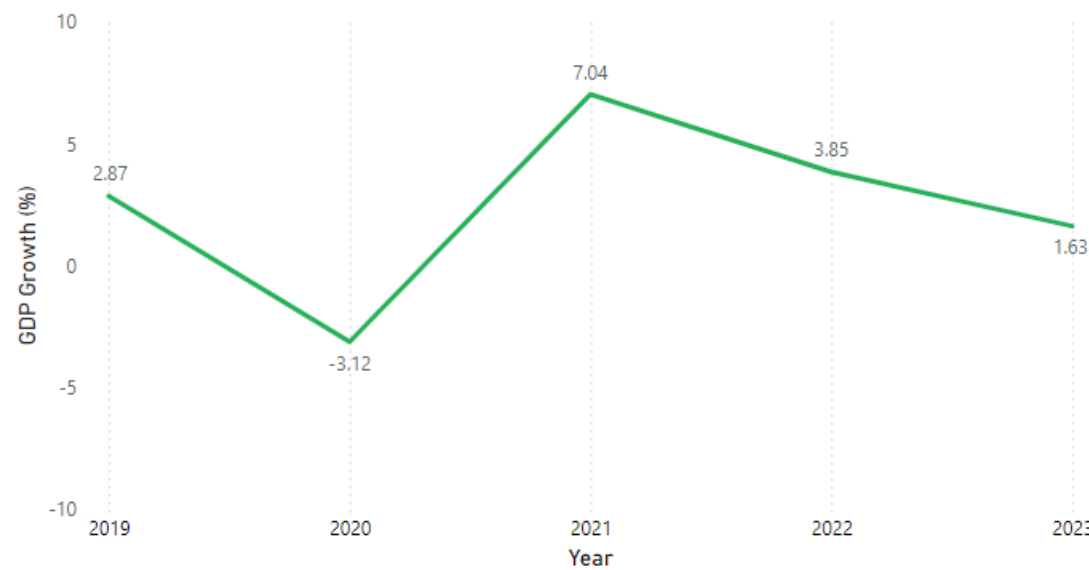

Campbell River Economic Outlook November 27, 2024

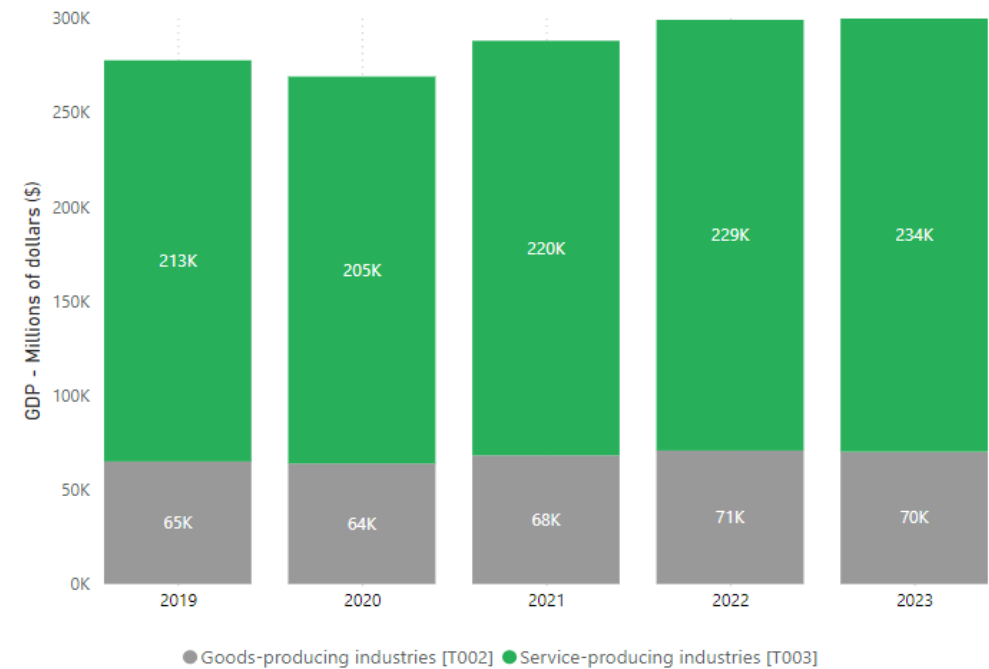
Provincial growth

Trending down and indications are that this will continue

BC Real GDP Growth Rate



BC Real GDP - Millions of 2012 Chained Dollars



Source: Statistics Canada, Table 36-10-0402-01 Gross domestic product (GDP) at basic prices, by industry, provinces and territories (x 1,000,000)

Key industries

Mixed performance and outlook....



