

CONCLUSION

The goal of the attendance projections from California was estimated to reach 1.5 million visits. In fact, over 2 million visits have been generated from California alone. More importantly, recent information accumulated by British Columbia Tourism indicates a substantial amount of new visitors to British Columbia from the United States. These numbers are indicative of the long-term benefits to British Columbia. Not only has Expo 86 been successful, it has also served as a great catalyst for future tourism growth for British Columbia.