



New study shows boating injects more than \$1 billion into B.C. economy *More than 17,000 jobs created by recreational boating across province*

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Vancouver, B.C. – A new study released by the National Marine Manufacturers Association (NMMA) Canada shows recreational boating in British Columbia is a significant driver of the provincial economy.

Recreational boating injected \$1.3 billion into B.C.'s economy in 2016 and employed nearly 17,000 British Columbians. Boat dealers and service stores, marinas and boat manufacturers are among the biggest contributors within the core industry.

"This study demonstrates that recreational boating in British Columbia plays an important role in the provincial economy and in the economies of communities across our province," says Don Prittie, President of Boating BC. "Recreational boating is responsible for more than 17,000 direct jobs across our province and thousands more indirect jobs."

Outside of the core industry, ripple revenues from the recreational boating sector also flows into other sectors such as B.C.'s tourism industry. British Columbians and foreign visitors involved in boating spent almost \$1.8 million on goods and services in 2016.

The report also highlights the critical importance of recreational boating in smaller communities. Small towns where boating is prevalent see their population more than double during the summer season. Marinas are a focal point for activity and many towns see a steady increase in the number of boaters year after year.

"B.C. is home to numerous small towns where the marina is the main attraction during the summer," says Prittie. "Given recreational boating's large influence, we need to protect waterways and marinas for these communities in order to ensure even more growth in the future."

Prittie says it's more important than ever for communities to enable and protect access to recreational waterways in order to continue to realize economic benefits.

"With more waterfront development and increasing real estate prices, we've seen a decline in the number of free and accessible places where boaters can access the water," says Prittie. "It is important that community planners look for ways to protect access to water ways and support the economic benefits that comes from recreational boating in our province."

The core recreational boating industry in Canada is responsible for \$5.6 billion of the country's GDP in 2016, a 12 per cent increase from 2012 and employs approximately 75,000 Canadians. Around 43 per cent (12.4 million) adult Canadians participated in recreational boating in 2016, and Canadians own approximately 8.6 million boats.

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British Columbia saw significantly higher growth, in comparison to the national average of 12 per cent. In fact, both the GDP and Employment growth were nearly 30 per cent since 2012, speaking to the importance of the industry to the province's economy.

To learn more about the recreational boating industry, visit: www.boatingbc.ca

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About Boating BC Association: Boating BC Association, the voice of recreational boating in BC, is comprised of 315 member companies that represent all aspects of the boating industry. As owners of the Vancouver International Boat Show, the Association strives to ensure the industry remains strong – working closely with all levels of government, cultivating marine career opportunities and promoting safe, responsible boating.

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