BRITISH COLUMBIA

Economic Development and Tourism

October, 2026



Discover Surrey/Ian Harland

AGENDA

- Look West
- Tourism Sector Action Plan
- Planning for Success
  - Outdoor Recreation Strategy
  - KORE example
- Strategic Alignment



LOOK WEST

- 10-year plan with priorities and targets to create the right investment conditions.
- Signal to the market, investors, workers and the federal government – B.C. is active and growing.
- Highlight B.C.'s value proposition: resources, skilled workers and streamlined permitting.
- Focus on sectors and opportunities where we have comparative advantage.
- Partner with First Nations to provide certainty, project longevity, and collective prosperity.


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LOOK WEST PILLARS

1.  Growing our skilled workforce

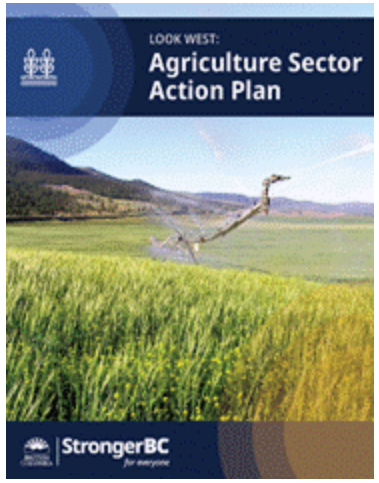
2.  Delivering major projects

3.  Diversifying markets

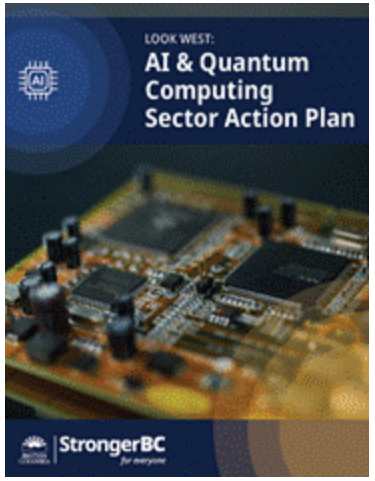
- Double the investment in skilled trades ($214M annually by 2028/29)
- Reduce permitting times
- Enable across all strategic sectors
- Alignment with federal priorities increases opportunities for non dilutive capital

