

# The Economic Impact of Recreational Boating in Canada **2012**







**4,400** companies  
provide goods & services

Canada's **core recreational boating industry** consists of approximately **4,400 companies** that provide goods and services to Canadian and international boaters. It is made up of boat and accessory manufacturers, boat and accessory dealers, marina operators, repair and maintenance shops, schools and boat clubs, and other related companies.

In addition to the core industry, industries such as fishing, outfitters, and tourism are also strongly influenced by boating.

**\$ 8.9 billion**  
total revenue



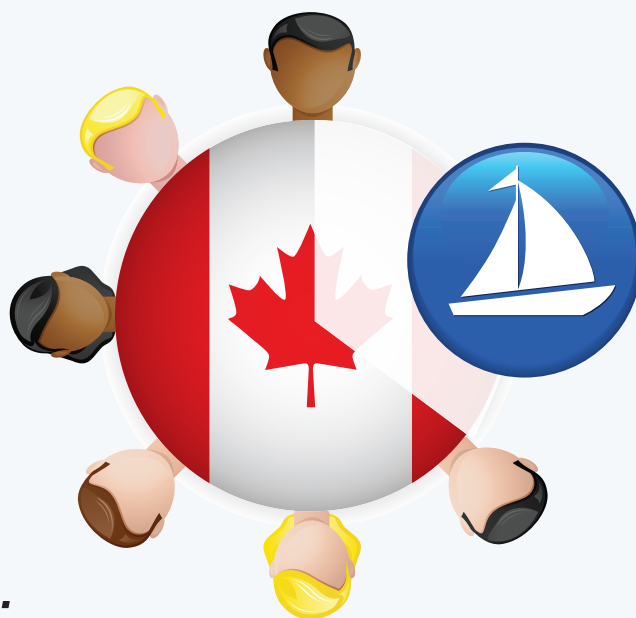

**\$5 billion**  
contribution to GDP

**67,000**  
total jobs



**35%**

*of Canadians  
(9.4 million people)  
participate in boating  
and Canadians own  
over 4.3 million boats.*





## Economic Results Summary

Recreational boating is a significant contributor to the Canadian economy; it influenced \$8.9 billion in revenues and contributed nearly \$5 billion to the GDP.

