

# Trade of culture and sport products, 2016

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## International trade of culture products in Canada

Canada exported \$16 billion of culture products in 2016. This represented 2.5% of total economy exports and almost 30% of culture gross domestic product (GDP) (\$53.8 billion). Imports of culture products were \$20.8 billion or 3.1% of total economy imports.

The largest contributor to both exports and imports of culture products in Canada was crafts. Following this, film and video was a top contributor to culture exports, while books and performing arts were notable contributors to culture imports. Culture imports of performing arts include Canadian tourists attending live performances in other countries.

The United States was Canada's largest trading partner for culture products, representing over 60% of culture exports and over 65% of culture imports. Other notable trading partners include the European Union and China, which, combined, accounted for roughly 15% of our culture exports and imports.

## International trade of sport products in Canada

Canada exported \$1.8 billion of sport products in 2016, representing 27.7% of sport GDP (\$6.5 billion). At the same time, imports of sport products totalled \$3.2 billion. Sport products accounted for 0.3% of all Canadian exports and 0.5% of all imports.

Organized sport was one of the largest contributors to trade of sport products in 2016. Trade of organized sport includes tourists attending live sporting events, such as the World Cup of Hockey, which Canada hosted in September 2016. Governance, funding and professional support was also a top contributor to trade of sport products in 2016. This includes facilities rentals and other support services such as security and event promotion.

Roughly half of all sport exports and imports in 2016 were with the United States.

## International trade of culture and sport products across the provinces and territories

### Newfoundland and Labrador

Newfoundland and Labrador exported \$40.2 million worth of culture products in 2016, representing 0.4% of the province's total exports. In addition to crafts, film and video and performing arts were top contributors to culture exports for the province. Imports of culture products amounted to \$202.6 million, led by crafts and books. As a proportion of total provincial imports, culture products accounted for 1.5% in 2016.

Exports of sport products totalled \$4.8 million in Newfoundland and Labrador, while imports stood at \$15.5 million. Organized sport and governance funding and professional support were the top contributors to both exports and imports of sports products in the province.

### Prince Edward Island

Exports of culture products in Prince Edward Island totalled \$11.6 million in 2016. The largest contributor to culture exports was performing arts, which includes tourists from other countries attending live performances in the province. At the same time, the province imported \$36.2 million of culture products. Culture products accounted for 0.8% of all exports and 2.6% of all imports in the province.

Prince Edward Island exported \$5.8 million worth of sport products in 2016, compared with \$6.6 million in imports. Organized sport, and governance funding and professional support were the top contributors to both exports and imports of sports products in the province.



## **Nova Scotia**

Nova Scotia exported \$141.5 million of culture products in 2016, accounting for 2.0% of all exports in the province. The largest contributor to culture exports was film and video (\$35.1 million). The province had \$395.2 million worth of culture imports, representing 3.0% of all international imports in the province.

In 2016, Nova Scotia exported \$26.7 million in sport products, led by education and training. At the same time, imports of sports products totalled \$38.4 million.

## **New Brunswick**

Culture exports totalled \$87.0 million or 0.7% of all exports in New Brunswick in 2016. The province imported \$310.2 million of culture products, with the largest proportions from crafts as well as written and published works. As a proportion of all imports, culture products accounted for 1.8% in 2016.

Exports of sport products totalled \$16.2 million in New Brunswick, while the province imported \$35.0 million worth of sport goods and services. Governance, funding and professional support was the top contributor to exports and imports of sport products in the province.

## **Quebec**

Quebec exported \$3.0 billion of culture products in 2016, with film and video (\$458 million) as the largest contributor. The province had \$3.6 billion worth of culture imports in 2016. Culture products represented 2.7% of Quebec's total exports and imports in 2016.

In 2016, Quebec exported \$242.7 million of sport products, while imports totalled \$406.6 million. Both exports and imports were led by governance, funding and professional support.

## **Ontario**

In 2016, Ontario exported \$9.2 billion worth of culture goods and services, while imports stood at \$9.6 billion. In addition to crafts, the audio-visual and interactive media domain, which includes film and video, interactive media and broadcasting, was a top contributor to culture trade in the province. As a percentage of total trade, culture exports represented 3.3% while culture imports represented 3.1%.

Ontario exported \$958.0 million worth of sport products in 2016, led by organized sport, which includes tourists from other countries attending sporting events in the province. At the same time, the province imported \$1.7 billion of sport goods and services, with organized sport as the main contributor.

## **Manitoba**

In Manitoba, culture exports totalled \$514.8 million in 2016, while the province imported \$749.5 million of culture goods and services. Culture trade in the province was led by crafts, as well as written and published works. Culture exports accounted for 3.2% of all exports in Manitoba, while culture imports represented 3.8% of all imports.