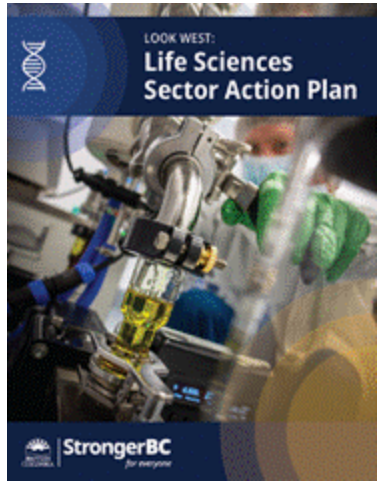
INVESTMNT READY SECTORS



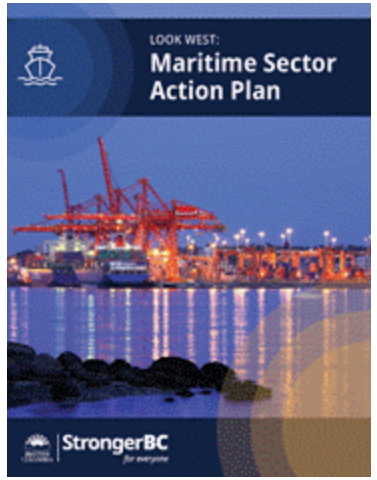


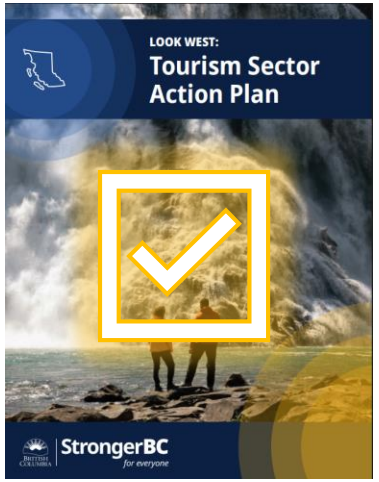










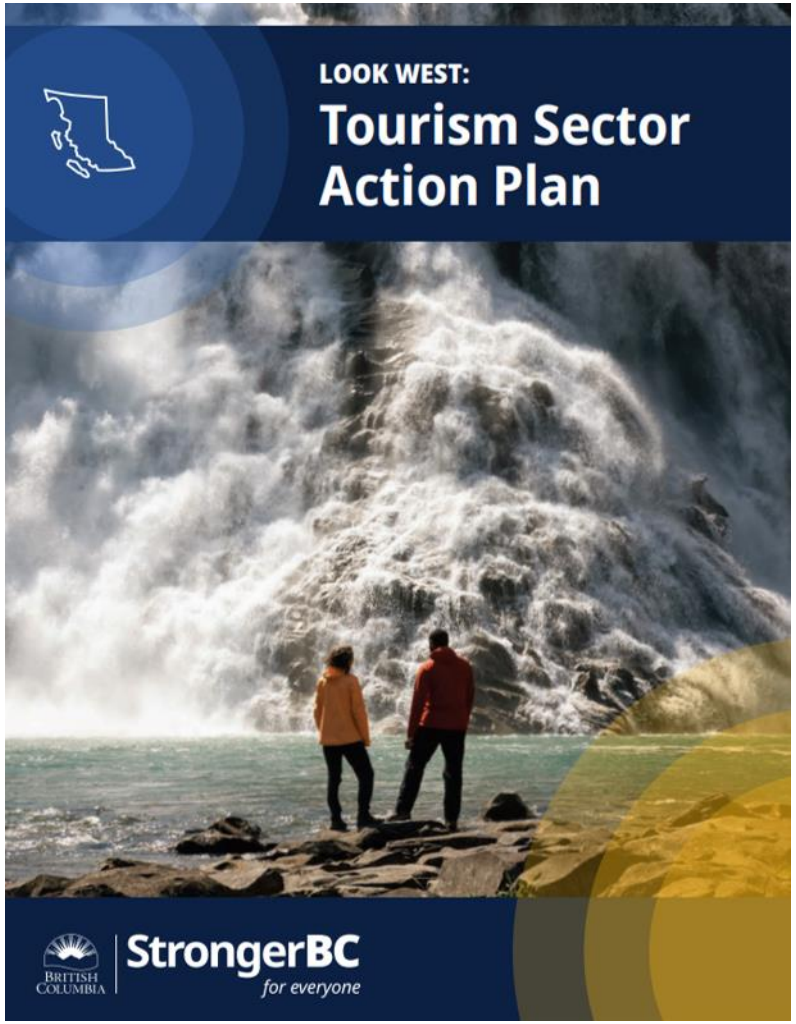


- sectors where B.C. holds strategic advantages
- Provide a wide range of investment and partnership opportunities, from major infrastructure through to direct company investments
- Government investments will augment sector competitiveness through talent, research, R&D infrastructure, alignment of policy and legislation

