure of the Report

The remaining sections of this report are organized as follows:

- Section 2 provides an overview of Vancouver's visitor economy.
- Section 3 presents the economic impact estimates.
- Section 4 presents two case studies documenting socio-economic impacts.
- Section 5 summarizes the key conclusions of the study.

Report Limitations

This report is provided for information purposes and is intended for general guidance only. It should not be regarded as comprehensive or as a substitute for personalized, professional advice.

We have relied upon the completeness, accuracy, and fair presentation of all information and data obtained from Destination Vancouver and other public sources, believed to be reliable. The accuracy

and reliability of the findings and opinions expressed in this document are conditional upon the completeness, accuracy, and fair presentation of the information underlying them. As a result, we caution readers not to rely upon any findings or opinions expressed for business or investment decisions and disclaim any liability to any party who relies upon them as such. Before taking any particular course of action, readers should contact their own professional advisor to discuss matters in the context of their particular situation.

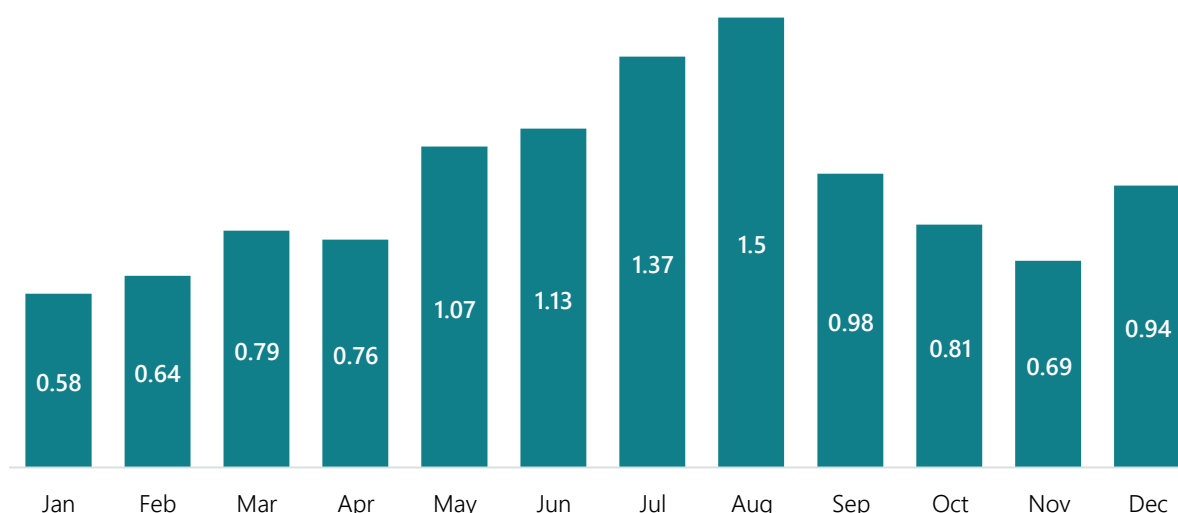
Additionally, the findings and opinions expressed in the presentation constitute judgments as of the date of the presentation and are subject to change without notice. MNP is under no obligation to advise of any change brought to its attention which would alter those findings or opinions.

2. Overview of Vancouver's Visitor Economy

Vancouver's Visitor Economy

Vancouver is a globally recognized destination that attracted 11.3 million overnight visitors in 2024 (see Figure 1). Visitation peaks during the high season (May–August), declines in the off-season (November–February), and shifts in the shoulder seasons (March–April and September–October).

Figure 1: Number of Overnight Visitors (in Millions) by Month, 2024



Source: Destination Vancouver [Research and Insights Page](#).

Vancouver's visitor economy is built on the primary drivers of an industry of industries: air access, cruise, rail and drive. It is strengthened by a diverse range of attractions, including outdoor recreation, arts, culture, heritage, dining, sightseeing tours, and major events. Outdoor experiences and waterfront activities are key drivers of peak-season visitation, especially for visitors from the United States, Mexico, the United Kingdom, Australia, and Germany¹. In 2024, the cruise industry alone brought 327 vessels and 1.3 million passengers to downtown Vancouver². Arts, culture, and the city's culinary offerings further boost its year-round appeal. Meanwhile, business, sports, and cultural events play a vital role in drawing visitors during the off-season and shoulder periods.

Visitors come for a variety of reasons, with leisure travel, visiting friends and family, and business purposes all playing significant roles. This broad range of attractions and purposes highlights the

¹ Source Destination Vancouver : [2025 Business Sprint](#)

² Source Destination Vancouver : [2025 Business Sprint](#)

importance of a well-rounded tourism strategy that supports consistent visitation throughout the year.

Direct Economic Impact of Vancouver's 2024 Tourism Economy



\$8.9 billion in Output
\$4.1 billion GDP
\$1.7 billion in Government
 Revenues (Taxes)



\$3.1 billion in Labour Income
60,000 Jobs (**43,000** FTEs)

These figures reflect the direct impacts generated by tourism activity in Greater Vancouver in 2024.