The province exported \$25.4 million and imported \$72.2 million of sport products, with both categories led by governance, funding and professional support.

## **Saskatchewan**

Saskatchewan exported \$127.0 million of culture products in 2016, led by crafts and performing arts. Imports of culture goods and services stood at \$599.0 million. The largest contributors to culture imports were crafts, followed by written and published works. Culture represented 0.4% of total exports and 3.0% of total imports in the province.

The province had \$28.5 million worth of exports and \$85.7 million of imports for sport products in 2016. Organized sport was the largest contributor to sport exports and imports.

## **Alberta**

Alberta exported \$777.5 million of culture products in 2016, while imports were \$2.8 billion. Culture trade was led by crafts, while written and published works was also a top contributor to imports of culture products. As a percentage of total trade, culture exports represented 0.8% while culture imports represented 3.3%.

Alberta exported \$145.6 million worth of sport products, led by organized sport. At the same time, the province had \$298.6 million of sport imports.

## **British Columbia**

British Columbia exported \$2.1 billion worth of culture products in 2016, accounting for 3.5% of the province's total exports. Film and video was the largest contributor to culture exports in British Columbia and represented almost half of all film and video exports from Canada. The province imported \$2.4 billion of culture goods and services, accounting for 3.4% of total imports in 2016.

In 2016, British Columbia exported \$370.0 million and imported \$562.7 million worth of sport products. Governance, funding and professional support and organized sport were the main contributors to both exports and imports.

## **Yukon**

Yukon had \$7.6 million worth of culture exports in 2016, accounting for 2.2% of the territory's total exports. Architecture followed by newspapers were the top contributors to culture exports. The territory imported \$22.7 million of culture products, representing 4.0% of total imports.

Yukon exported \$2.8 million and imported \$2.4 million of sport products in 2016, led by governance, funding and professional support.

## **Northwest Territories**

The Northwest Territories exported \$13.2 million of culture products in 2016. Following crafts, newspapers was a top contributor to culture exports in the territory. Culture imports totalled \$53.6 million, led by crafts and architecture. As a percentage of total trade, culture exports represented 0.8% while culture imports represented 3.9%.

The Northwest Territories exported \$3.5 million and imported \$2.6 million worth of sport products in 2016.

## **Nunavut**

Nunavut exported \$6.1 million worth of culture products in 2016. Over half of all culture exports were in governance, funding and professional support, while advertising was also a top contributor. There was \$53.1 million of culture imports as broadcasting was a top contributor. Culture products accounted for 3.8% of all exports and 7.8% of all imports in the territory.

Sport exports in Nunavut totalled \$1.3 million, while there was \$0.7 million of imports in 2016.

## **Interprovincial trade of culture and sport products**

In 2014, the provinces and territories traded \$17.1 billion of culture products with one another. This amounted to 4.6% of total interprovincial trade.

Interprovincial trade for sport products totalled \$1.6 billion or 0.4% of total interprovincial trade in 2014.

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### **Note to readers**

*The Trade of Culture and Sport Products (TCSP) provides measures of the international and interprovincial trade of goods and services attributed to both culture and sport (inclusive of the arts and heritage).*

*These data were developed as an extension of the Canadian Culture Satellite Account and the Provincial and Territorial Culture Satellite Indicators by providing additional information regarding the state of culture and sport for Canada, the provinces and territories.*

*The TCSP is a joint initiative of Statistics Canada, other federal agencies, all provincial and territorial governments, as well as non-governmental organizations.*

*All of the figures of gross domestic product in this release are expressed in nominal, basic prices. All estimates of international trade are recorded or converted after collection to Canadian dollars using daily or monthly average exchange rates.*

*Interprovincial trade flows (that is, trade between provinces and territories) are essential to understanding the trade balance of a province or territory. These data are only available up to reference year 2014.*

*The crafts sub-domain includes various manufactured products that originate from creative artistic activities. It includes items such as jewelry, pottery, and knives. However, due to measurement limitations estimates of trade for the craft sub-domain may be overstated.*