BY 2035

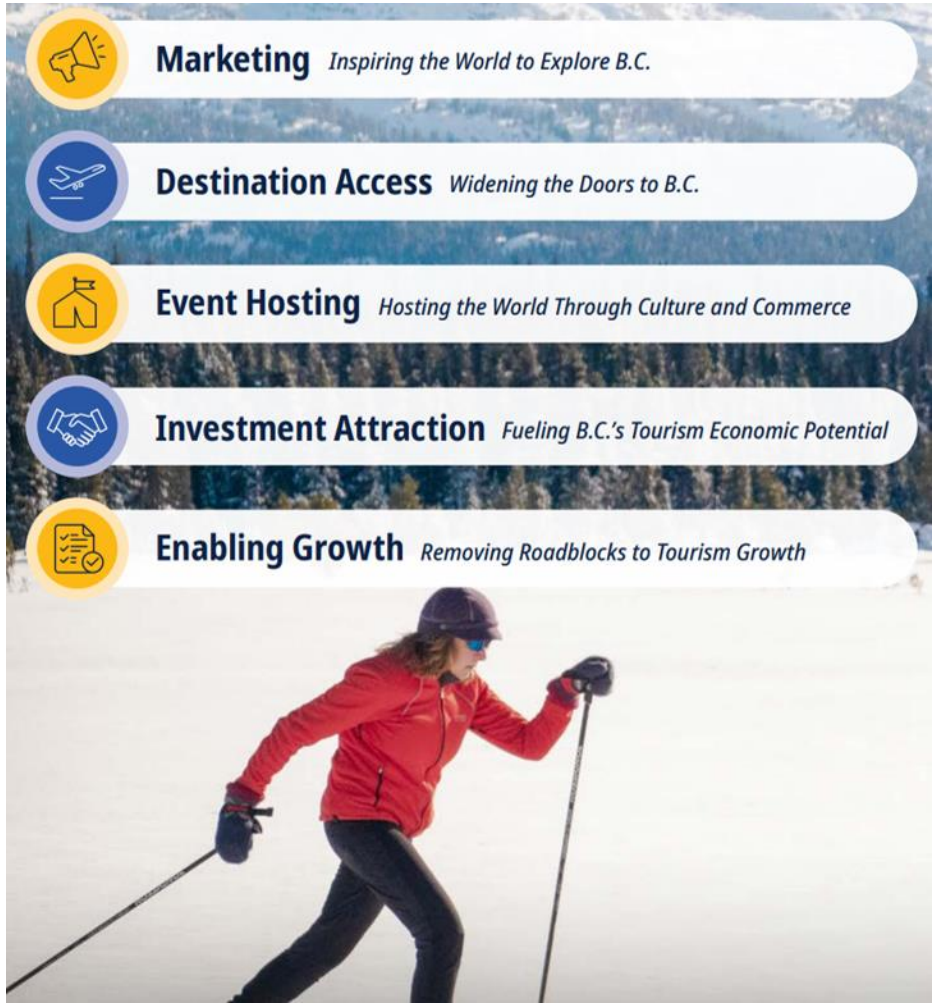
- Secure $200 billion in major project investment + meet all permitting timelines
- Final investment decisions for key sectors
- Secure 35% of federal defence vessel contracts
- Boost life sciences economic impact by 75% + double employment to 40,000
- Grow economic value of tech sectors by 75% + double employment to 400,000
- Expand aerospace and maritime manufacturing and maintenance, repair and overhaul
- Triple the amount of B.C. wood used in construction
- Double throughput and exports to non-U.S. markets
- Grow agriculture and food exports by 25% + expand non-U.S. market exports by 25%
- Double tourism revenues by 2036