Harvest volumes – down y-o-y
Employment – stable
Outlook - uncertain



Visitors – trending up
Occupancy rates – trending up
Room rates – trending up
Outlook – stable



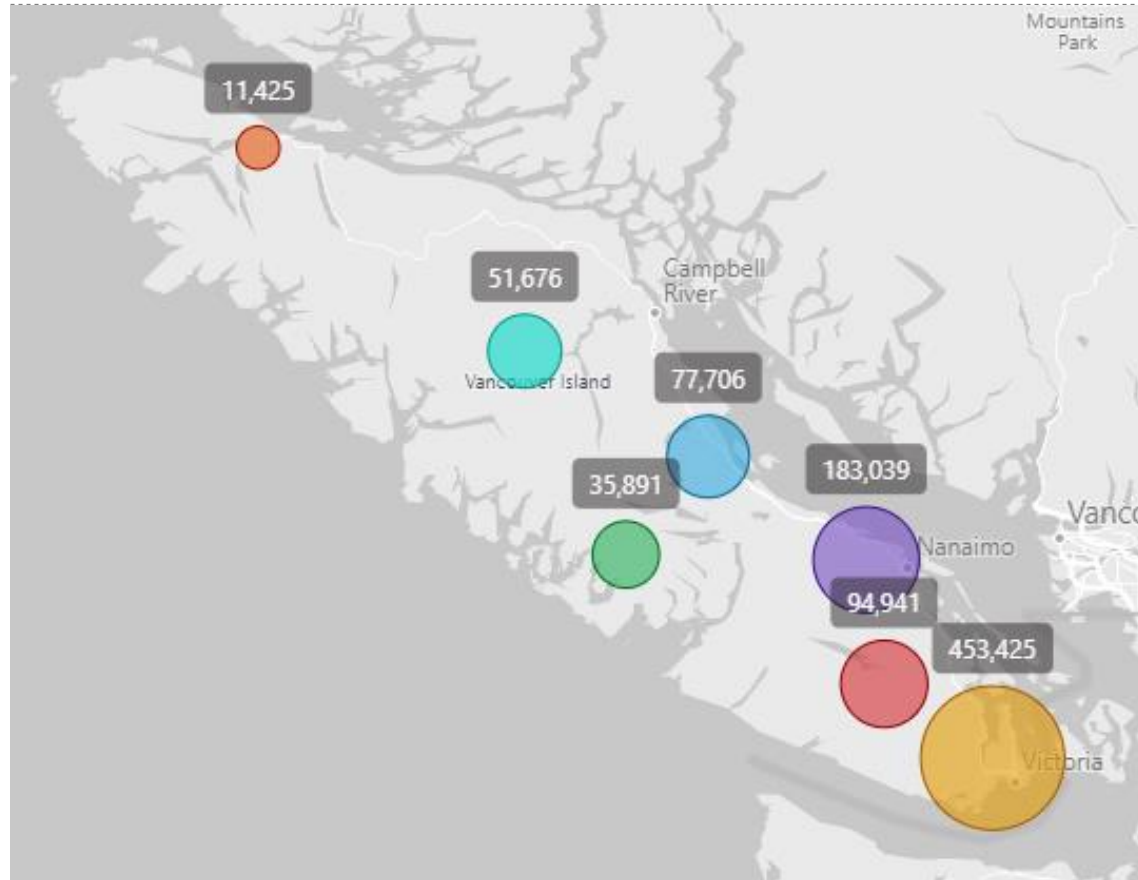
Outlook - uncertain



Indication of growing knowledge economy:

