

**News release**

For immediate release

**Close to \$6 Billion in Spinoffs for the Quebec Economy  
Maritime Industry Growing Strong Since 2001**

Montréal, January 24, 2008 – At the official opening of the Montreal Boat and Water Sports Show today, the Quebec Maritime Association (QMA) presented the results of a major study on the economic impact of the marine industry in Quebec. The QMA also launched its brand new program, *Québec Stations Nautiques*, as well as the largest website on marine tourism in au Québec.

Completed in October 2007, the Economic Impact Study, commissioned by the Canadian Marine Manufacturers Association (CMMA) and conducted by Genesis and Smith Gunther Associates Ltd., reveals that the pleasure boating industry generates close to \$27 billion in spinoffs in Canada and close to \$6 billion in Quebec. Locally, almost half of the boats, parts, and accessories produced in Canada are manufactured in Quebec, with a value of \$569.3 million. This makes Québec the province with the largest number of employees in the boat manufacturing industry, with a total 2,226 jobs. Earnings derived from boat manufacturing in Québec are on the order of one billion dollars.

Nationwide, the 15.6 billion dollars in spending by pleasure boaters in 2006 had a major impact on the Canadian economy. This spending accounts for more than 373,000 jobs, more than 17.5 billion dollars in salaries, more than 3.3 billion dollars in excise and sales taxes paid to different levels of government, as well as total economic activity valued at 26.8 billion dollars. The regional economic impact of pleasure boating (in millions) is up to \$13,063.2 for Ontario, \$3,388.4 for the Prairies, \$3,320.4 for British Columbia, \$1,149.4 for the Atlantic Region, and lastly, \$5,881.4 for Québec.

**Tourism related revenue**

In 2006, close to half of all spending by pleasure boaters was tourism related. Including spending by fishermen, cruise enthusiasts, pleasure boaters, owners of cottages with boats, and visitors, pleasure boating related tourism accounted for 6 billion dollars, representing about half of the direct economic impact of maritime activity. If tourism related to pleasure boating was fully included in tourism activity overall, it would account for 10% of tourism receipts in Canada. In addition to its appeal to local pleasure boaters, Canada also welcomed boat tourists from the United States. In fact, 4.3 million boats are registered in the eight Great Lakes States, where a third of all American boaters reside.

Since the last study in 2001, the pleasure boating industry has grown steadily. In the past five years, growth in the pleasure boating category has outclassed the industrial manufacturing sectors to which it belongs. In terms of jobs, it accounted for 154,476 direct and indirect jobs in 2006, or an increase of 72,745 from 2001. The average salary of employees directly or indirectly involved in the pleasure boating sector climbed from \$31,000 in 2001 to \$36,398 in 2006.<sup>1</sup>

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<sup>1</sup> Sources: surveys by Genesis Research Inc. and Smith Gunther Associates Ltd. conducted on various segments of the domestic pleasure boating industry in Canada, reports by Fisheries and Oceans Canada on anglers (available on the Internet), J. Jack B. Levey and Robert Williams, the 2000 Survey of Sport Fishing in British Columbia of the British Columbia Ministry of Water, Land and Air Protection, data held by Industry Canada that is accessible to the public, Boatguide 2007 Powerboat Buyers' Guide, information officers Parks Canada, Statistics Canada Input Output Run.

## **The New Québec Stations Nautiques Program**

The *Québec Stations Nautiques* project is part of the QMA's effort to promote the growth and practice of boating in Quebec. By creating a network of marine stations, the QMA seeks to coordinate and structure the supply of boating services in every region. By combining marine resources for concerted action, it will improve the range and quality of marine activities provided in each region, and in close cooperation with the agencies concerned (regional tourism associations, tourism offices, etc.), and develop coordinated, effective local tourism programs to be run by each marine station. A marine station is defined as a recognized regional entity that brings together watersport and recreational boating stakeholders in its region to coordinate the supply of services, programs, and promotion. To be recognized, it must have obtained official accreditation for its personnel's expertise, its programs, and its marine facilities.

The QMA developed the program from a French concept. The inspiration came out of a mission in November 2006 that met with officials from France Station Nautique and talked to managers of marine stations in different regions. It became apparent that the concept could easily be adapted to Quebec. The new program will make it possible to bring together suppliers of marine services and products in a single region in order to provide residents and tourists access to all boating information at a single location.<sup>2</sup>

### **A marine tourism related website**

The QMA also launched the first website dedicated to Quebec maritime tourism, [www.navigaationquebec.com](http://www.navigaationquebec.com). In addition to information on marinas and waterways, it lists cottages, hotels, bed-and-breakfasts, and campsites located on or near the shores of lakes. The site is a great way for web browsers to gain access to information of potential interest for pleasure boating, fishing, sports, and marine tourism.

### **The 2008 Montreal Boat and Water Sports Show**

For its 9<sup>th</sup> edition, the Boat show now gives visitors an opportunity to discover all facets of boating, and has changed its name to the Montreal Boat and Water Sports Show. Many of the latest model boats will be on hand. Examples include OASIS, a 100% electric boat that was recently premiered in Canada by Electric Boat International; the F350 V8, recognized as the most powerful production outboard in the world; motors from industry leaders such as Honda, Suzuki, Mercury, Volvo, etc.; the latest model boats for fishing and watersport enthusiasts, as well as pontoon boats, sailboats, and other craft. Visitors will also have access to water sports federations, may visit booths that showcase exclusively marine parts and accessories, or provide information on regulation, Pleasure Craft Operator Cards, and tourist destinations, and hear popular speakers, such as Georges Leblanc, skipper, ocean racer, and writer.

The Montreal Boat and Water Sports Show takes place from January 24 to 28, 2008 at Place Bonaventure in Montréal. Opening hours are from 12 noon to 9 p.m. Thursday and Friday, from 10 a.m. to 8 p.m. Saturday, from 10 a.m. to 6 p.m. Sunday, and from 11 a.m. to 5 p.m. Monday. Adult admission is \$11, and special pricing is in effect for children and seniors.<sup>3</sup>

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<sup>2</sup> Consult the information sheet titled *Québec Stations Nautiques* – available upon request.

<sup>3</sup> Additional information is available upon request regarding lectures, attractions, and new items, as well as general information on the Salon.

## About the Quebec Maritime Association

The Quebec Maritime Association (QMA) represents both the pleasure boat industry and individual pleasure boaters. It offers services tailored to the specific needs of each of these segments. The QMA is strongly oriented toward environmental protection, maritime safety, developing the infrastructure of a marina network, marine tourism, and the advancement of pleasure boating and water sports. Revenue generated by the Montreal Boat and Water Sports Show is used to fund projects such as the marina and eco-marina classification programs, the Québec marine station program, and the *Découvrez le nautisme* program, both province-wide and regionally.

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\*\*\* Please feel free to contact the persons below for any information, photo, or interview requests. \*\*\*

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