

# **FRESHWATER GUIDING AND LODGES IN BC – AN ECONOMIC PROFILE**

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**Economic Development Branch  
BC Ministry of Sustainable Resource Management**

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**Ministry of Water, Land and Air Protection**

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# BUILDING BLOCKS FOR ECONOMIC DEVELOPMENT & ANALYSIS

## PREFACE

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### PURPOSE

Building Blocks have been conceived and developed by the Economic Development Branch of the Ministry of Sustainable Resource Management, under the guidance of Nancy South, Manager Economic Analysis, as an analytical tool that supports British Columbia coastal and land and resource use planning and decision-making and economic development initiatives. The Blocks contain concise business and sector information for a broad range of resource-based business types in BC. At this point, there are more than 30 Blocks either complete or in draft form. Several more Blocks have been identified as high priority by planning tables and other client groups. Additional Building Blocks will be developed over time, and some Blocks may be updated. For the most current Building Blocks, please see the Ministry of Sustainable Resource Management website, at: <http://srmwww.gov.bc.ca/rmd/ecdev/>

### ACKNOWLEDGEMENTS

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### BENEFITS

Building Blocks are expected to provide the following general benefits:

- Increase efficiency and more informed decision-making by providing readily accessible, credible information to planning and economic development processes;
- Improve the consistency of economic information across planning areas;
- Support economic analysis and decision-making that occurs outside formal coastal and land use planning processes; and
- Provide linkages between economic analysis and other social and environmental analytical tools (through identifying resource requirements to support economic activities and general compatibilities with other sectors and values).

### LIMITATIONS

Every effort has been made to ensure that the information contained in Building Blocks is accurate and consistent. Approved, credible data sources are the foundation for Building Blocks. All Blocks were reviewed by sponsoring agencies and other experts. However, users are cautioned that information is used at their own risk, and that the authors and sponsors are not liable for any damages. Any conclusions or interpretations by the authors are not intended to represent government policy. Also, note that Building Blocks do not provide site specific information nor do they consider requirements for sustainability (social, community, environmental).

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### RECOMMENDED REFERENCE/CITATION

BC Ministry of Sustainable Resource Management, 2003, Building Blocks for Economic Development and Analysis, [Title of Sector]. <http://srmwww.gov.bc.ca/rmd/ecdev/>

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## 1.0 EXHIBIT 1: FRESHWATER GUIDING AND LODGES IN BC 2000/01 — A PRELIMINARY SECTOR OVERVIEW

### 1.1 Overview

- 829 angling guides (385 guides plus 444 assistant guides) and approximately 150 fishing lodges, camps and resorts.
- Many of the angling guides work together in guide businesses or at fishing lodges; others work alone.
- In 2000/01, business volumes were an estimated 66,600 guided angling days and another 320,000 non-guided angler-days (at lodges/camps/resorts).
- Some operators also serve non-angling clients e.g., trail riding, hiking, wildlife viewing.
- Majority of businesses are small, often family owned and operated.
- Most businesses are seasonal.

### 1.2 Resources

- Guide and lodge businesses occur throughout the province which is divided into 9 resource management regions: Vancouver Island, Lower Mainland, Thompson-Nicola, Kootenay, Cariboo-Chilcotin, Skeena, Omineca, Peace and Okanagan.
- The Skeena Watershed is a particularly valuable angling region. The Skeena Watershed represents one of the last major Pacific drainages where record size chinook and wild summer run steelhead can be found. The Watershed is unique in the diversity of species available, the large size of fish, the fly fishing opportunities, and its pristine wilderness setting. The Skeena Region has 1/4 of all guides in the Province.
- Steelhead, salmon and trout are the main species of interest.
- Most steelhead fishing by guided anglers is “catch and release” fishing (and “catch and release” is common for many other species as well).

