



## **Cruise ship industry contributes more than \$2 billion to the B.C. economy in 2016** *Cruise Lines International Association commissions comprehensive economic study*

**April 24, 2017, Victoria, BC** – The economic impact of the cruise industry in Canada has topped \$3.2 billion in 2016, with about two thirds of that impact in British Columbia alone. Findings from a recent study detailing the industry’s economic impact show the contribution to be increasing at a healthy rate in all three of Canada’s coastal cruise regions – B.C., Quebec and Atlantic Canada. Cruise-related spending in Canada increased by 34 per cent between 2012 and 2016.

“These numbers are further proof that the cruise industry is increasingly important to our economy, not just in B.C., but across Canada as well,” says Ian Robertson, CEO of the Greater Victoria Harbour Authority, Canada’s busiest cruise ship port-of-call. “They provide a solid foundation for the future, as a key economic driver for Victoria, southern Vancouver Island, and the province.”

The study, *The Economic Contribution of the International Cruise Industry in Canada 2016*, was prepared by Business Research & Economic Advisors (BREA) for the Cruise Lines International Association – North West & Canada (CLIA-NWC), the St. Lawrence Cruise Association, the Atlantic Canada Cruise Association, and Cruise BC. It measured the economic impact of everything from spending by home porting and port call cruise lines in Canadian ports, to on-shore spending by passengers and crew, to commissions paid to travel agents across the country. The industry generated just over 23,000 direct and indirect jobs in Canada, an increase of 31 per cent since 2012.

B.C. continues to be the biggest beneficiary of direct cruise industry spending, accounting for 66 per cent of the national total. Cruise lines produced \$982 million in direct spending and \$1.22 billion in indirect economic impact. Quebec was the next biggest beneficiary at 15 per cent of the market, followed by Atlantic Canada at seven per cent. Other provinces and territories benefited too, as recipients of spending on ship provisions and equipment, tourism, advertising and agent commissions.

The nine per cent increase in passenger visits between 2012 and 2016 is about to be eclipsed by a 13 per cent single-year growth forecast for 2017, ensuring further gains in cruise industry spending in the coming year.

“The study confirms that the international cruise industry is a major contributor to the Canadian economy, with ships generating millions of passenger visits and billions in spending every year,” says Greg Wirtz, president and CEO, CLIA North West & Canada. “As cruising expands globally and passengers show more and more interest in Canada as a destination, Canada’s ports and tourism operators will need to keep pace to ensure Canada can realize the growth opportunity that this industry presents.”

[For more information on the BREA study.](#)

**About Greater Victoria Harbour Authority**

Greater Victoria Harbour Authority (GVHA) is a not-for-profit organization governed by a local Board of Directors. It owns and operates deep water, marina and upland holdings throughout Victoria's harbour including the large vessel Ogden Point port facility where a dynamic cruise tourism industry contributes over \$100 million annually to the regional economy; the Fisherman's Wharf float home community and small business hub; and the Inner Harbour's luxury yacht and marine tourism facility at Ship Point.

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