- professional, scientific and technical services
- information and culture

Population



Source: Statistics Canada and Demographic Analysis Section, BC Stats

Total Population = **900,000+**

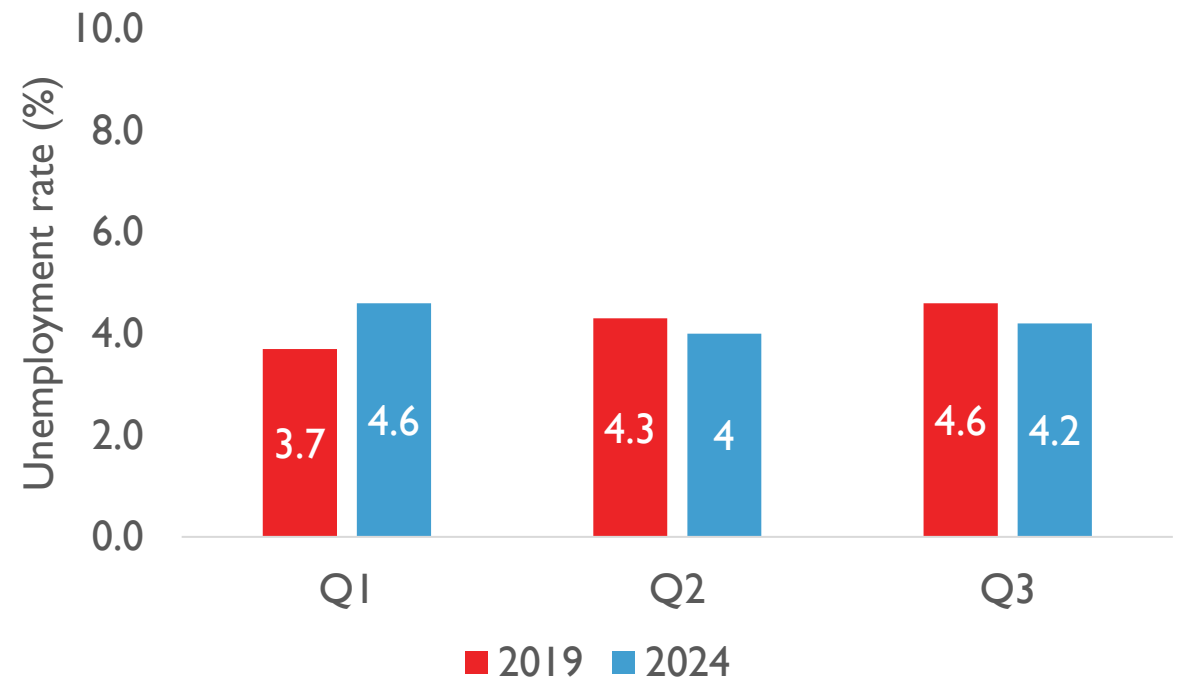
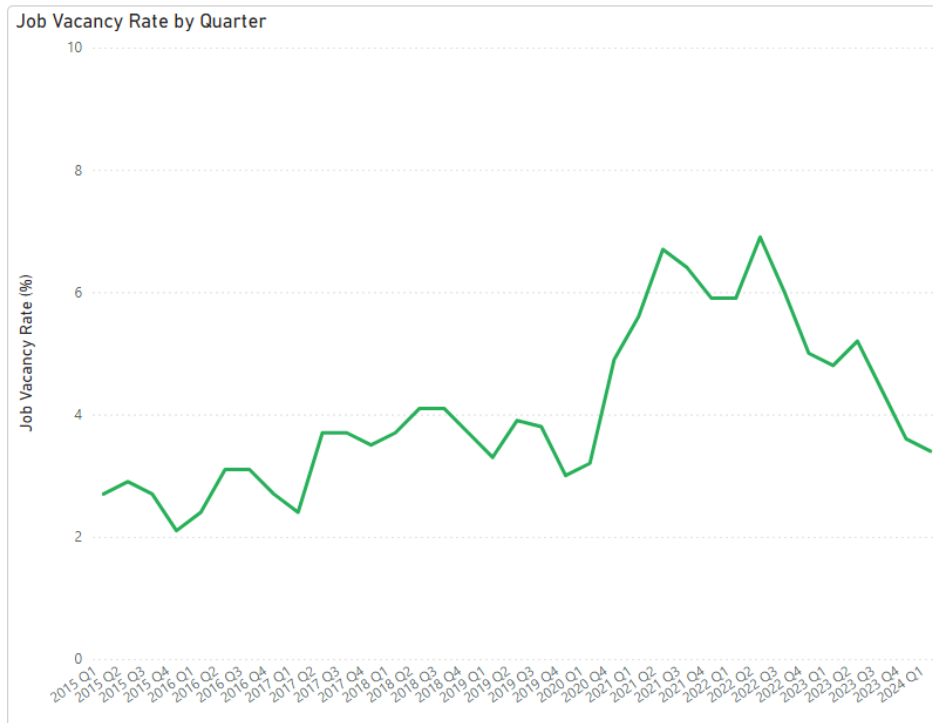
Growth rate = 1.6 percent annually