### 1.3 Products

- Angling is a form of outdoor recreational activity.
- The quality of the angling experience is affected by fish availability, fishing success rates and several non-fish related factors such as the environmental setting, congestion, and comradery with other anglers can be identified:
  - catching fish – regardless of whether the fish is harvested or kept,
  - harvesting fish – for those anglers who are allowed to choose to do so,
  - aesthetic experience – derived from the natural environment.
- In view of these distinct components, angling activity is measured in “angler days” defined as one angler fishing for part of a single day.

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- Two broad types of angling experiences exist:
  - independent anglers – pursue their own fishery experience and assume responsibility for their fishing gear, boat and fuel (if required), accommodation, meals and transportation,
  - guided/lodge anglers – hire a third party to package one or more of accommodation, meals, guiding services, boat, equipment and transportation to facilitate the angling experience.
- In 2001/02 there were 63,600 guided angler days or 1.4% of the total 4.4 million angler-days.
- The type of fishing services offered by lodges may include guiding services, boat rentals, smokehouse facilities and sales of fishing tackle, equipment and fish licences.

### 1.4 Market

- Primarily an export market with half of angling clients from the US, Germany and other countries:
  - 35% BC,
  - 15% Rest of Canada,
  - 50% outside of Canada.
- Many German, Austrian and Swiss tourists visit European-style fishing lodges on the Lower Skeena River.
- Angling markets are very competitive; repeat business is key to viability and growth.
- Many marketing tools: “word of mouth,” brochures, BC Accommodation Guide, magazine advertising, consumer shows.

### 1.5 Regulatory Regime

- Angling guides subject to provisions of the *Wildlife Act*, clients of angling guides subject to applicable sections of the *Wildlife Act* and *Federal Fisheries Act*.
- Lodges, camps and resorts do not need an explicit licence to serve anglers (apart from a normal business licence).
- To be an angling guide you must:
  - be a Canadian citizen or permanent resident of Canada;
  - be at least 19 years of age;
  - have public liability insurance of at least \$500,000;
  - successfully complete an exam that tests your knowledge of fish species, safety procedures and relevant components of the *Wildlife* and *Fisheries Acts* (assistant guides are also required to complete a written exam).
- Angling guides who operate on Classified Waters (Class 1 or Class 2) are allocated rod days which represent the maximum number of rod days that they are allowed to guide anglers on these waters; one rod-day is one rod fishing any part of one day.
- At year-end, the guide must deliver a completed angler report detailing the number of anglers guides (BC resident, other Canadian, non-Canadian); species, number, and

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location of fish caught; and the Classified Waters licence number of each guided angler in the Classified Water.

- No licence is presently required for guiding non-angling (non-hunting) clients.

### 1.6 Classified Waters

- The Province introduced in 1990/91 a new Classified Waters management system. The purpose was threefold:
  - to provide a diversity of angling opportunities,
  - to maintain quality angling,
  - to improve regulation of the angling guide industry.
- Under the system, 42 highly productive trout and steelhead streams have been designated as classified waters (7 Class 1, 35 Class 2).
- These classified waters require an additional licence and management capacity to limit angler activity and angling guides.
- Class 1 waters are remote, pristine, wilderness waterbodies with significant fisheries values which are largely accessible only by boat or aircraft.
- Class 2 waters are more accessible but still offer quality fishing experiences.
- Half or more of total guide rod-days are in the Skeena Watershed system.

### 1.7 Conservation

- The Habitat Conservation Trust Fund is directly supported by surcharges on hunting and fishing licences. Since 1981, the BC Habitat Conservation Trust Fund had invested \$48 million in wildlife and fisheries conservation programs in BC.
- Affiliated with the BC Wildlife Federation, the BC Conservation Foundation administers, implements and delivers a wide variety of conservation related projects.

### 1.8 Capacity for Growth

- Potential growth areas include: fly fishing experiences, experiences catering to women and family groups, high alpine fishing, experiences combining fishing and non-fishing activities (e.g. nature observation, adventure travel, golfing).

