BAYNES SOUND - TOURISM

Workshop: Management of Sensitive Marine Ecosystems
April 3 - 4, 2014, Simon Fraser University, Burnaby Campus
by Peter Karsten, Denman Island

Photography Peter Karsten
Baynes Sound: Sensitive Marine Ecosystem - Treasured Home Place –Tourist Destination
BC at night. People live and visit places where sceneries are the most attractive: seashore, lake shores, rivers and mountains.

Baynes Sound
Population 6,385

BC population 4,254,500
Statistic Canada, 2011 census
Definition of Tourism by the World Tourism Organization:

**Tourist:** as person who travels away from his/her residence for more than 24 hours.

**Excursionist** *(day tripper):* a person who travels away from his/her residence for less than 24 hours.

Source of tourism statistics:
- Accommodation (hotel, motel, resort, B&B).
- Food services, retailers.
- Travel service companies (shift to internet self booking).
- Vehicle rental and repair.
- Recreational establishment recording visitor attendance. *

*) **Unrecorded tourism:** Persons going to a neighbourhood park or beach, going boating, kayaking, fishing or wildlife watching are usually not tracked. This component is far greater than the statistically tracked visits in tourism.

Total annual visitor to BC Parks is estimated at 20 million – *nearly 5 x BC’s population.* [Source: BC Parks Facts and Figures]
Many recreational visits to Baynes Sound tourist destinations are not captured.
The tourism sector share. [Destination BC 2012 and BC Stats]

REVENUE
- BC tourism sector generated $13.5 Billion in revenue. (3rd largest economic contributor)

EMPLOYMENT
- 127,300 people employed in tourism related activities in BC.

TOURISM ESTABLISHMENTS
- 18,387 Tourism establishments in BC.
- Vancouver Island has 16% (2,942) of BC’s tourism establishments.
GDP of the BC Tourism Sector was $13.5 billion in 2012
TOURIST OUTDOOR ACTIVITIES: 7 OUT 10 TOP CHOICES INVOLVE THE MARINE ENVIRONMENT

Participation Canadian Outdoor Tourist Activities in BC (18 year +) [Source: Travel Activities and Motivation Study 2006-Tourism British Columbia]

- 59.8 % hiking same day excursion
- 58.9 % beach visit
- 53.0 % visit nature parks
- 52.8 % swimming in lake
- 44.2 % swimming in ocean
- 30.4 % boating
- 27.8 % snorkeling in ocean
- 14.7 % wildlife watching
- 12.2 % kayaking canoeing in ocean
- 11.3 % scuba diving in ocean
Marine outdoor activities rank the highest for BC
Quality of Environment and Tourism


“Positive visitor experience reinforce interest in future trips to the Comox Valley.”

Cited interests in future trip activities:
- 77 % visiting parks (highest ranking)
- 75 % participating in soft adventures

“Beauty of scenery was the most frequently cited positive image”.

94% of tourists rated recreation/adventure opportunities as good or excellent.

- Water and land-based outdoor activities (highest ranking) are key products for the tourism industry.
“The Comox Valley with its scenic landscape, beaches, parks and hiking trails is ideal for outdoor adventure activities”

Comox Valley Tourist Foundation
“Visitors loved the rural lifestyle, peace and quiet and beauty of the island. 98% said they would come back”. (return visits sustain tourism)

- Denman population 1,022.
- Est. visitors during summer months 3000.
- Visiting friends and relatives (VFR) 75% (Comox Valley 72%).
- 58% stayed with relatives and friends.
- 27% stayed at own cottage.
- 80% stayed for 2 days.
- Economic impact of accommodation sector was $ 355,740

Number of 59 guest comments on Island’s positive image:
- 20 Beautiful /great scenery
- 15 Peaceful and relaxing (peace and quiet)
- 9 Beautiful forest and wildlife
- 3 Loved hiking trials
- 3 Great kayaking
- 3 Great biking

Local stats reflect regional and national stats.
Beautiful scenery ranks highest by Denman Island tourists.
Aquaculture Industry

Source: BC Shellfish Industry Strategic Plan:

- 2011 estimated landed value of cultured shellfish $19.6 million.
- 2011 est. whole sale value $31.4 million.

- 2011 est. landed value of salmon $ 481.5 million. (570.3 in 2010).
- 2011 est. landed value of herring $ 3.8 million. (11.3 in 2010).

- 1,560 Employees in BC aquaculture in 2011 ( .07% of BC employment)
- 340 Employees in Comox Valley in 2011 ( 22 % of BC employment in aquaculture)
STRIKING A BALANCE

Sensitive Marine Ecosystem - Treasured Home Place - Tourist Destination - Natural Beauty - Wildlife

Ocean Acidification - Aquaculture - Seaweed Extraction - Mining (Coal) - Poaching - Development - Pollution

2014
Thank you
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<th>BC TOURISMS</th>
<th>AQUACULTURE INDUSTRY</th>
<th>% OF TOU RIS M</th>
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## Industry Comparison

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Number of people benefitting from Baines Sound environment:

- Residents 6,385
- Tourists 19,155 (population x 3 = Denman Island multiplier)
- Aquaculture investors/operators?

### Share of the Commons

- % of marine area leased by large scale aquaculture?
- % of marine area leased by single family shellfish producers?