Source: Destination Vancouver

Role of the DMO and Business Community

Destination Vancouver plays a central role in attracting visitors and shaping Vancouver's reputation as a premier destination for leisure travel, business meetings, and signature events. This work strengthens a sustainable and resilient visitor economy that benefits local communities, extends visitor stays, and encourages repeat travel. Destination Vancouver delivers this impact through 11 key activities, outlined in Figure 2.

Figure 2: Role of Destination Vancouver



Destination Development: Collaborates with public, private and non-profit partners to ensure Vancouver's sustainable growth as a leading global destination.



Business Development: Attracts meetings, conventions, and business events that generate economic impact, foster knowledge exchange, and position Vancouver as a global hub for business and innovation.



Destination Events: Identifies and secures events that generate positive economic and socio-economic impacts for Vancouver and partners with key stakeholders on bids to host events in the city, enhancing the destination's profile on the world stage.



Travel Trade & Travel Media: Builds partnership with global travel trade and media to increase awareness of Vancouver, drive visitation, and strengthen the city's reputation as a must-visit destination.



Promotion and Marketing: Creates targeted campaigns and promotions in priority international and domestic markets to showcase Vancouver and inspire visitation.



Visitor Servicing: Enhances the visitor experience by providing information, resources, and support that inspire exploration and repeat visitation.



Advocacy: Champions the interests of Vancouver's diverse visitor economy by engaging with industry associations and community partners to advance supportive policies and investments to ensure a competitive tourism sector.



Indigenous Tourism Development: Seeks to ensure that Indigenous voices, businesses, and cultural experiences are amplified in Vancouver's tourism landscape, contributing to reconciliation and authentic visitor experiences.



Corporate Communications: Serve as the voice of Vancouver’s visitor economy, sharing the destination story, while safeguarding and strengthening Vancouver’s brand and reputation globally.



Research and Business Insights: Provides data-driven research and market intelligence that guide strategic directions, inform marketing, and trace the performance of Vancouver’s visitor economy.



Membership: Provides members with educational programs, networking opportunities, market insights and advocacy to strengthen the tourism sector and foster a connected industry community.

Destination Vancouver's role, as highlighted by interviewees, includes representing the city's brand and promoting Vancouver as a safe, clean, and vibrant destination in both domestic and international markets. To cultivate this image, Destination Vancouver collaborates with partners across Metro Vancouver to support safety, beautification and placemaking initiatives. Additionally, interviewees noted that Destination Vancouver engages with all levels of government to advocate for measures that enhance the city’s image and strengthen its visitor economy. This role is highly regarded by partners, especially in the social media age where negative coverage can spread rapidly. As one partner described “[Destination Vancouver] battles through the noise to make sure clear brand signals are sent”.

Interviewees also noted the critical role that Destination Vancouver plays in attracting large-scale events to the city. A key aspect of this work is managing the event calendar to optimize scheduling. As outlined in Destination Vancouver’s *Economic Analysis of Hotel Supply & Projected Demand* report, accommodation demand exceeds available supply during the peak season. To address this, Destination Vancouver collaborates with partners to spread events across the year, maximizing their economic impact. Interviewees also reported that staffing, marketing and sales supports provided by Destination Vancouver were crucial to successfully bringing events to the city in 2024.

"Destination Vancouver are hosts of the city ensuring that the core tourism values are being maintained, making sure Vancouver’s brand is healthy and making sure we're taking advantage of the opportunities available and really leveraging it for the betterment of the local economy, community and culture.

Xander France, Director of Marketing and Sales, Hullo Ferries

"I really can't imagine what our city would look and feel like without Destination Vancouver. I don't think we would have what we have without them in their role."

Jane Talbot, President and CEO, Downtown Vancouver BIA

Role of Events

Events play a strategic role in Vancouver’s visitor economy. They attract visitors during shoulder and off-peak seasons and event attendees often extend their stay or return to Vancouver at a later time.³ In 2024, Destination Vancouver secured or provided support to 187 events, with strategies and tactics focused on driving more off-season events to help offset Vancouver’s natural seasonality for leisure travel. Table 1 shows the distribution of events by type and quarter.

Table 1: Number of Events by Type and Quarter

	Number of Destination Vancouver Supported Events			
	Jan-Mar	April-Jun	Jul-Sept	Oct-Dec
Business Events	28	53	40	41
Cultural Events	6	1	2	1
Sporting Events	4	1	5	5

Source: Destination Vancouver.

Between January and March, and again from October to December, overnight visitors attending these events accounted for approximately two to three percent of all overnight visitors to Vancouver during what is typically the lower season. In contrast, from April to September—Vancouver’s peak tourism period—event-related overnight visitors made up about 1.4 percent of total overnight visitation. This illustrates how events help sustain more consistent demand for accommodations, venues, and visitor services during times when greater capacity is available.

There were also numerous other events that attracted visitors to Vancouver that were not directly supported by Destination Vancouver. Visitation data for these events were not available.