### 1.9 Government Revenues

- Provincial government revenues include:
  - \$200 for an angling guide licence plus \$40 Conservation Surcharge,
  - \$80 for an assistant angling guide licence plus a Conservation Surcharge of \$20,
  - \$300 for an increase in angling day quotes through transfer from another guide,
  - \$1 per day plus Conservation Surcharge of \$10 per rod day allocated to the guide,
  - basic licence, Conservation surcharge and Classified Waters fees paid by the angler,
  - other fees/taxes include: land tenure, park use, water licence, hotel lodging, sales tax.

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### 1.10 Input Output Impacts

- Approximate distribution of purchases and factor inputs of share of guide and lodge/camp/resort revenues:
  - 35% labour
  - 49% purchased inputs
  - 1% provincial, local gov't taxes/fees
  - 15% interest, depreciation, before tax profits
  - 100%
- Indirect (supplier-related) and induced (consumer spending) impacts add 50% to 100% to employment impacts above.

## 2.0 EXHIBIT 2: FRESHWATER FISHING GUIDE AND LODGE INDUSTRY IN BC 2000 – A PRELIMINARY ECONOMIC PROFILE

|   | Total Activity<br>2000 | 2000 Activity Ratios Per |             |
|---|------------------------|--------------------------|-------------|
|   |                        | Operation                | Angler-Day  |
| <b>Number of Operations</b>                 |                        |                          |             |
| Guide Businesses                            | 200                    | 0.57                     | NA          |
| Lodges/Camps/Resorts                        | <u>150</u>             | <u>0.43</u>              | NA          |
|   | 350                    | 100                      | NA          |
| <b>Angler-Days</b>                          |                        |                          |             |
| Guided                                      | 66,600                 | 190                      | 0.17        |
| Non-Guided                                  | <u>320,000</u>         | <u>915</u>               | <u>0.83</u> |
|   | 386,600                | 1,105                    | 1.00        |
| <b>Revenues</b>                             |                        |                          |             |
| Guide Businesses                            | \$10 million           | \$28,600                 | \$25        |
| Lodges/Camps/Resorts                        | <u>\$32 million</u>    | <u>91,400</u>            | <u>85</u>   |
|   | <u>\$42 million</u>    | \$120,000                | \$110       |
| <b>Positions/Jobs</b>                       |                        |                          |             |
| Guides                                      | 829                    | 2.4                      | NA          |
| Other                                       | <u>800</u>             | <u>2.3</u>               | NA          |
|   | 1,629                  | 4.7                      | NA          |
| <b>Employment &amp; Wages</b>               |                        |                          |             |
| Person-Years                                | 570                    | 1.6                      | NA          |
| Wages & Salaries                            | \$14.6 million         | \$41,700                 | \$40        |
| <b>Investment</b>                           |                        |                          |             |
|   | \$125 million          | \$360,000                | \$325       |
| <b>Government Revenues</b>                  |                        |                          |             |
| Guide Fees                                  | \$0.092 million        | \$260                    | \$0         |
| Asst. Guide Fees                            | \$0.044 million        | 125                      | 0           |
| Guided Angler-Days Fees                     | \$0.177 million        | 505                      | 0           |
| Angler Licences, Stamps & Classified Waters | <u>\$2.000 million</u> | <u>5,710</u>             | <u>6</u>    |
|   | <u>\$2.313 million</u> | \$6,600                  | \$6         |

Source: GSGislason & Associates estimates.

Note: the \$42 million revenue figure is included in the \$402 million expenditures spent by all freshwater anglers in BC in 2000 (DFO “2000 Freshwater Angling Survey”).



