

Tourism and Creative Industries: How do they relate to PECC's agenda?

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PECC's Key Priorities

- * Inclusive and Sustainable Growth
- * Connectivity and Infrastructure
- * Regional Economic Integration
- * Regional Financial Cooperation
- * Role of SMEs

Tourism and APEC

APEC Tourism Working Group: Objectives

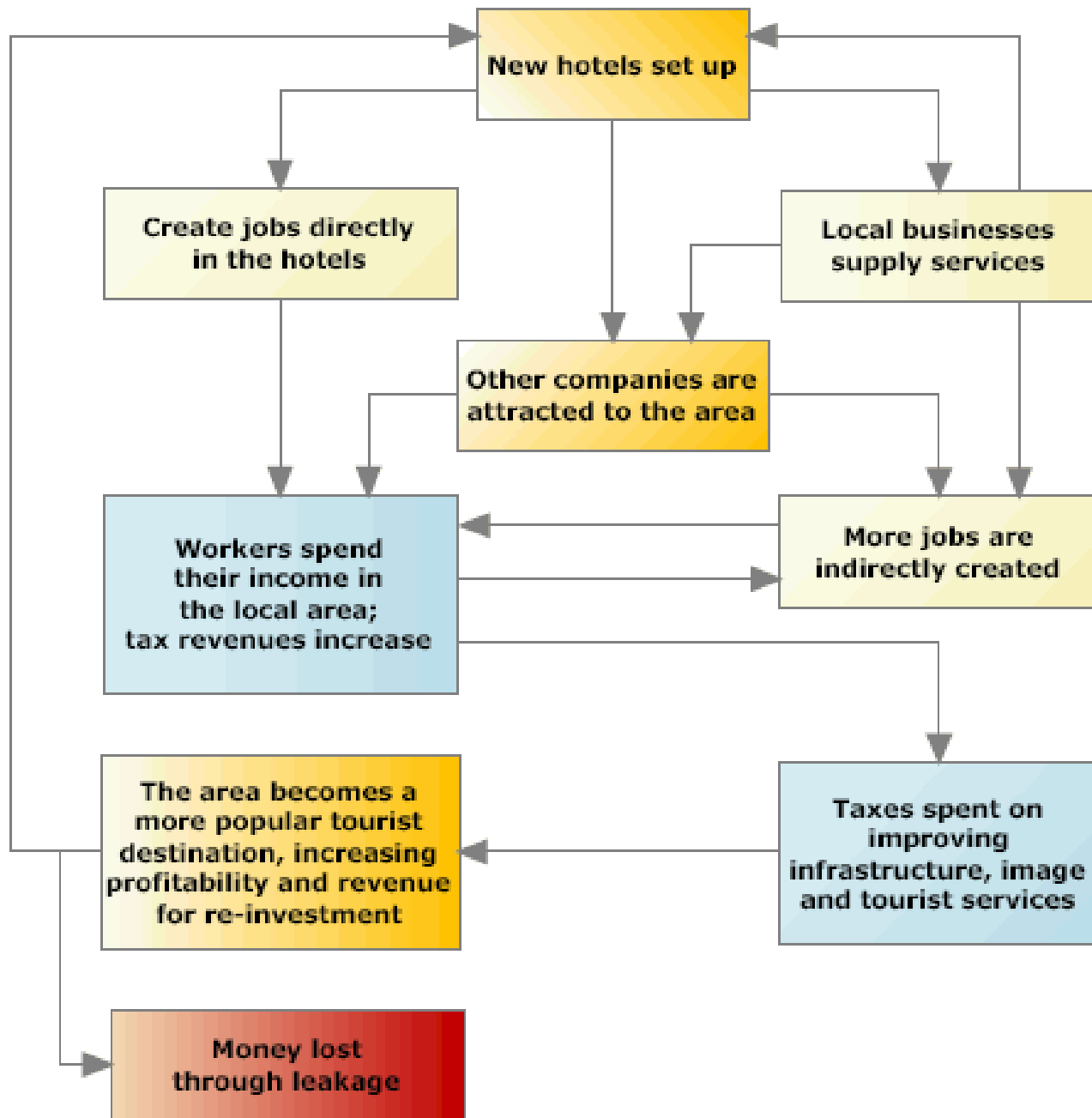
- a) remove impediments to tourism business and investment;
- b) increase mobility of visitors and demand for tourism goods and services;
- c) sustainably manage tourism outcomes and impacts; and
- d) enhance recognition and understanding of tourism as a vehicle for economic and social development.