Placemaking

In addition to attracting visitors, events play an important role in helping to shape Vancouver’s identity. Events bring both residents and visitors together breaking down barriers and nurturing social connection which fosters a sense of belonging. As part of events, public spaces are often animated through music, art and pop-up installations which makes these spaces more dynamic and inviting, turning ordinary locations into memorable destinations. Marquee events such as the Grey Cup, the finale of Taylor Swift’s The Eras tour, Invictus Games, Juno Awards and Web Summit Vancouver build brand awareness and reinforce Vancouver’s reputation as an international destination. This supports investment attraction and retention, as well as tourism. Annual events strengthen community identity by creating a space for residents and visitors to come together for unique experiences. Through their place in the community calendar and history, annual events such as the Celebration of Light and Bard on the Beach help define Vancouver’s collective story.

³ Interviews with Destination Vancouver partners

Collaboration

Hosting events requires extensive behind-the-scenes collaboration among partners. Figure 3 illustrates the roles and responsibilities of the various partners involved in the hosting of events in Vancouver. The partners have been assigned to one of four roles that reflect each step in the process of hosting an event from bidding through to on-the-ground event hosting.

Bid leaders lead the bidding process by entering the marketplace, conducting key business development activities, and identifying potential events that would bring economic and socio-economic benefits to Vancouver. This role is often taken on by Destination Vancouver, and Sport Hosting Vancouver (a tri-party partnership between the City of Vancouver, Destination Vancouver and the Vancouver Hotel Destination Association), a collaborative partnership approach dedicated to securing sporting events of all sizes for the city. Sport Hosting Vancouver (led by City of Vancouver staff) specializes in cultivating opportunities across a wide spectrum of sports, from community-based tournaments to marquee world championships. Destination Vancouver focuses on potential business and cultural events. Together, these organizations collaborate and provide support for all bids. The Vancouver Hotel Destination Association (VHDA) plays a critical role by providing funding to attract events. In addition, Destination Vancouver, Sport Hosting Vancouver, and the VHDA provide information and, in some cases, support for businesses and organizations involved in other roles in the process.

Bid supporters collaborate with bid leaders to provide infrastructure and services to ensure safety, security and access to events, which are key considerations in a successful bid. Organizations in this role include the VHDA, BC Pavillion Corporation (operator of BC Place and the Vancouver Convention Centre), Rogers Arena, PNE, Vancouver Board of Parks & Recreation, YVR and the Vancouver Police Department (VPD). Bid supporters frequently coordinate their marketing and client outreach with bid leaders. This collaboration has the added benefit of occasionally alerting bid leaders to new potential events and bidding opportunities.

Community organizations such as business improvement associations (BIAs), local destination marketing organizations (e.g., Vancouver's North Shore Tourism Association) and other local groups play several important roles in attracting and hosting events. First, they independently support the marketing of Vancouver as a safe, clean and vibrant city by directly funding and overseeing community safety initiatives (e.g., community patrols or public lighting) and placemaking projects (e.g., public art activations or community outreach activities) within their designated areas. Second, these organizations support event marketing by communicating messaging to their extensive lists of local community and business contacts. Third, in some instances, these groups will organize secondary events to leverage events in the city. For example, several BIAs held Taylor Swift themed events within their local districts to encourage visitors to experience diverse Vancouver neighbourhoods during the concert weekend.

Finally, **event and visitor services providers** are directly involved in the delivery of events (e.g., event management companies, designers/artisans), and the provision of services to event attendees (e.g., private attractions, retailers, hotels). This includes a wide variety of businesses in the service, retail, tourism, accommodation and event industries. In addition to providing services for events and visitors, these organizations can also collaborate with bid leaders and bid supporters to create event focused

activations that contribute to local awareness and create a memorable experience for out-of-town visitors. In many circumstances, ground and water transportation service providers (e.g., TransLink, BC Ferries and Hullo Ferries), also coordinate with other organizations to schedule supplementary train and sailing times, to enable more convenient access to and from events.

Figure 3: Event Collaboration Overview



3. Economic Impact of Events

In general, economic impacts are viewed as being restricted to quantitative, well-established measures of economic activity. The most commonly used of these measures are output, GDP, employment and government revenue:

- **Output** is the total gross value of goods and services produced by a given company or industry measured by the price paid to the producer. This is the broadest measure of economic activity.
- **Gross Domestic Product (GDP)**, or value added, refers to the additional value of a good or service over the cost of inputs used to produce it from the previous stage of production. Thus, GDP is equal to the unduplicated value of the goods and services produced.
- **Employment** is the number of additional jobs created. Employment is measured in terms of full-time equivalents ("FTEs"). One FTE is equivalent to one person working full-time for one year or one person-year of employment.
- **Government Revenues** are the total amount of revenues generated for different levels of government. Revenues arise from personal income taxes, indirect taxes less subsidies, corporate income taxes, taxes on products and royalties.

Economic impacts may be estimated at the direct, indirect and induced levels:

- **Direct impacts** are due to changes that occur in "front-end" businesses that would initially receive expenditures and operating revenue as a direct consequence of the operations and activities of an industry, organization or project.
- **Indirect impacts** arise from changes in activity for suppliers of the "front-end" businesses.
- **Induced impacts** arise from shifts in spending on goods and services as a consequence of changes to the payroll of the directly and indirectly affected businesses.

