

TOPLINE ECONOMIC & DEMOGRAPHIC STATISTICS

**\$5.6B** GDP Impact

**\$10B** Total Revenue

**75,434** Jobs

**4,800** Businesses

**Propelling  
the Canadian  
Economy Forward**

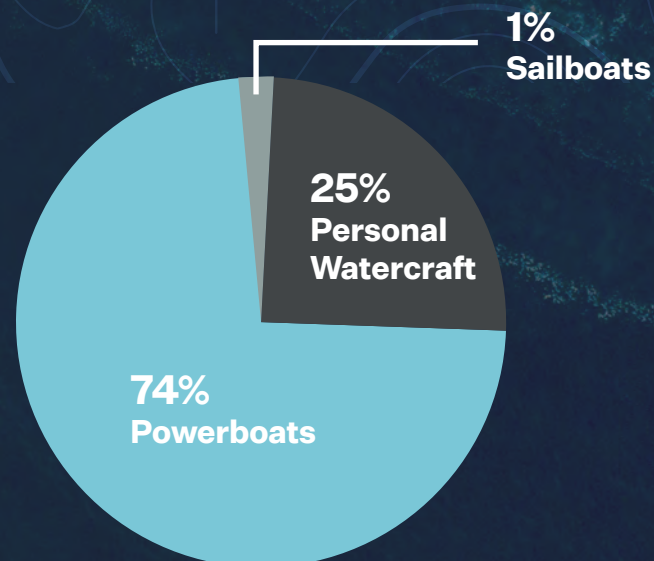
CANADIAN RECREATIONAL BOATING STATISTICS

**59%** of boat owners have a household income of less than \$100K

**12.4M** adult Canadians participated in recreational boating in 2015

**>85%** of boats in Canada are under 26 feet and towable

**8.6M** estimated recreational boats in Canada



# Outdoor Recreation Drives Canada's Economy

**\$52.1B** TOTAL REVENUES

**\$26B** ECONOMIC ACTIVITY

**473K** JOBS

**#1** CONTRIBUTOR BOATING & FISHING

The collective outdoor recreation industry is conservatively estimated to produce \$26 billion in economic activity for Canada each year, generating an estimated 472,713 direct jobs, \$7.1 billion in taxes and \$52.1 billion in total revenues.

Canada's mounting multi-billion-dollar deferred maintenance and repair backlog at national and provincial parks negatively impacts local communities, visitor access and enjoyment, and safety on public lands and waters.



## TOP 5 BOATING ACTIVITIES



FISHING



ENTERTAINING



NATURE OBSERVATION



SIGHTSEEING



SWIMMING