



## PRESS RELEASE

*Canada's Outfitting Industry*

### **A major economic and touristic asset!**

**Quebec City, February 6, 2019** – The Canadian Federation of Outfitter Associations (CFOA) is proud to unveil the results of the first-ever study on the economics of Canada's outfitting industry.

Canada is a nation rich in natural resources, breathtaking scenery and some of the most sought-after game and fish species in the world. As a result, outfitting services for hunting and fishing in Canada are big business as sportsmen from across North America and around the globe flock to the country for the adventure of a lifetime.

At the request of CFOA, Southwick Associates conducted research to examine the overall impact the outfitting industry has on the Canadian economy. The study shows that fishing/hunting outfitters represent an asset for the Canadian Tourism industry and are an important economic force, particularly for rural and remote regions: more than 4,000 businesses; total annual economic effect higher than \$5.5M; and over 37,000 jobs supported. Outfitters yearly welcome over 300,000 clients from outside Canada.

This information is exclusively related to fishing and hunting activities and do not include any client or economic impact resulting from other activities that can be otherwise offered by outfitters, such as horseback riding, wildlife viewing, snowmobiling, etc.

The study also shows the great interest and attachment outfitters have for wildlife and habitat conservation, with an estimated \$16M given to habitat/wildlife conservation groups in 2017.

The report is available on CFOA's website (*News* section): [www.canada-outfitters.com](http://www.canada-outfitters.com). ([Click here to view](#))

*Founded in 2007, the Canadian Federation of Outfitter Associations (CFOA) is the voice for resource-based tourism throughout Canada on national issues. Its membership comprises outfitters' associations of Northwest Territories, Yukon, British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick and Newfoundland & Labrador.*

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