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For Immediate release: January 7, 2014

**Bear Viewing Generates Far More Revenue and Jobs than Hunting
In British Columbia's Great Bear Rainforest, New Study Finds**

Washington, DC -- A new study released today finds that bear viewing ecotourism in British Columbia's Great Bear Rainforest "generates far more value to the economy" in terms of revenue, taxes, and jobs than the older and more well-established trophy hunting of grizzly and black bears. The study by the Center for Responsible Travel (CREST), *Economic Impact of Bear Viewing and Bear Hunting in the Great Bear Rainforest of British Columbia*, determined that in 2012, bear viewing in the Great Bear Rainforest, which has been growing rapidly over the last decade, generated *12 times more in visitor spending* than bear hunting and *over 11 times in direct revenue* for BC's provincial government. The study further found that bear-viewing companies directly employed an estimated 510 persons in 2012, while guide hunting outfitters generated only 11 jobs that same year.

The CREST study, the first to compare the economic value of these two sectors of wildlife recreation in the Great Bear Rainforest (GBR), comes in the midst of public controversy over trophy bear hunting. In 2012, the Coastal First Nations, representing some 20,000 First Nations people who are seeking greater control over the GBR, announced a ban on trophy hunting of bears throughout the region. They argued that, among other reasons, trophy hunting is threatening the growing ecotourism industry centered on bear viewing. The BC government, contending that the province has the sole authority to regulate hunting, has continued to authorize hunting of black and grizzly bears in the GBR.

"Given the sensitivity of the debate and the range of statistics being cited for the value of hunting and viewing, CREST decided to undertake an impartial, academically rigorous analysis to try to nail down the numbers," says CREST Co-Director Dr. Martha Honey who led the project. The study was conducted by CREST researchers at Stanford University and in Washington, DC, together with experts from Pacific Analytics and Small Planet Consulting, two BC-based firms. "Our findings clearly show that bear viewing is today of far greater economic value than bear hunting in the Great Bear Rainforest and that bear viewing is a growing, while bear hunting is declining."

Other key findings include:

1. The study identified 53 bear-viewing companies and only four guide outfitter hunting companies operating in the Great Bear Rainforest study area in 2012. The companies involved in bear-viewing said they expect their businesses to grow over the next decade, while most of the hunting outfitters have experienced a decline in business and several are seeking to sell their businesses.

2. Bear viewing is a key factor bringing international tourists to the GBR from Europe, Asia, and the United States. While the total number of tourists coming to the GBR for bear viewing could not be fully determined, 25 of the 53 companies surveyed reported hosting 11,369 visitors in 2012. That same year, there were 74 hunters from outside BC, 80% of whom are from the United States. Therefore non-resident bear hunting is more dependent on a single market—the U.S.—than is bear viewing, and the number of U.S. hunters coming to BC dropped 20% during the recent economic crisis.

3. The results of a new BC government-commissioned study, *Expenditure of British Columbia Resident Hunters* “appear inflated in a number of areas” and its estimate that resident hunting generated \$230 million in BC in 2012 “may have overinflated the number of hunter days and spending per day.” (This study does not provide separate estimates for the GBR) Given these uncertainties, “it is not really possible to say how accurate the [government’s] 2013 study is.”

4. Whatever the actual amount, resident hunting in BC and the GBR “represents a circulation of already existing money rather than new money entering the province.” According to statistician Jim Johnson of Pacific Analytics who is a lead author of the CREST study, “resident hunting therefore should not be viewed as providing any substantive net economic benefit to the BC economy.” In contrast, non-resident hunting does bring new revenue into the province.

5. The BC government’s administrative apparatus overseeing bear hunting “is complex, cumbersome, and costly.” Government technicians said “they had no information on the cost of managing bear hunting” and they were “unable to answer the basic question [posed by the CREST study]: How many bears are hunted and killed each year within the Great Bear Rainforest?”

The CREST study was carried out according to Stanford University’s research protocols and used the same National Accounting criteria that Statistics Canada uses to determine the economic importance of all industry sectors. The research included surveys of bear viewing companies,

visitors, and guide outfitters; in-depth interviews with government officials, businesses, Coastal First Nation leaders, hunting and wildlife viewing associations and organizations involved in the GBR; and an extensive literature review. In addition, CREST entered into a research agreement with BC’s Ministry of Forests, Lands, and Natural Resource Operations to obtain documents, statistics, maps, and other materials related to bear hunting.

The study, *Economic Impact of Bear Viewing and Bear Hunting in the Great Bear Rainforest of British Columbia*, can be downloaded at: www.responsibletravel.org. Printed copies can be ordered from CREST for US\$25, plus shipping. For questions or interviews with the authors, contact Samantha Hogenson, shogenson@responsibletravel.org or call 202-347-9203, ext. 414.

**Table 1: Economic Value of Bear Viewing & Hunting
Great Bear Rainforest, 2012
(in Canadian Dollars)**

	Bear Viewing	Bear Hunting: Guide Outfitters
# of Companies	53	4
# of Clients (tourists or hunters)	11,369*	74
Client Spending	\$15.1 million	\$963,800
Total contribution to GDP (direct, indirect and induced)	\$9.54 million	\$669,100
Total revenue to BC Government (direct, indirect, induced)	\$1.7 million	\$90,000

*This is low since it is only for 25 of the 53 bear viewing companies that completed the relevant survey sections.

Table 2: Bear Hunting in Great Bear Rainforest Study Area, 2012

	# of Non-Resident Hunters	# of Bears Killed	# of Resident Hunters	# of Bears Killed	Total # Killed ("Harvested")
Grizzly Bears	14	6	47	6	12
Black Bears	60	67	65	34	101*
Total	74	73	112	40	113

*Government estimate because there is no compulsory reporting of black bears hunted.

Table 3: Direct Economic Value of Bear Hunting & Bear Viewing in the GBR, 2012

SECTOR	EXPENDITURES	GDP	LABOR INCOME	FEDERAL TAXES	PROVINCIAL TAXES
Bear Viewing	\$15,109,000	\$7,309,300	\$4,889,600	\$971,400	\$1,512,500
Non-Resident Hunting	\$963,800	\$568,500	\$200,500	\$62,400	\$80,700
Grizzly Bear	\$414,700	\$244,600	\$94,900	\$26,800	\$34,700
Black Bear	\$549,100	\$323,900	\$125,600	\$35,600	\$46,000
Resident Hunting	\$214,625	\$92,000	\$62,000	Unknown*	Unknown*
Grizzly Bear	\$140,223	\$60,000	\$40,500	Unknown*	Unknown*
Black Bear	\$74,402	\$32,000	\$21,500	Unknown*	Unknown*

Source: Data are calculated using Statistics Canada's Input-Output Model of the British Columbia economy.

* The amount of licenses and tags going to the provincial government would total roughly \$5,500 for grizzly bears and \$3,500 for black bears for a total of approximately \$9,000. Other taxes stemming from resident hunting activity are unknown.