To estimate the economic contribution of events supported by Destination Vancouver, MNP used an input-output methodology. Input-output modelling is a widely used and widely accepted approach, making it recognizable by many different stakeholders and audiences. The structure of the approach also facilitates easy comparisons between reported results for different industries and organizations.

Destination Vancouver provided estimates of output, labour income, employment and taxes for each event produced from the Destinations International Event Impact Calculator. MNP estimated GDP using the output estimates provided by Destination Vancouver and multipliers published by Statistics Canada. More information on how this approach was implemented is provided in Appendix A.

Economic Impacts of Events Supported by Destination Vancouver

In general, the spending generated by events contributes to the economy through direct expenditures on goods and services, the employment of staff, and the generation of tax revenues for municipal, provincial, and federal governments. The impacts arise from the expenditure on the goods and services involved in hosting the event, as well as the spending of visitors on other goods and services (e.g., hotel, transportation) while in Vancouver to attend the event.

Economic Impacts of Business Events

In 2024, Destination Vancouver supported 162 business events, including meetings, conferences, and conventions. These events were generally spread throughout the year and ranged from small gatherings of around 10 people to large citywide events with up to 8,000 participants. Table 2 provides visitation, room nights, event spending and visitor spending information for business events.

Collectively, there were approximately 111,000 attendees at these events. Of these, approximately 93,000 were overnight visitors and there were 299,000 room nights associated with business events supported by Destination Vancouver in 2024. These events contributed an estimated \$154 million in total visitor spending and \$53 million in spending on goods and services for the events themselves.

Table 2: Business Events, 2024

Period	Number of Events	Visitors (thousand)	Room Nights (thousand)	Event Spending (\$ million)	Visitor Spending (\$ million)	Total Spending (\$million)
Jan – Mar	28	13	42	\$7.1	\$19.0	\$26.1
Apr – Jun	53	34	112	\$19.4	\$59.7	\$79.1
Jul – Sept	40	21	66	\$11.2	\$37.5	\$48.7
Oct - Dec	41	25	79	\$14.8	\$37.4	\$52.2
Total	162	93	299	\$52.5	\$153.6	\$206.1

Source: Destination Vancouver

Table 3 shows the estimated economic impacts of business events based on the spending in Table 2. Business events in 2024 are estimated to have generated:

- \$334 million in total economic output, consisting of \$206 million of direct output and \$128 million of indirect and induced output.
- \$178 million in total GDP, consisting of \$96 million of direct GDP and \$82 million of indirect and induced GDP.
- \$106 million in total labour income, consisting of \$66 million of direct labour income and \$40 million of indirect and induced labour income.
- 2,560 total FTEs, consisting of 2,150 direct FTEs and 410 indirect and induced FTEs.
- \$53 million in total revenues for all three levels of government, consisting of \$35 million of direct revenue and \$18 million of indirect and induced revenue.

Global Business

Business events bring visitors to Vancouver from all over the world. In 2024, Destination Vancouver supported:

- 60 Canadian business events
- 82 US business events
- 20 international business events

Table 3: Estimated Economic Impacts of Business Events, 2024

	Output (\$ million)	GDP (\$ million)	Labour Income (\$ million)	Employment (FTEs)	Federal Tax (\$ million)	Provincial Tax (\$ million)	Municipal Tax (\$ million)
Direct	\$206.1	\$95.9	\$65.7	2,150	\$13.6	\$16.2	\$4.9
Indirect & Induced	\$128.3	\$82.3	\$40.1	410	\$8.3	\$9.5	\$0.5
Total	\$334.4	\$178.2	\$105.8	2,560	\$21.9	\$25.7	\$5.4

Source: Destinations International Event Impact Calculator and MNP calculations for GDP

Profile of visitors who attend business events



Business visitors account for 5% of total visitation

42% of visitors are high value guests

Median age of business visitors is around 35-44



Median stay in Vancouver is four nights

Average spending for business trips is \$1,816 CAD

54% of business visitors add an average of two personal nights of vacation to their trip

Source: Destination Vancouver

Economic Impacts of Cultural Events

In 2024, Destination Vancouver supported 10 cultural events, including festivals, live performances, film and comedy showcases, and multicultural celebrations. The majority of these events were held during the first quarter of the year. Table 4 provides visitation, room nights, event spending and visitor spending information for cultural events. Collectively there were approximately 210,000 attendees at these events. Of these, approximately 48,000 were overnight visitors and there were 51,000 room nights associated with cultural events supported by Destination Vancouver in 2024. These events contributed an estimated \$30 million in total visitor spending and \$8 million in spending on goods and services for the events themselves.

The Eras Tour

Vancouver served as the final stop on Taylor Swift's The Eras Tour, attracting over 110,000 overnight visitors and generating demand for approximately 82,000 room nights. The event created an estimated \$158 million in total output (\$98 million in direct output), \$90 million in total GDP (\$49 million in direct GDP), 1,330 total FTEs (1,130 direct FTEs), \$55 million in total labour income (\$36 million in direct labour income), and \$29 million in total tax revenues (\$20 million in direct tax revenue).