TOURISM SECTOR ACTION PLAN



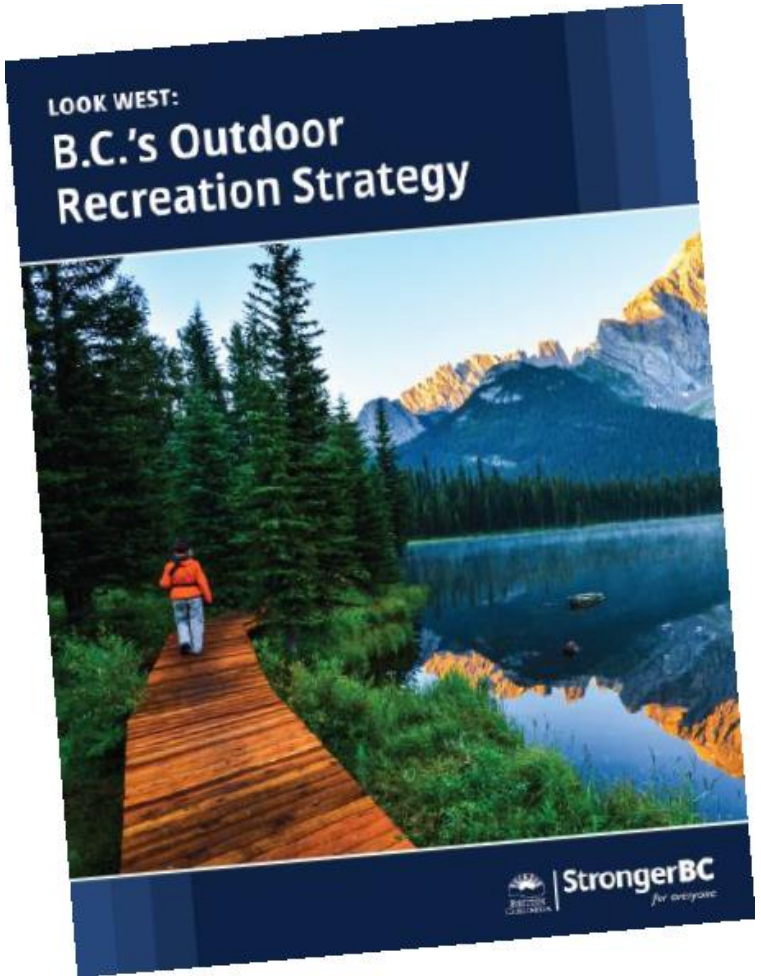
- ✓ One of British Columbia's most dynamic and resilient sectors – creating jobs, supporting communities, and driving economic growth throughout the province.
- ✓ Tourism will play a central role in diversifying markets and local economies while fueling growth.
- ✓ This targeted plan sets the foundation for bold action to double tourism revenues by 2036, strengthen B.C.'s global position, attract investment, and create lasting economic benefits.