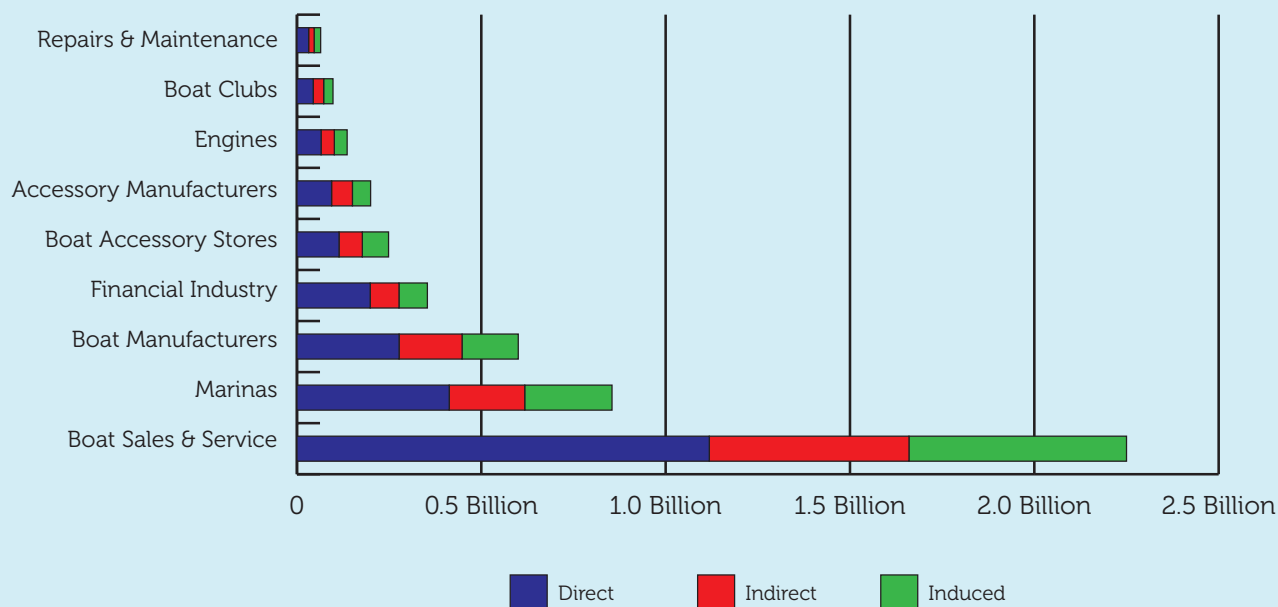


	Direct	Indirect	Induced	TOTAL
Revenues	\$4,353,753	\$2,388,852	\$2,185,276	<b>\$8,927,881</b>
GDP	\$2,423,993	\$1,280,999	\$1,285,276	<b>\$4,990,267</b>
Wages & Salaries	\$1,402,935	\$649,134	\$538,915	<b>\$2,590,985</b>
Taxes & Subsidies	\$375,122	\$207,903	\$191,031	<b>\$774,054</b>



## Gross Domestic Product by Industry Segment

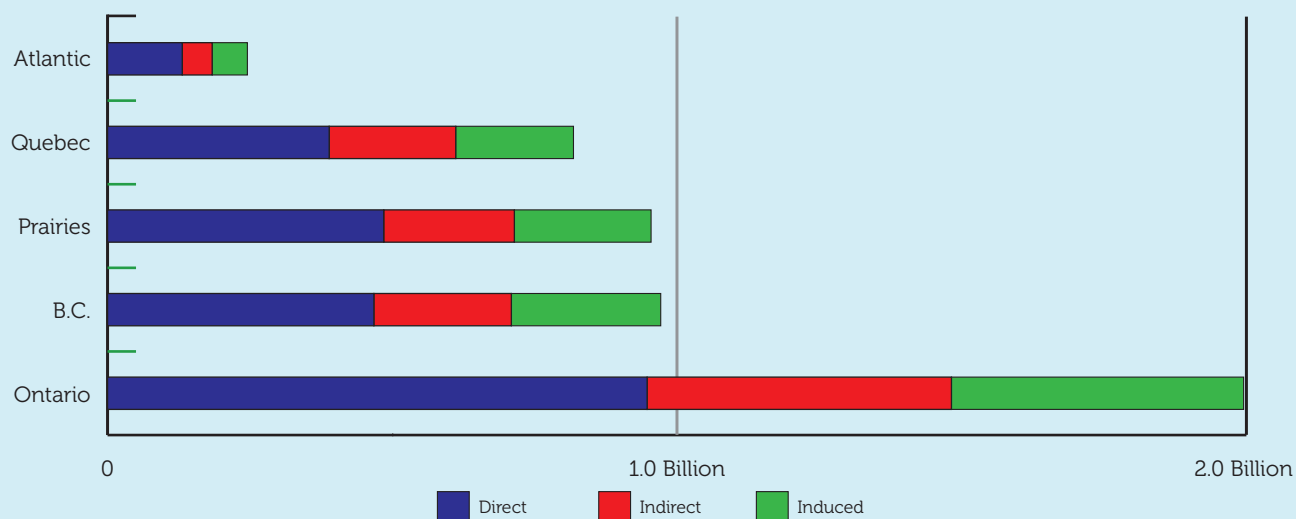
Boat sales & service, marinas, and boat manufacturers had the greatest impact on the national economy.