Please note that these figures are presented for context only and are not included in the scope or calculations of this study, as The Eras Tour was not a Destination Vancouver-supported event. However, given the scale and significance of its economic impact, it is highlighted separately to illustrate the broader potential of large-scale events to drive visitor spending and economic activity.

Source: Destination Vancouver - Destinations International Event Impact Calculator

Table 4: Cultural Events, 2024

Period	Number of Events	Visitors (thousand)	Room Nights (thousand)	Event Spending (\$ million)	Visitor Spending (\$ million)	Total Spending (\$million)
Jan – Mar	6	14	19	\$1.6	\$7.1	\$8.7
Apr – Jun	1	12	12	\$3.5	\$8.4	\$11.9
Jul – Sept	2	14	14	\$1.6	\$6.7	\$8.3
Oct - Dec	1	8	6	\$1.5	\$8.3	\$9.8
Total	10	48	51	\$8.2	\$30.5	\$38.7

Source: Destination Vancouver

Table 5 shows the estimated economic impacts of cultural events based on the spending in Table 4. Cultural events in 2024 are estimated to have generated:

- \$62 million in total economic output, consisting of \$39 million of direct output and \$23 million of indirect and induced output.
- \$34 million in total GDP, consisting of \$19 million of direct GDP and \$15 million of indirect and induced GDP.
- \$20 million in total labour income, consisting of \$13 million of direct labour income and \$7 million of indirect and induced labour income.
- 490 total FTEs, consisting of 410 direct FTEs and 80 indirect and induced FTEs.
- \$10 million in total revenues for all three levels of government, consisting of \$7 million of direct revenue and \$3 million of indirect and induced revenue.

Table 5: Estimated Economic Impacts of Cultural Events, 2024

	Output (\$ million)	GDP (\$ million)	Labour Income (\$ million)	Employment (FTEs)	Federal Tax (\$ million)	Provincial Tax (\$ million)	Municipal Tax (\$ million)
Direct	\$38.7	\$18.6	\$13.1	410	\$2.7	\$3.2	\$0.9
Indirect & Induced	\$22.8	\$15.2	\$7.0	80	\$1.5	\$1.7	\$0.1
Total	\$61.5	\$33.8	\$20.1	490	\$4.2	\$4.9	\$1.0

Source: Destinations International Event Impact Calculator and MNP calculations for GDP

Profile of visitors who attend cultural events



2% of visitors enjoyed a festival or fair during their trip
31% of visitors are high value guests
The median age for these visitors is around 35



49% of these visitors travelled alone and 28% travelled with a partner
The median length of stay in Vancouver is around six nights
Average spending for these trips is \$1,677 CAD

Source: Destination Vancouver

Economic Impact of Sporting Events

In 2024, Destination Vancouver supported 15 sporting events, including rugby, football, soccer, and marathons. Most major events took place during the second half of the year. Table 6 provides visitation, room nights, event spending and visitor spending information for sporting events. Collectively, there were approximately 189,000 attendees at these events. Of these, approximately 57,000 were overnight visitors and there were 60,000 room nights associated with sporting events supported by Destination Vancouver. These events contributed an estimated \$85 million in total visitor spending and \$8 million in spending on goods and services for the events themselves.

Table 6: Sporting Events, 2024

Period	Number of Events	Visitors (thousand)	Room Nights (thousand)	Event Spending (\$ million)	Visitor Spending (\$ million)	Total Spending (\$million)
Jan – Mar	4	9	10	\$4.4	\$12.9	\$17.3
Apr – Jun	1	7	8	\$2.6	\$6.7	\$9.3
Jul – Sept	5	6	15	\$0.6	\$25.2	\$25.8
Oct - Dec	5	35	27	\$0.8	\$40.0	\$40.8
Total	15	57	60	\$8.4	\$84.8	\$93.2

Source: Destination Vancouver

Table 7 shows the estimated economic impacts of sporting events based on the spending in Table 6. Sporting events in 2024 are estimated to have generated:

- \$148 million in total economic output, consisting of \$93 million of direct output and \$55 million of indirect and induced output.
- \$71 million in total GDP, consisting of \$36 million of direct GDP and \$35 million of indirect and induced GDP.
- \$40 million in total labour income, consisting of \$26 million of direct labour income and \$14 million of indirect and induced labour income.
- 960 total full-time equivalent jobs (FTEs), consisting of 810 direct FTEs and 150 indirect and induced FTEs.
- \$23 million in total revenues for all three levels of government, consisting of \$16 million of direct revenue and \$7 million of indirect and induced revenue.