A FIVE-POINT PLAN



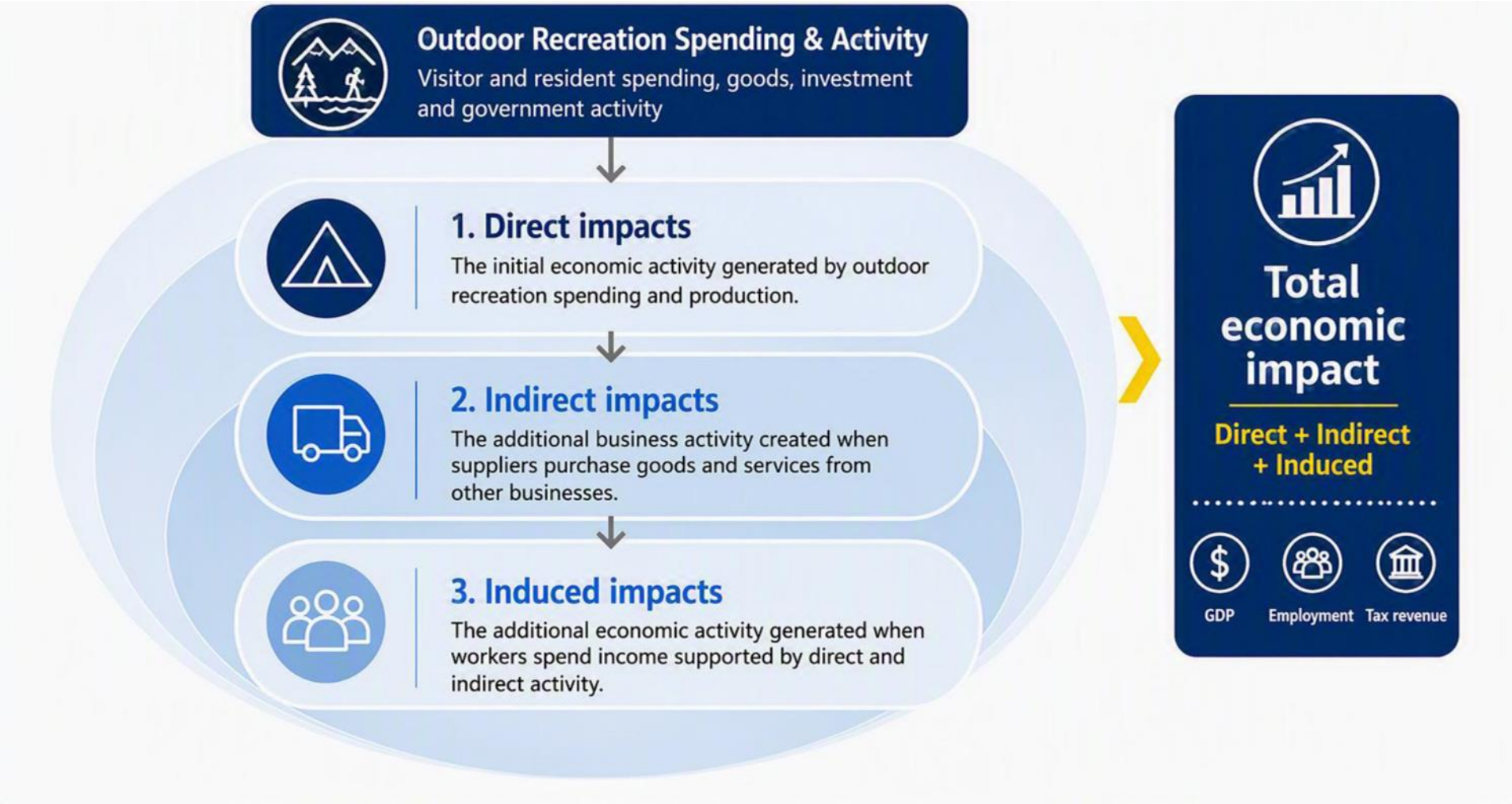
- ✓ **Position B.C. as a top-tier destination for domestic and international travelers.**
- ✓ **Improve travel to and within B.C. to support tourism growth.**
- ✓ **Use events to drive visitation, investment, and infrastructure development.**
- ✓ **Mobilize private capital to expand tourism experiences**
- ✓ **Create a supportive business environment for tourism operators and investors**

PLANNING FOR SUCCESS



- Outdoor Recreation Strategy recognizes outdoor recreation as a sector in its own right.
- Sets out the intent for a coordinated, whole of governments approach
- Advances goals for economic growth, stewardship and reconciliation
- Focuses on foundational elements to catalyze downstream benefits
- A master plan to strengthen regional competitiveness, attract investment, and foster resilient communities