**Table 1**  
**International trade of culture and sport products, by province and territory, 2016**

	International exports of culture products	International imports of culture products	Culture products as a share of total international exports <sup>1</sup>	Culture products as a share of total international imports <sup>1</sup>	International exports of sport products	International imports of sport products	Sport products as a share of total international exports <sup>1</sup>	Sport products as a share of total international imports <sup>1</sup>
	millions of dollars		%		millions of dollars		%	
<b>Canada<sup>2</sup></b>	<b>16,006.8</b>	<b>20,774.3</b>	<b>2.5</b>	<b>3.1</b>	<b>1,831.4</b>	<b>3,201.0</b>	<b>0.3</b>	<b>0.5</b>
Newfoundland and Labrador	40.2	202.6	0.4	1.5	4.8	15.5	0.0	0.1
Prince Edward Island	11.6	36.2	0.8	2.6	5.8	6.6	0.4	0.5
Nova Scotia	141.5	395.2	2.0	3.0	26.7	38.4	0.4	0.3
New Brunswick	87.0	310.2	0.7	1.8	16.2	35.0	0.1	0.2
Quebec	2,975.0	3,602.5	2.7	2.7	242.7	406.6	0.2	0.3
Ontario	9,202.2	9,566.2	3.3	3.1	958.0	1,673.4	0.3	0.5
Manitoba	514.8	749.5	3.1	3.8	25.4	72.2	0.2	0.4
Saskatchewan	127.0	599.0	0.4	3.1	28.5	85.7	0.1	0.4
Alberta	777.5	2,751.2	0.8	3.3	145.6	298.6	0.1	0.4
British Columbia	2,102.3	2,418.9	3.5	3.4	370.0	562.7	0.6	0.8
Yukon	7.6	22.7	2.2	4.0	2.8	2.4	0.8	0.4
Northwest Territories	13.2	53.6	0.8	3.9	3.5	2.6	0.2	0.2
Nunavut	6.1	53.1	3.7	7.8	1.3	0.7	0.8	0.1

1. The share of the total economy is calculated using exports and imports of goods and services from expenditure-based gross domestic product.

2. Canada includes Canadian territorial enclaves abroad (that is, embassies, consulates, military bases, scientific stations, information or immigration offices, aid agency offices, and central bank representative offices with diplomatic immunity).

Source(s): CANSIM tables [384-0038](#), [387-0019](#) and [387-0020](#).

**Table 2**  
**International trade of culture and sport products, by domain and sub-domain, Canada<sup>1</sup>, 2016**

	International exports	International imports
	millions of dollars	
<b>Culture, total products</b>	<b>16,006.8</b>	<b>20,774.3</b>
Heritage and libraries	177.8	384.7
Archives	2.3	3.7
Libraries	9.9	18.4
Culture heritage	124.9	261.6
Natural heritage	40.7	101.0
Live performance	978.2	1,863.2
Performing arts	936.5	1,779.3
Festivals and celebrations	41.7	83.9
Visual and applied arts	7,181.9	7,698.6
Original visual art	94.7	261.6
Art reproductions	0.4	1.4
Photography	5.5	18.3
Crafts	5,053.6	5,875.3
Advertising	505.6	273.2
Architecture	623.0	369.4
Design	899.1	899.4
Written and published works	1,701.1	4,265.2
Books	436.6	2,020.0
Periodicals	153.1	591.5
Newspapers	151.3	178.4
Other published works	58.6	145.0
Collected information	54.2	176.7
Multi sub-domain	847.3	1,153.6
Audio-visual and interactive media	3,287.4	3,197.6
Film and video	2,087.1	1,374.3
Broadcasting	107.9	514.1
Interactive media	1,092.4	1,309.2
Sound recording	468.5	861.5
Music publishing	125.4	225.1
Sound recording	343.1	636.4
Education and training, culture	457.6	230.2
Governance, funding and professional support, culture	1,249.9	599.2
Multi	504.4	1,674.1
<b>Sport, total products</b>	<b>1,831.4</b>	<b>3,201.0</b>
Organized sport	774.3	1,657.9
Informal sport	0.1	0.1
Education and training, sport	272.2	127.0
Governance, funding and professional support, sport	784.8	1,416.0

1. Canada includes Canadian territorial enclaves abroad (that is, embassies, consulates, military bases, scientific stations, information or immigration offices, aid agency offices, and central bank representative offices with diplomatic immunity).

Source(s): CANSIM table [387-0020](#).