Table 7: Estimated Economic Impacts of Sporting Events, 2024

	Output (\$ million)	GDP (\$ million)	Labour Income (\$ million)	Employment (FTEs)	Federal Tax (\$ million)	Provincial Tax (\$ million)	Municipal Tax (\$ million)
Direct	\$93.2	\$35.7	\$25.9	810	\$5.6	\$9.7	\$1.1
Indirect & Induced	\$55.1	\$35.4	\$14.3	150	\$3.1	\$3.9	\$0.2
Total	\$148.3	\$71.1	\$40.2	960	\$8.7	\$13.6	\$1.3

Source: Destinations International Event Impact Calculator and MNP calculations for GDP

Profile of visitors who attend sporting events



5% of visitors watched sporting events during their trip
38% of visitors are high value guests
The median age for these visitors is around 25-34



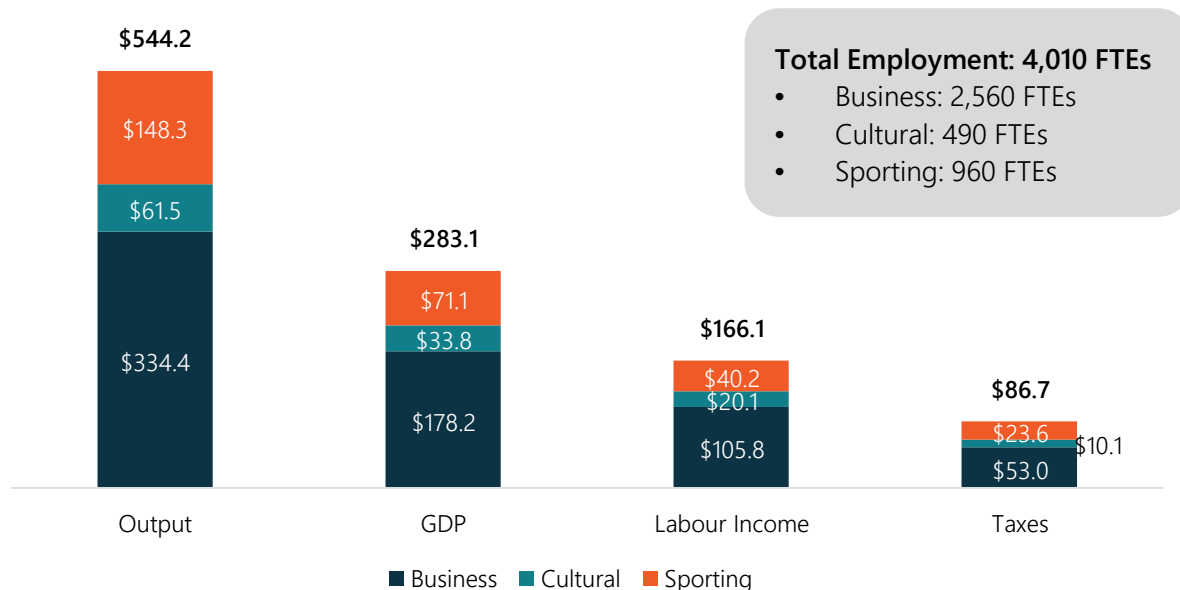
48% of these visitors travelled alone and 40% travelled with a partner or friends
The median length of stay in Vancouver is around five nights
Average spending for these trips is \$1,683 CAD

Source: Destination Vancouver

Total Impacts – All Events

Figure 4 summarizes the total economic impact by event type generated by the 187 events supported in some capacity by Destination Vancouver in 2024. These events generated approximately \$544 million in total output (\$338 million in direct output (i.e., spending)), \$283 million in total GDP (\$150 million in direct GDP), \$166 million in total labour income (\$105 million in direct labour income), 4,010 total full-time equivalent jobs (3,370 direct full-time equivalent jobs), and \$87 million in total government revenue (\$58 million in direct government revenue). About 82 percent of these impacts were generated by visitor spending.

Figure 4: Total Economic Impacts (\$ millions) by Event Type, 2024



Source: Destinations International Event Impact Calculator and MNP calculations for GDP

4. Socio-Economic Benefits of Events

This section presents two case studies that describe the economic and socio-economic impact of events. These examples and findings were produced through discussions with Destination Vancouver partners, industry participants, desk research and a document review.

Case Study: Tourism Events Create Innovative Opportunities and Benefits for Local Businesses

In 2024, tourism events held across Vancouver created opportunities and benefits for businesses beyond the traditional tourism sector. Companies capitalized on these opportunities in three main ways:

- By benefiting indirectly from the spillover effects of increased visitation.
- By being contracted by event organizers.
- By developing special tie-in promotions or offerings.

Interviewees shared that the increased visitation from events, particularly during the shoulder and off season, is critical for businesses and restaurants that may struggle during these traditionally slow periods. Additionally, businesses can afford to make investments and improvements to keep themselves competitive when they know that a major event will come to Vancouver and drive a significant spike in foot traffic and business.

"For Taylor Swift, we had decided to do two late night sailings each night. So we did a 12 and a 12:30 all three nights and five of the six sold out."

Xander France, Director of Marketing and Sales, Hullo Ferries

Businesses outside of the traditional tourism industry were also able to benefit by being directly hired by event organizers. This includes a diverse range of businesses from audio-visual technicians to tradespeople to dry

cleaners. Additionally, it was shared that some large event organizers, such as the Laver Cup, prefer to hire almost exclusively locally to design and produce activations, sets and studios. This local focus provided a significant financial benefit to local businesses.

