

# Amusement and recreation industry, 2017

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The amusement and recreation industry reported a combined increase of 7.1% in its operating revenue, totalling \$11.1 billion in 2017. Businesses operating fitness and recreational sports centres accounted for over one-third of the total.

## Fitness and recreation industry revenue continues to rise

Operating revenue for fitness and recreational sports centres rose 9.1% to \$3.9 billion in 2017. Expansion in the range of facilities, from budget to luxury, offered to Canadians contributed to the increase. Businesses in Ontario accounted for most of the gain in national revenue.

The operating profit margin grew 0.3 percentage points to 5.2% in 2017, reflecting slower growth in operating expenses (+8.7%) relative to revenue.

## Record rain in Quebec moderates growth in golfing revenue

Operators of golf courses and country clubs saw their operating revenue rise 0.9% to \$2.5 billion in 2017, up slightly from the 0.1% increase in 2016. Businesses in Ontario (+3.4%) and British Columbia (+6.6%) led revenue gains in 2017. National growth was moderated by declines in revenue for golf course and country club operators in Quebec (-8.0%). Record spring rainfall in Montréal and western Quebec continued into the summer months, resulting in a slow start to the 2017 golf season.

Nationally, the operating profit margin for the industry was 0.3% in 2017.

## Ski revenue in Ontario recovers

In 2017, operating revenue from skiing facilities increased 11.8% to \$1.2 billion, reflecting a good snow season across Canada. Operators in British Columbia posted the largest gain (+\$59.8 million). Revenue for ski facilities in Ontario rose 32.5% in 2017, recovering after a poor ski season with below average snowfall the previous year.

The operating profit margin for the skiing industry grew to 11.8% in 2017 from 8.9% in 2016.

## Growth in amusement parks and arcades continues

After a 9.9% rise in 2016, operating revenue from amusement parks and arcades grew 8.7% in 2017 to \$625.0 million. The largest revenue gains were in Ontario (+\$22.4 million), Alberta (+\$14.8 million) and British Columbia (+\$7.1 million). Investments in new rides and attractions contributed to the increases.

E-commerce sales accounted for 22.0% of total sales.

The operating profit margin for this industry edged up from 2016 (14.2%) to 2017 (14.7%).

### Note to readers

*This release covers all industries classified to the North American Industry Classification System (NAICS) industry group 713 (Amusement, gambling and recreation industries), with the exception of NAICS 7132 (Gambling industries).*

*Data for 2013 through 2016 have been revised.*



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**Available tables:** [21-10-0057-01](#), [21-10-0058-01](#) and [21-10-0104-01](#).

**Definitions, data sources and methods:** survey number [2425](#).

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)).