## GDP Distribution by Region



## Regional Results



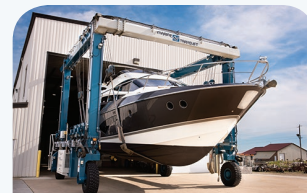
	Revenues	GDP	Employment	Wages & Salaries	Taxes & Subsidies
Ontario	\$3,507,578	\$1,995,068	26,625	\$1,023,744	\$328,581
BC	\$1,722,585	\$971,436	13,167	\$519,439	\$141,561
Prairies	\$1,623,994	\$954,504	11,668	\$493,412	\$145,505
Quebec	\$1,630,175	\$818,226	11,606	\$425,421	\$121,286
Atlantic	\$434,553	\$245,570	4,090	\$125,899	\$36,736
North*	\$8,996	\$5,464	87	\$3,070	\$384
<b>National Total</b>	<b>\$8,927,881</b>	<b>\$4,990,267</b>	<b>67,242</b>	<b>\$2,590,984</b>	<b>\$774,054</b>

Values may not add due to rounding. \*Data not available for all analyses



## Employment/Job Creation Summary

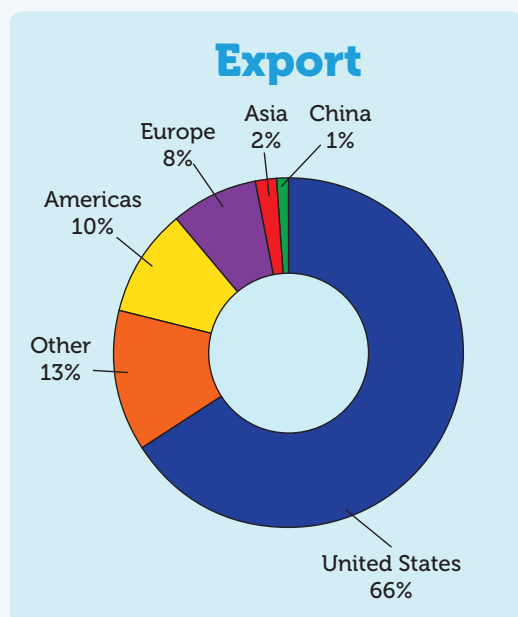
The recreational boating industry employs over 67,000 Canadians.



	Direct	Indirect	Induced	TOTAL
Employment	39,815	14,044	13,384	67,241



## Destination of Exports (2011)



Canadian recreational boat exports totaled approximately

**\$380 million.**



## Industries Influenced by Recreational Boating

The core recreational boating industry impacts the Canadian economy in a number of ways. Among the related industries strongly influenced by boating are fishing, outfitters, and tourism.

Recreational anglers spent:

- **\$1.1 billion** on boating equipment
- **\$254 million** on fishing equipment
- **\$200 million** on fishing supplies
- Fishing vacation expenditures totaled more than **\$2.3 billion**



Conducted by Hickling, Arthurs, Low on behalf of the National Marine Manufacturers Association (NMMA) Canada, this report examines the economic impact of the Canadian recreational boating industry. It was conducted in cooperation with Discover Boating and the regional boating trade associations.

The core recreational boating industry impacts the Canadian economy in a number of ways. Among the related industries strongly influenced by boating are fishing, outfitters, and tourism. For example, in 2010 recreational anglers spent \$1.1 billion on boating equipment, another \$254 million on fishing equipment, and a further \$200 million on fishing supplies. Fishing vacation expenditures totaled more than \$2.3 billion: \$395 million on package deals, \$194 million on fishing services, \$925 million on transportation, and \$789 million on food and lodging. (Calculations of the economic impact of the core recreational boating industry in this study do not include these related industries.)

NMMA is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle.



Discover Boating Canada is a public awareness effort managed by the NMMA on behalf of the North American recreational boating industry. Discover Boating programs focus on increasing participation and creating interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle while helping to educate potential boaters and offering opportunities to experience the fun and togetherness of being on the water in a boat.

IN PARTNERSHIP WITH:





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[discoverboating.ca](http://discoverboating.ca)