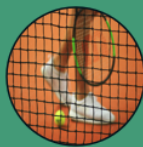
Businesses also leveraged events to create increased demand, attract new customers and increase visibility through special tie-in offerings. According to interviewees, the impacts of these tie-in offerings were most impactful when organizations coordinated with each other to have a "decentralized" approach. For example, efforts to promote the Taylor Swift concert included displaying song lyrics and

Opportunities and Economic Benefits Created By Event Organizers



Various Dry-Cleaning Companies

Local dry cleaners saw increased business from teams needing uniform services during the Vancouver Rugby 7s tournament.



Trades People and Designers

Laver Cup organizers hired local tradespeople and designers to build an IP studio, generating an unexpected \$4 million in new business for local companies.

hanging lights on buildings across several Vancouver neighbourhoods. This enabled businesses and organizations across Metro Vancouver to benefit as event attendees explored beyond the downtown core.

Interviewees also highlighted that significant knowledge sharing occurred to ensure concertgoers received key information, such as bag size

limits and merchandise shopping locations, through various channels, including water taxi staff, TransLink employees, and local volunteers. Transportation providers such as TransLink, BC Ferries and Hullo Ferries also offered additional train, bus and ferry services to allow concert goers to spend more time around the venue and reduce strain on the limited downtown hotel capacity. This coordination not only enhanced the visitor experience but may have also encouraged attendees to extend their stay or return to Vancouver in the future.

Benefits and Opportunities Generated by the Taylor Swift Concert



Grey Lantern Tattoo Parlor

Grey Lantern hosted an event in New Westminster and provided Taylor Swift tattoos to approximately 150 people, driving significant and unexpected business.



49th Parallel Cafe & Lucky Donuts

Lucky donuts created special Taylor Swift donuts and offered them across Vancouver at all the 49th Parallel Café locations. This drove business and increased social media engagement.



Glowbal Restaurant

Glowbal held a special event with signature Taylor Swift themed cocktails, friendship bracelet crafting, immersive activations and photo ops on their garden patio.



Case Study: Tourism Events Strengthens Community Spirit and Creates Lasting Social Impact

Tourism events held across Vancouver in 2024 did more than produce economic activity—they created powerful social ripple effects that helped connect, educate, and uplift the community. These events fostered civic pride, encouraged collaboration between local organizations, and created opportunities for meaningful engagement among residents, businesses, and visitors alike.

These benefits extended across Metro Vancouver and reached a wide range of demographic groups. Interviewees highlighted that many events provided unexpected opportunities for low-income individuals and families to access services and experiences that would otherwise be out of reach.

For example, the International Society of Nephrology's PARADIGM meeting offered free public sessions on diabetes, kidney health, and nutrition. Similarly, the Pacific Dental Conference provided complimentary dental care to residents in Vancouver's Downtown Eastside, giving access to services that many would not have been able to afford.

Sporting events also delivered significant community benefits. BC Place, in collaboration with various sports partners, distributed tickets to allow seniors, children, and youth to attend events for free. One such initiative included working with the non-profit Kids Up Front to provide tickets for children and youth to attend professional sporting events, including women's soccer matches.

Interviewees also noted that the visibility and excitement generated by the Vancouver Rugby 7s tournament helped revitalize the local rugby community and encouraged participation across all age groups.

Other groups, such as Canadian newcomers and Indigenous communities, have also benefited from opportunities created by tourism events. Interviews highlighted that newcomers have been able to build community connections and integrate into Vancouver's culture by participating in free public events such as the Honda Celebration of Light. Cultural festivals have also allowed both newcomers and long-time residents to engage with diverse cultural traditions, deepening their sense of belonging within the city. In 2024, several significant Indigenous-led events, such as the Healing Our Spirit Worldwide conference, created opportunities for First Nations, Inuit, and Métis communities to come together on the traditional territories of the Musqueam, Squamish, and Tsleil-Waututh Nations. These events supported cultural exchange, community building, and intergenerational dialogue.

Social Benefits Produced by Events in Vancouver	
	BC Place Games BC Place provides community contribution tickets to the City of Vancouver and the non-profit Kids Up Front, offering free access to major sporting events for children and families, helping to foster youth interest in fitness and sports.
	Pacific Dental Conference Dentists and dental workers provided free dental services to individuals in need in Vancouver's Downtown Eastside, delivering essential medical care to those who might otherwise lack access.
	TED Conference The TED Conference brought leading experts from diverse fields to present their research and insights in the heart of Vancouver. Hosting the event at the Vancouver Convention Centre, along with offering a free livestream, provided Vancouverites with unique access to world-class expertise.

Overall, these examples illustrate how tourism events delivered meaningful social outcomes—from expanding access to cultural and educational experiences to strengthening community identity and inclusion. Interviewees also noted a growing interest among event organizers in creating positive social impacts and giving back to the community. As this trend continues, the benefits to local communities are likely to deepen even further.

“[The Taylor Swift Concert] really brought in a lot of excitement... and welcomed a lot of people to the city that weren't from here.... For a lot of people, it just made us proud to be from Vancouver. We wanted to show off the city... and a lot of different groups came together to make that happen.”



