

BRIEFING NOTE
Intergovernmental Relations Secretariat

PREPARED FOR: The Honourable Naomi Yamamoto
Minister of State for Tourism and Small Business

MEETING: Meeting with Donald Cyr, Executive Director
Société de développement économique de la Colombie Britannique (SDECB)

March 23rd from 3:00-3:30pm.

OBJECTIVES: Mr. Cyr wants to briefly discuss:

- The impact of the Air-France direct Paris-Vancouver flights;
- Potential emerging business opportunities; and

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BACKGROUND:

Mr. Cyr wants to personally thank Minister Yamamoto for her support in past years when the Minister was responsible for Francophone Affairs, specifically, with respect to the Forum on Francophone Economic Development, and Économusée. Mr. Cyr and the Société de développement économique were instrumental in testing and launching Atlas BC, a user-friendly web-based public interface that depicts the Francophone business community's participation in business and economic development opportunities in BC.

Mr. Cyr was formerly with Transport Canada. He has worked very closely with YVR on the Air France direct flights file linking the BC business sector to the French companies. s.16

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SDECB mandate is to represent the interests of the Francophone community economic sector and be a source of information to Francophone businesses. It does not provide financial support to businesses.

Air France Direct Flights:

- Air France launched its non-stop, seasonal service between Vancouver International Airport (YVR) and Paris-Charles de Gaulle Airport on March 29, 2015.

According to SDECB:

- The new service will add \$13.7 million in Gross Domestic Product, \$8.8 million in wages and 248 jobs to the BC economy and provide small business opportunities particularly for tour operators, restaurants and gift shops especially those selling Native Art. It will also open doors for business exchange.
- Of the French tourists, 91% travel for personal reasons and 9% for professional reasons. In 2012, Canada got 461,919 tourists from France. Quebec got approximately 74% of the share, Ontario 18% and BC (in third position) got approximately 5% of the French tourists.

The economic impact of French tourism in Canada is \$527 million, which represents an average expenditure of \$1,292 per person-trip. The Paris connection may also increase tourism from Switzerland.

- France represents one of the largest European markets for British Columbia.
- SDECB and the BC Francophone Chamber of Commerce agree the direct Air France flights will positively affect business and trade between the two economies.

JTST Information:

- The new service will fly three times per week until May 4, then it will increase to five times per week until September 13, down to three times per week until October 24 and stop its service for the remainder of the year. Air France has indicated they would like to make this year round service.
- Air France represents 54% of passenger traffic at Paris-Charles de Gaulle airport. Additionally, Air France's network and connections to cities in the UK and Germany, which are corporate priorities for Destination BC, represent an important opportunity in terms of improved connection times and access to and from these key markets.
- According to YVR, the new direct flight will create an estimated 69 person-years (PYs) of employment, paying \$3.2 million in wages, \$1.8 million in taxes and \$6.4 million in value-added to the BC economy (GDP).
- In terms of the spending by additional visitors, YVR estimates that there's another 179 direct PYs of employment in BC's hotels, restaurants, shops and tourist attractions, paying an estimated \$5.6 million in wages, \$3.1 million in taxes and \$7.6 million in value added to the BC economy (GDP).
- In 2014, nearly 75% of French visitors to Canada choose Quebec as their destination. France is Europe's 2nd largest economy and despite tepid performance, France remains the world's 5th largest tourism market.

Économusée:

- The advancement of the Économusée approach in BC is a first in western Canada and is the result of a close partnership between the Societe de Developpement Economique and the BC government. Economusee has its origins in Quebec. Its goal is to promote artisan-entrepreneurs/businesses that use authentic and traditional production techniques and know how.
- This initiative contributes to creating diverse and strong economic activities in rural areas, increasing its attractiveness as a tourist destination.
- There are currently three Économusée sites on Vancouver Island and expansion in the Kootenay area is being developed. The initiative is supported by JTST and IGRS/Francophone Affairs Program.