MAKIING TOURISM AN ECONOMIC FOUNDATION



VALUE TO THE ECONOMY

DIRECT CONTRIBUTION

$6.6B
Economic value added

2.1%
of B.C.'s GDP

86,000
Direct jobs

TOTAL CONTRIBUTION

$11.1B
Economic value added

3.5%
of B.C.'s GDP

127,500
Jobs supported

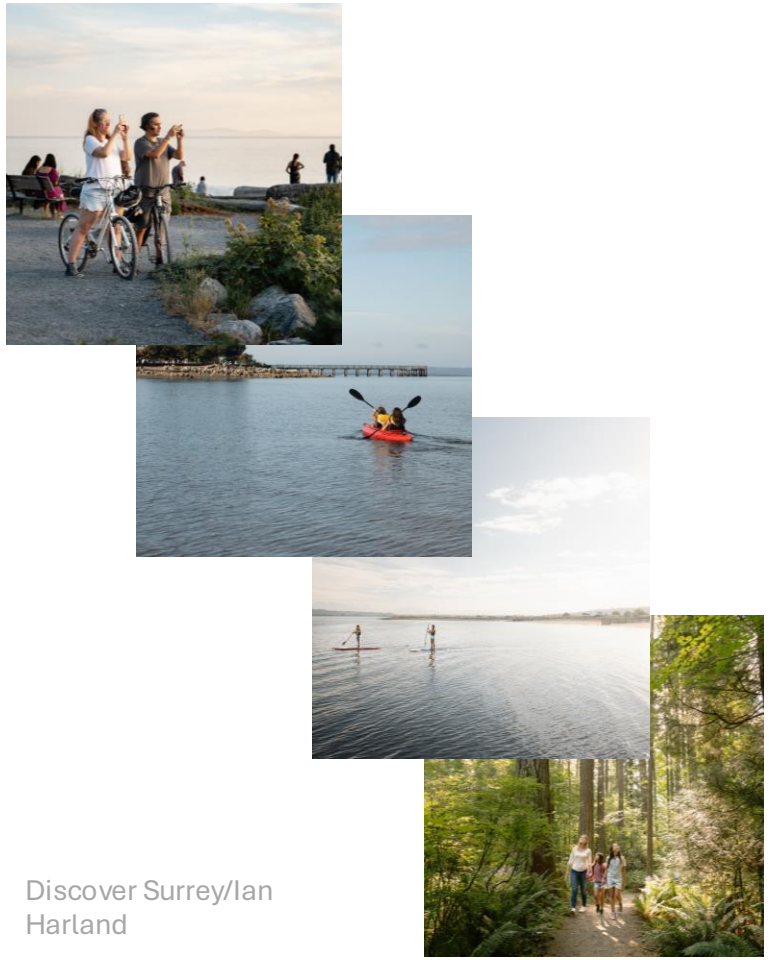
GENERATING INCOME AND PUBLIC REVENUE

$4.4B
Wages and salaries

$3.0B
Federal, provincial, and municipal tax revenues

$22.8B *Total economic output*

CONNECTING TOURISM AND ECONOMIC GROWTH



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- Invest in organizations and communities through funding and strategic partnerships.
- Strengthen infrastructure, tourism and tourism-adjacent assets, workforce development, and organizational capacity.
- Bring together industry, associations and government partners to advance shared priorities.
- Promote dual purpose (tourism and resident) business growth and regional economic development.
- Recognize opportunities for stronger industry coordination and sector leadership.

KOOTENAY OUTDOOR RECREATION ENTERPRISE

CRAFT GEAR
KORE
MADE HERE



- An economic development and diversification initiative located in Kimberley, BC, and rooted in the tourism industry.
- An industry alliance of 60+ outdoor recreation and craft gear manufacturers and designers who have organically started up production, manufacturing and designing in the region.
- KORE fosters growth through education, collaboration and connecting businesses to resources, grants, financing and capital.
- Attracts outdoor recreation product manufacturing and designers to relocate to the region and facilitates new entrepreneurial start-ups.

STRATEGIC ALIGNMENT



- Identify tourism opportunities that contribute to local economy, community, and quality of life.
- Surrey particularly well positioned to benefit from natural assets and recreation opportunities, manufacturing base.
- Focus on diversifying markets and growing targeted sectors to attract investment, businesses, and talent.
- Investors looking for communities with a plan and the people, space and will to grow.

KEYS TO SUCCESS





- **Craft a tourism master plan to connect and leverage tourism marketing and investment with broader economic opportunities and goals**
  - South Asia Museum
  - New Stadium
  - Regional hotel shortage
  - Significant rental economy and manufacturing capacity
  - Higher-end recreation infrastructure
- **Align Investment Attraction, Community Planning and Economic Strategy with Tourism programming and marketing**