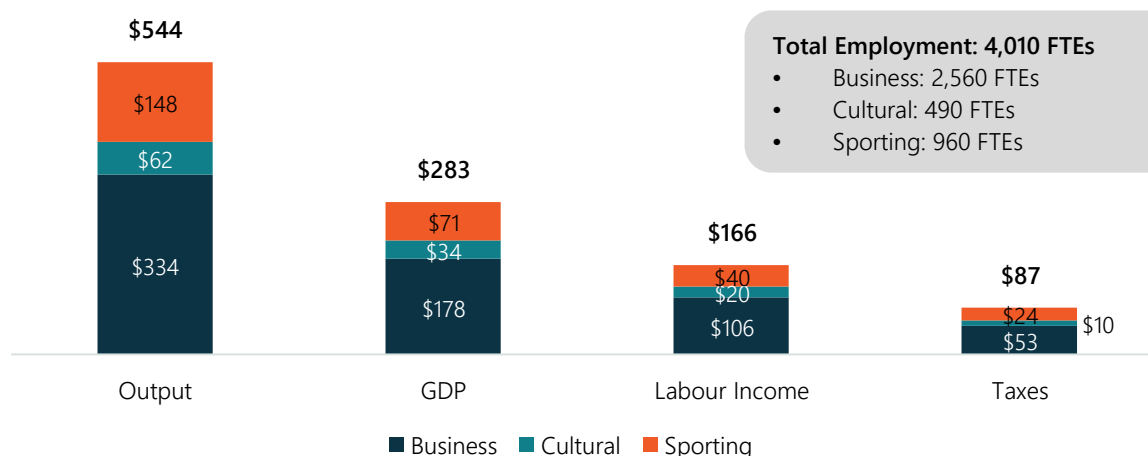
5. Conclusion

In 2024, Destination Vancouver supported 187 events—ranging from major conferences and cultural festivals to high-profile sporting events like the Grey Cup. As the steward of Vancouver’s global reputation, Destination Vancouver plays a key role in attracting events, promoting the city internationally, and maximizing the economic and social benefits of tourism.

Bringing events to the city year-round is a major driver of visitation, drawing both leisure and business travellers and generating broad economic and social impacts. Destination Vancouver plays a key role in ensuring the success of events in Vancouver by working closely with a wide network of partners to secure, plan, and deliver events that benefit the entire city.

Figure 5 summarizes the total economic impact by event type of the 187 events supported by Destination Vancouver in 2024. In addition to the economic benefits, these events also delivered meaningful social value—supporting local businesses, activating neighborhoods, and creating inclusive opportunities for residents that strengthen Vancouver’s identity and community well-being.

Figure 5: Total Economic Impacts of Events by Event Type (\$ millions), 2024



Return on Investment

Every dollar spent by Destination Vancouver on events supported \$36 in visitor spending, \$38 in total GDP and \$12 in total government revenue.

- **Business Events** - Every dollar spent by Destination Vancouver on business events supported \$59 in visitor spending, \$68 in total GDP and \$20 in total government revenue. Citywide events, which are larger and attract more out-of-town attendees than other types of business events, supported \$47 in visitor spending, \$56 in total GDP, and \$17 in total government revenue for every dollar spent by Destination Vancouver.
- **Cultural Events** - Every dollar spent by Destination Vancouver on cultural events supported \$21 in visitor spending, \$24 in total GDP and \$7 in total government revenue.
- **Sporting Events** - Every dollar spent by Destination Vancouver on sporting events supported \$25 in visitor spending, \$21 in total GDP and \$7 in total government revenue.

Appendices

Appendix A – Methodology to Estimate GDP

MNP's approach to estimating the GDP impacts of events is outlined below.

Step 1: Gathered Information on Business Sales and Estimates of Economic Contributions

Destination Vancouver provided estimates of the economic impacts of each event produced by Destinations International Event Impact Calculator. These impacts included business sales by category (e.g., accommodation, retail, etc.) labour income, employment and taxes.

Step 2: Applied Statistics Canada's Input-Output Multipliers to Estimate GDP

Statistics Canada's provincial input-output multipliers were applied to the business sales data collected in Step 1 to estimate GDP.

Step 3: Adjusted the Impact

The GDP estimates generated by the multipliers were then adjusted based on the labour income estimates provided by Destination Vancouver.

Appendix B – About MNP

For over 60 years, MNP has proudly served and responded to the needs of clients in the public, private and not-for-profit sectors. Today, MNP is the fifth largest Chartered Professional Accountancy and business consulting firm in Canada and is the only major accounting and business consulting firm with its head office located in Western Canada. MNP has more than 100 locations and over 8,800 team members across the country.



About MNP's Economics and Research Practice

Economic and industry studies are carried out by MNP's Economics and Research practice. The Economics and Research practice consists of a team of professionals with a successful track record of assisting clients with various financial and economic impact studies. Our work has encompassed a wide range of programs, industries, company operations and policy initiatives, and has helped clients with decision-making, communication of economic and financial contributions, documentation of the value of initiatives and activities, and development of public policy.



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