### 3.0 EXHIBIT 3: GUIDE LICENCE AND GUIDED ANGLER-DAY SALES

|         | Angling Guides |           |       | Guided Angler-Days |
|---------|----------------|-----------|-------|--------------------|
|         | Guides         | Assistant | Total |                    |
| 1994/95 | 292            | 294       | 586   | 15,542             |
| 1995/96 | 335            | 331       | 666   | 11,522             |
| 1996/97 | 316            | 345       | 661   | 8,208              |
| 1997/98 | 381            | 367       | 748   | 13,181             |
| 1998/99 | 358            | 384       | 742   | 17,839             |
| 1999/00 | 439            | 451       | 890   | 17,921             |
| 2000/01 | 385            | 444       | 829   | 16,087             |
| 2001/02 | 325            | 310       | 635   | 17,815             |

Source: BC Ministry of Water, Land and Air Protection administrative data.

#### 4.0 EXHIBIT 4: TOURISM ROOMS REVENUES BY DEVELOPMENT REGION FOR FISHING LODGES IN BC

|                        | No. of properties | 2001<br>Rooms | Revenues <sup>1</sup><br>\$000 |
|------------------------|-------------------|---------------|--------------------------------|
| <b>Coastal Region</b>  |                   |               |                                |
| Vancouver Island/Coast | 53                | 881           | 9,457                          |
| North Coast            | <u>14</u>         | <u>268</u>    | <u>2,634</u>                   |
| Subtotal               | 67                | 1,149         | 12,091                         |
| <b>Other Regions</b>   |                   |               |                                |
| Thompson/Okanagan      | 38                | 341           | 1,728                          |
| Cariboo                | 32                | 307           | 1,111                          |
| Nechako                | 20                | 127           | 594                            |
| Other <sup>2</sup>     | <u>7</u>          | <u>110</u>    | <u>1,317</u>                   |
| Subtotal               | 97                | 885           | 4,750                          |
| <b>Total</b>           | 164               | 2,034         | 16,841                         |

|      | Coastal Region |       |                                | Other Region |       |                                | Total |       |                                |
|------|----------------|-------|--------------------------------|--------------|-------|--------------------------------|-------|-------|--------------------------------|
|      | No.            | Rooms | Revenues <sup>1</sup><br>\$000 | No.          | Rooms | Revenues <sup>1</sup><br>\$000 | No.   | Rooms | Revenues <sup>1</sup><br>\$000 |
| 1995 | 55             | 1,009 | 8,276                          | 99           | 877   | 3,431                          | 154   | 1,886 | 11,707                         |
| 1996 | 56             | 1,009 | 7,263                          | 102          | 888   | 3,657                          | 158   | 1,897 | 10,920                         |
| 1997 | 57             | 1,056 | 8,415                          | 105          | 896   | 3,702                          | 162   | 1,952 | 12,117                         |
| 1998 | 60             | 1,051 | 8,298                          | 101          | 866   | 4,257                          | 161   | 1,917 | 12,255                         |
| 1999 | 70             | 1,159 | 10,249                         | 107          | 920   | 4,314                          | 177   | 2,079 | 14,563                         |
| 2000 | 69             | 1,156 | 11,164                         | 97           | 881   | 4,570                          | 166   | 2,037 | 15,734                         |
| 2001 | 67             | 1,149 | 12,091                         | 97           | 885   | 4,750                          | 164   | 2,034 | 16,841                         |

Source: BC Stats, "Tourism Room Revenues," various years.

<sup>1</sup> Does not include revenues from food services, boat rentals, guide services, or any other guest services that the lodge may offer (and the "fishing lodge" designation excludes non-fixed roof accommodation facilities such as campgrounds, RV resorts, etc. that cater to anglers).

<sup>2</sup> Includes Mainland/Southeast, Kootenay, and Northeast Development Regions.