Areas for Discussion and Cooperation

- * Tourism and Taxes
- * Smart Traveller Facilitation
- * Air Connectivity
- * Traveller-Friendly Airports

Tourism as an Economic Driver





Tourism Results: One Example (Canada)

Canadian Tourism Commission Annual Report (2014)

Visitors: 432,000 inspired by CTC to visit Canada

Revenue: \$925 million as a result of CTC marketing
(leisure and business)

Tax Revenue: \$122 million

Jobs: 627,000 in tourism industry

Tourism: Inclusive and Sustainable?

Pros



Cons



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Creative Industries



According to UNESCO.....

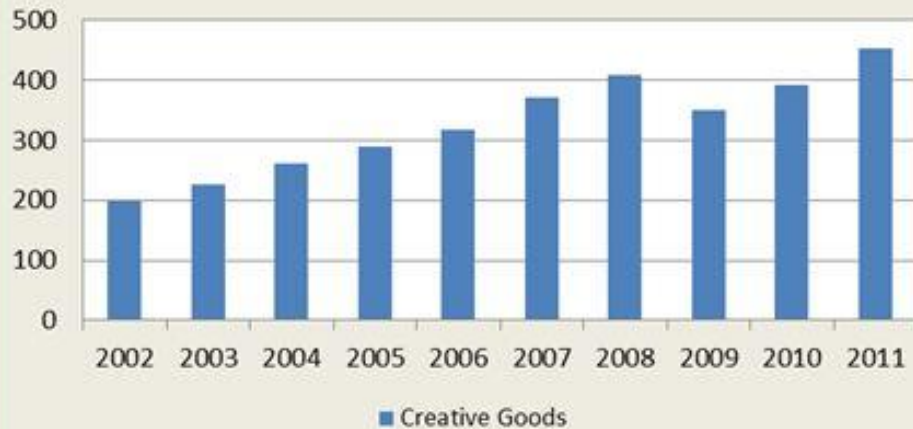
- * The creative economy –which includes audiovisual products, design, new media, performing arts, publishing and visual arts– is not only one of the most rapidly growing sectors of the world economy, it is also a highly transformative one in terms of income generation, job creation and export earnings.
- * World trade of creative goods and services totalled a record of US\$ 624 billion in 2011 and more than doubled from 2002 to 2011*.

The Economic Impact

UNCTAD 2013

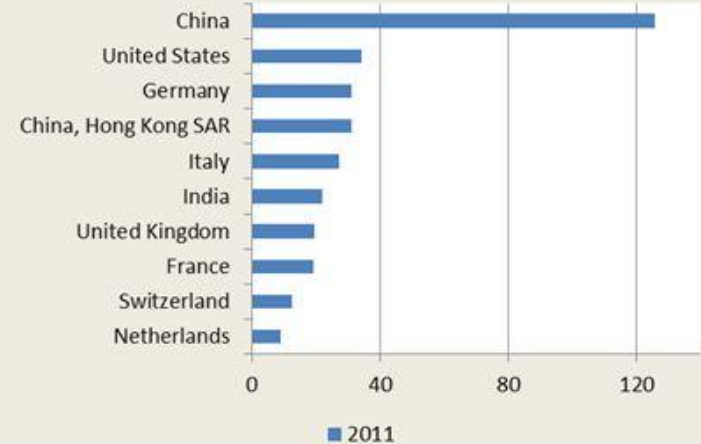
Exports Growing 12% annually

World exports of Creative Goods
in billions of \$



Exports can include imported
“creativity”

Creative goods: Top 10 exporters worldwide
(in billions of \$)



Digital Technology and Creative Industries

Opportunity and Challenge

- * Global Recognition and Marketing
- * Counterfeiting and Piracy

- * Disseminate Local Cultures
- * Spread of “Popular” Culture

Conclusions

- * All Countries have Tourism Potential
- * Tourism needs to be carefully managed to achieve full potential
- * Regional Cooperation can assist tourism development

Conclusions

- * Creative industries have a wide definition and wide reach throughout economies
- * Developing economies tend to be recipients rather than innovators
- * Creative industries are (largely) internet-enabled which presents both challenges and opportunities

