

The Importance of the 'Blue Ribbon Fishery' to Recreation and Tourism in Calgary

Focus on linkages between local aquatic conditions and economic opportunities, recreational activities, civic image, etc

Bow River Recreational Activities

Rafting



Birding



Dog walking



Fishing

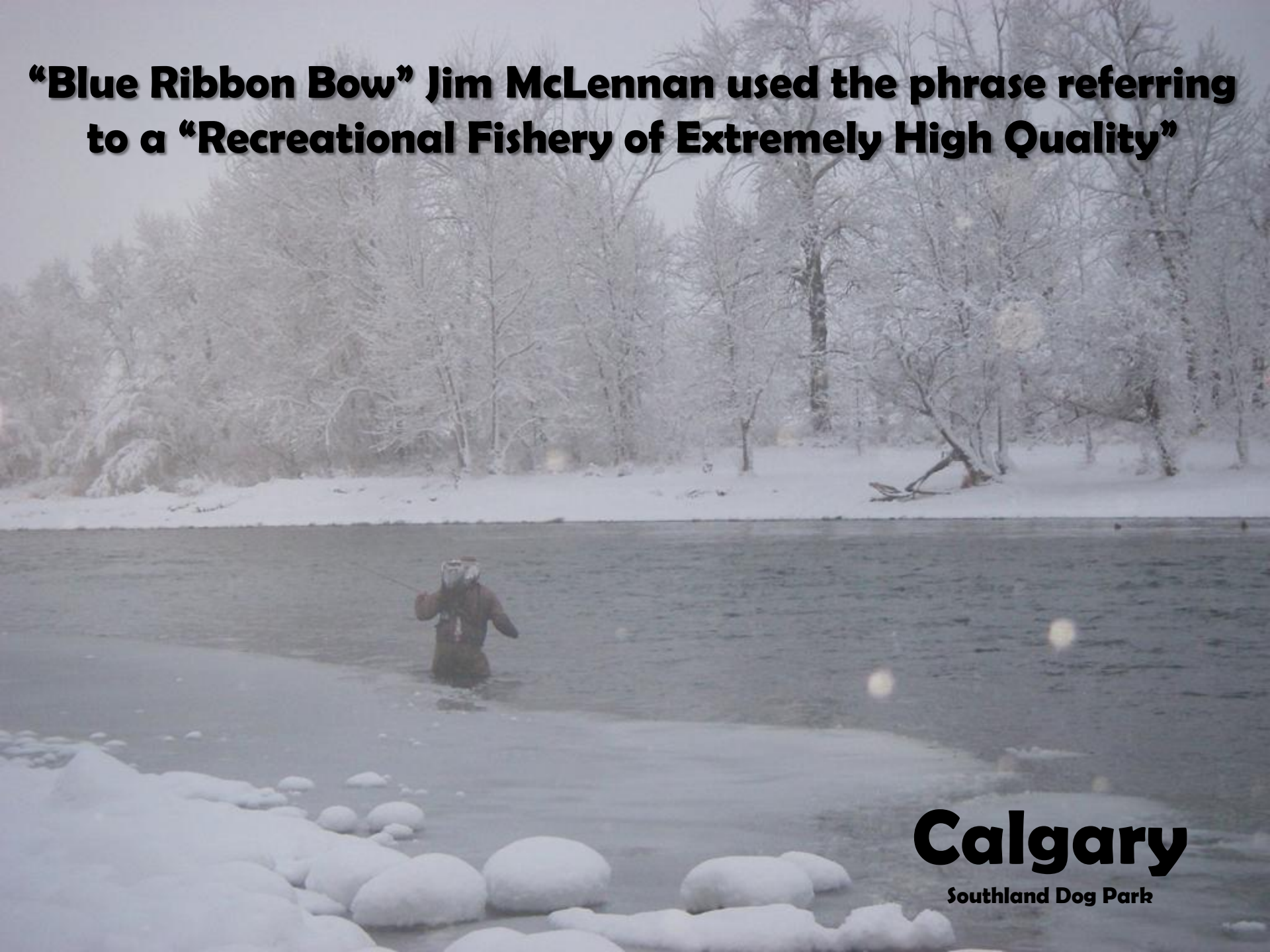


Festivals



**Bringing
People to
Water**

“Blue Ribbon Bow” Jim McLennan used the phrase referring to a “Recreational Fishery of Extremely High Quality”



Calgary
Southland Dog Park

River Access

Bearspaw Dam



16 Ave

16 Ave NW

17th ST Boat Launch



Harvie Passage

17 Ave SE

201

9

Bonnybrook

Odgen Rd. Boat Launch (locked)