## 5.0 EXHIBIT 5: PROFILE OF BC STEELHEAD ANGLING

|                         | Vancouver<br>Island | Lower<br>Mainland | Thompson-<br>Nicola | Cariboo-<br>Chilcotin | Skeena           | Unknown         | Total        |
|-------------------------|---------------------|-------------------|---------------------|-----------------------|------------------|-----------------|--------------|
| <b>2001/02 Activity</b> |                     |                   |                     |                       |                  |                 |              |
| No. Anglers             | 4,471               | 7,182             | 1,309               | 1,057                 | 8,862            | 255             | 23,141       |
| Angler-Days             | 24,000              | 64,200            | 7,200               | 6,600                 | 51,600           | 1,300           | 155,000      |
| Steelhead Kept          | 1,300               | 3,420             | 30                  | 40                    | 1,030            | 40              | 5,860        |
| Steelhead Released      | 20,960              | 22,630            | 5,320               | 9,530                 | 46,890           | 630             | 105,960      |
| Steelhead Catch         | 22,260              | 26,050            | 5,350               | 9,570                 | 47,920           | 670             | 111,820      |
|                         | <b>No. Anglers</b>  |                   | <b>Angler-Days</b>  |                       | <b>Steelhead</b> |                 |              |
|                         |                     |                   |                     |                       | <b>Kept</b>      | <b>Released</b> | <b>Total</b> |
| 1980/81                 | 21,658              |                   | 131,100             |                       | 10,920           | 39,960          | 50,880       |
| 1981/82                 | 21,576              |                   | 126,000             |                       | 9,940            | 47,700          | 57,640       |
| 1982/83                 | 24,817              |                   | 148,600             |                       | 13,440           | 60,620          | 74,060       |
| 1983/84                 | 26,380              |                   | 172,300             |                       | 14,890           | 79,220          | 94,110       |
| 1984/85                 | 30,506              |                   | 208,000             |                       | 18,500           | 127,290         | 145,790      |
| 1985/86                 | 32,044              |                   | 215,800             |                       | 19,000           | 123,560         | 142,560      |
| 1986/87                 | 42,856              |                   | 279,900             |                       | 24,530           | 161,580         | 186,110      |
| 1987/88                 | 39,446              |                   | 258,800             |                       | 16,570           | 136,010         | 152,580      |
| 1988/89                 | 43,622              |                   | 289,300             |                       | 17,410           | 101,470         | 178,880      |
| 1989/90                 | 38,874              |                   | 239,500             |                       | 12,180           | 113,050         | 125,230      |
| 1990/91                 | 33,953              |                   | 192,100             |                       | 9,400            | 88,000          | 97,400       |
| 1991/92                 | 31,743              |                   | 193,600             |                       | 10,120           | 88,540          | 98,660       |
| 1992/93                 | 31,676              |                   | 199,300             |                       | 10,920           | 107,490         | 118,410      |
| 1993/94                 | 33,675              |                   | 189,800             |                       | 7,150            | 73,460          | 80,610       |
| 1994/95                 | 31,711              |                   | 187,600             |                       | 7,830            | 94,980          | 102,810      |
| 1995/96                 | 31,404              |                   | 186,900             |                       | 6,670            | 90,450          | 97,120       |
| 1996/97                 | 24,633              |                   | 149,700             |                       | 6,280            | 85,080          | 91,360       |
| 1997/98                 | 23,645              |                   | 151,800             |                       | 5,870            | 80,660          | 86,530       |
| 1998/99                 | 23,242              |                   | 145,800             |                       | 6,860            | 97,460          | 104,320      |
| 1999/00                 | 23,228              |                   | 145,300             |                       | 5,060            | 90,380          | 95,440       |
| 2000/01                 | 24,160              |                   | 159,600             |                       | 6,590            | 110,090         | 116,680      |
| 2001/02                 | 23,134              |                   | 155,000             |                       | 5,860            | 105,950         | 111,810      |

Source: Scholten, G.H. "Steelhead Harvest Analysis 2001-2002 Season Results," BC Ministry of Water, Land & Air Protection, January 2003.

Note: Includes activity by guided and non-guided anglers.

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