**Table 3**  
**International trade of culture and sport products, by trading partner, Canada<sup>1</sup>, 2016**

	International exports of culture products	International imports of culture products	International exports of sport products	International imports of sport products
millions of dollars				
<b>All trading partners<sup>2</sup></b>	<b>16,006.8</b>	<b>20,774.3</b>	<b>1,831.4</b>	<b>3,201.0</b>
Francophone Africa <sup>3</sup>	18.2	19.7	0.6	6.5
Association of Southeast Asian Nations (ASEAN) <sup>4</sup>	224.3	160.4	19.1	14.0
Australia	292.5	179.7	53.8	32.1
Austria	16.0	72.7	1.0	5.9
Belgium	71.8	109.6	11.8	14.1
Brazil	85.9	23.6	18.0	5.5
Caribbean Community (CARICOM) <sup>5</sup>	39.8	4.6	1.7	0.4
Central America	12.3	1.4	0.5	0.0
China	694.7	962.9	116.0	114.9
Commonwealth Africa <sup>6</sup>	30.8	6.4	0.8	0.4
Czech Republic	36.2	7.6	0.3	0.3
Denmark	51.8	13.6	12.5	1.0
Egypt	2.3	0.7	0.0	0.1
European Union <sup>7</sup>	1,863.3	2,210.5	267.5	413.8
Finland	9.3	10.7	0.3	2.0
France	373.7	521.0	64.4	95.3
Germany	427.7	333.6	47.0	47.3
Greater Arab Free Trade Area (GAFTA) <sup>8</sup>	111.6	76.1	12.6	5.9
Hong Kong	232.7	320.9	34.0	25.1
India	175.7	288.0	32.1	10.1
Italy	64.8	247.8	10.3	47.1
Japan	80.7	139.9	7.4	17.7
Maghreb <sup>9</sup>	6.9	14.3	0.1	5.0
Mercosur <sup>10</sup>	156.1	30.5	20.3	5.8
Mexico	236.7	575.6	32.2	171.0
Netherlands	92.3	111.9	15.3	20.3
New Zealand	71.4	2.8	0.2	0.2
Norway	22.3	27.7	3.4	4.4
Poland	22.0	16.5	0.8	0.3
Russia	36.5	34.5	7.3	10.7
Singapore	119.2	63.2	9.2	6.1
South Africa	11.7	5.1	0.3	0.3
South Korea	151.9	53.9	28.5	9.2
Spain	56.3	94.0	9.4	28.5
Sweden	31.9	19.5	2.9	1.7
Switzerland	124.8	120.1	22.8	20.7
Taiwan	75.5	84.2	16.2	6.6
United Kingdom	523.7	567.3	88.6	141.6
United States	10,055.8	13,607.2	889.0	1,737.8
Unallocated <sup>11</sup>	832.2	1,286.2	165.5	438.1

1. Canada includes Canadian territorial enclaves abroad (i.e., embassies, consulates, military bases, scientific stations, information or immigration offices, aid agency offices, and central bank representative offices with diplomatic immunity).
2. All trading partners includes trade with any country including those not listed in this table.
3. For the purposes of this data series, Francophone Africa contains: Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo, Democratic Republic of the Congo, Djibouti, Egypt, Equatorial Guinea, Gabon, Guinea, Guinea-Bissau, Ivory Coast, Madagascar, Mali, Mauritania, Mauritius, Morocco, Niger, Sao Tome and Principe, Rwanda, Senegal, Seychelles, Togo, and Tunisia.
4. For the purposes of this data series, the Association of Southeast Asian Nations (ASEAN) contains: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand, and Viet Nam.
5. For the purposes of this data series, the Caribbean Community (CARICOM) contains: Anguilla, Antigua and Barbuda, Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, St Vincent and the Grenadines, Suriname, Turks and Caicos Islands, and Trinidad and Tobago.
6. For the purposes of this data series, Commonwealth Africa contains: Botswana, Cameroon, Ghana, Kenya, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Nigeria, Rwanda, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania, Uganda, and Zambia.
7. For the purposes of this data series, the European Union contains: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the United Kingdom.
8. For the purposes of this data series, the Greater Arab Free Trade Area (GAFTA) contains: Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, and Yemen.
9. For the purposes of this data series, Maghreb contains: Algeria, Libya, Morocco, and Tunisia.
10. For the purposes of this data series, Mercosur contains: Argentina, Bolivia, Brazil, Chile, Columbia, Ecuador, Paraguay, Peru, Suriname, Uruguay, and Venezuela.
11. For the purposes of this data series, Unallocated contains all international trade that, due to collection and reporting challenges, cannot be allocated to a trading partner.

Source(s): CANSIM table [387-0020](#).

Available in CANSIM: tables [387-0019](#) and [387-0020](#).

Definitions, data sources and methods: survey number [1902](#).

The *Latest Developments in the Canadian Economic Accounts* ([13-605-X](#)) is available.

The *User Guide: Canadian System of Macroeconomic Accounts* ([13-606-G](#)) is also available. This publication will be updated to maintain its relevance.

The *Methodological Guide: Canadian System of Macroeconomic Accounts* ([13-607-X](#)) is available.

The *System of Macroeconomic Accounts* module features an up-to-date portrait of national and provincial economies and their structures.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; [STATCAN.infostats-infostats.STATCAN@canada.ca](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)) or Media Relations (613-951-4636; [STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca](mailto:STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca)).