Elbow River Dam

Glenmore Boat Launch

8

Fish Creek

Fish Creek Boat Launch

22

22X

Spruce Meadows Trail SE

Pine Creek

2

Policeman's Flats Boat Launch

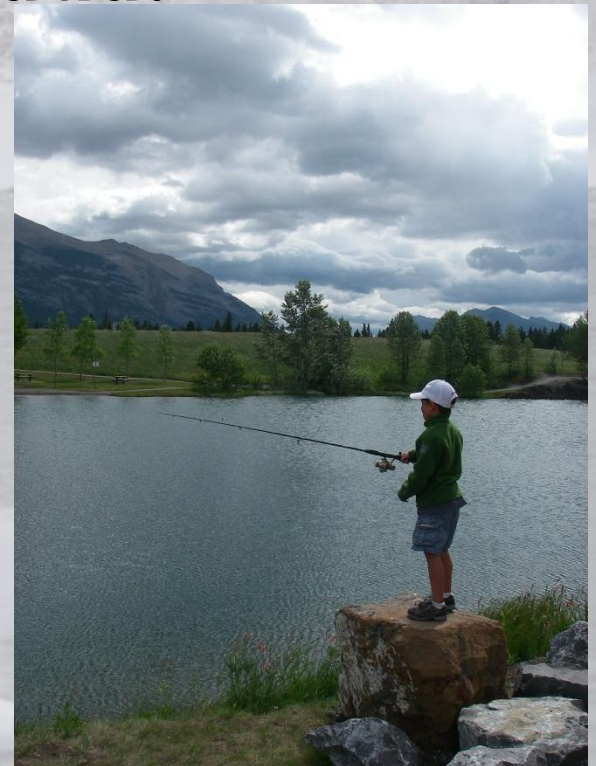
McKinnon Flats Boat Launch

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Angler Statistics

- In 2010, over **3.28 million** adult anglers participated in a variety of recreational fishing activities Across Canada!
- **Alberta specific**
 - In 2000 - 195,944 anglers
 - In 2005 - 191,861 anglers
 - In 2010 - 252,031 anglers



Bow River Game Species

➤ Brown Trout

- European species - 1880's
- They grow large and are challenging to catch
- Red and black spots on sides with a deep yellow or brown color



➤ Rainbow Trout

- Introduced as “hard fighting” acrobatic game fish
- Coastal Steelhead origins
- Black uniform spotting on sides

➤ Mountain Whitefish

- Spawn in the fall in main river
- Native to the Bow River
- Small mouth, large scales, no spots

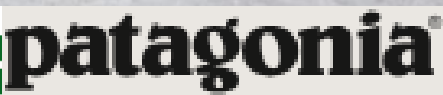


How Anglers rated their overall recreational fishing experience in Alberta in 2010...

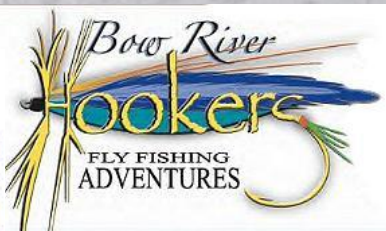
Angler Group	Resident	Non-resident Canadian	Non-resident Other	Total	Overall %
No Response	343	162	-	505	0.2
Excellent	27,790	1,858	1,078	30,726	13.1
Very Good	57,467	2,181	1,780	61,428	26.1
Good	76,165	2,746	798	79,709	33.9
Fair	39,284	485	367	40,136	17.0
Poor	21,958	808	138	22,904	9.7

Anglers responses to the question : Do you prefer to fish for native fish over non-native fish?

Angler group	No response	Agree	Disagree	No opinion	Total
Resident	4,289	145,641 (61%)	15,610	73,249	238,789
Non-resident Canadian	404	6,462 (73%)	646	1,373	8,885
Non-resident Other	25	3,318 (76%)	185	828	4,356



Economics



Bow River Shuttles



Angling Dollars

- **Calgary has 6 dedicated fly shops**
- **Many other fishing supply stores...**
- **Each flyshop has 4-7 full time guides (there is a pool of about 40 that shift from shop to shop)**
- **Each shop Averages 250-300 guide days**
- **\$550 per guided trip**
- **+ Other independents**
- **Rods, reels, flies, lures, lines, waders, vests, clothing, boats, rafts, shuttles, hotels, gas, food, etc....**

Albertan anglers reside primarily from which Watershed Unit in 2010...

Watershed Unit	Anglers	Percent
Eastern Slopes Z1 (Calgary)	56,519	23.6
Eastern Slopes Z2 (Nordegg)	9,280	3.9
Eastern Slopes Z3 (Edson)	7,205	3.0
Eastern Slopes Z4 (Grande Prairie)	12,432	5.2
Prairie Parkland Z1 (Medicine Hat)	21,786	9.1
Prairie Parkland Z2 (Edmonton)	90,404	37.8
Northern Boreal Z1 (Cold Lake)	14,581	6.1
Northern Boreal Z2 (Lesser Slave Lake)	13,895	5.8
Northern Boreal Z3 (High Level)	9,606	4.0
Northern Boreal Z4 (Fort McMurray)	3,602	1.5

Of the total days fished, how many were spent fishing:

Angler Group	Total Days Fished	Days Fishing Open Water	Days Fishing on Rivers	Days Ice Fishing
Resident	3,289,524	1,934,928	950,095	404,500
Non-resident Canadian	48,787	29,563	16,155	3,069
Non-resident Other	19,984	6,382	13,478	123
Total	3,358,294	979,728	1,970,873	407,693



Table 14a Major Purchases and Investments (wholly or partly Attributable to Recreational Fishing) made by Resident anglers (in '000 dollars)

	Fishing equip.	Camping equip.	Boating equip. new	Boating equip. used	Special vehicles new	Special vehicles used	Land/buildings	Other purchases	Total
Alberta	24,048	220,590	92,042	46,684	92,451	69,162	123,142	8,416	676,538
Canada	262,812	790,751	862,907	708,435	1,252,046	563,502	1,285,695	98,612	5,824,764

Building Civic Image

- **World class destination fishery**
- **Business opportunities**
- **Outdoor / recreationalist**
 - **quality of life**
- **Family activity**
- **Catching lunch**
- **Conference draw**
- **The “New Golf”**

Thank you