Increase in international migration

Slowing of interprovincial migration

Labour market

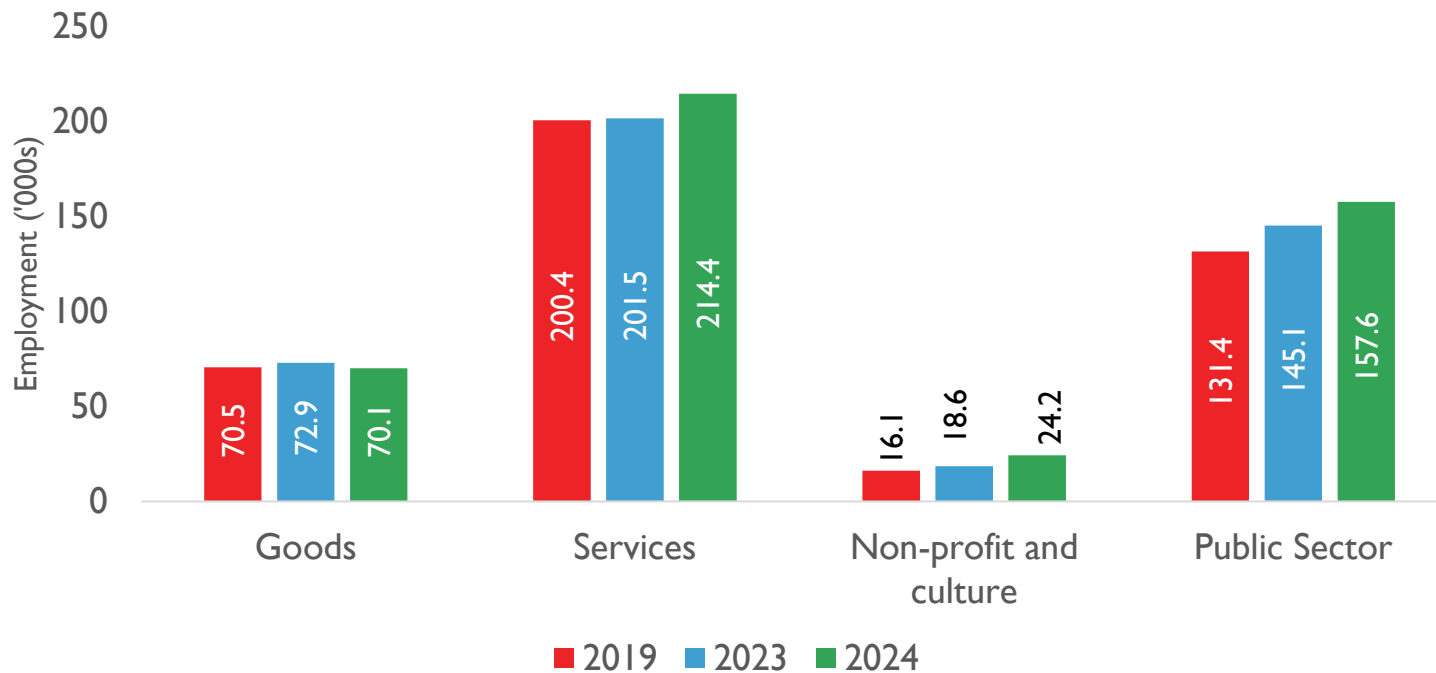
Job vacancies and unemployment rate have returned to pre-pandemic levels



Source: Statistics Canada. Table 14-10-0441-01 Job vacancies, payroll employees, job vacancy rate, and average offered hourly wage by provinces and territories, quarterly, unadjusted for seasonality

Employment trends

Number of jobs has increased but.....



Total employment = **468,000**

Change in employment:

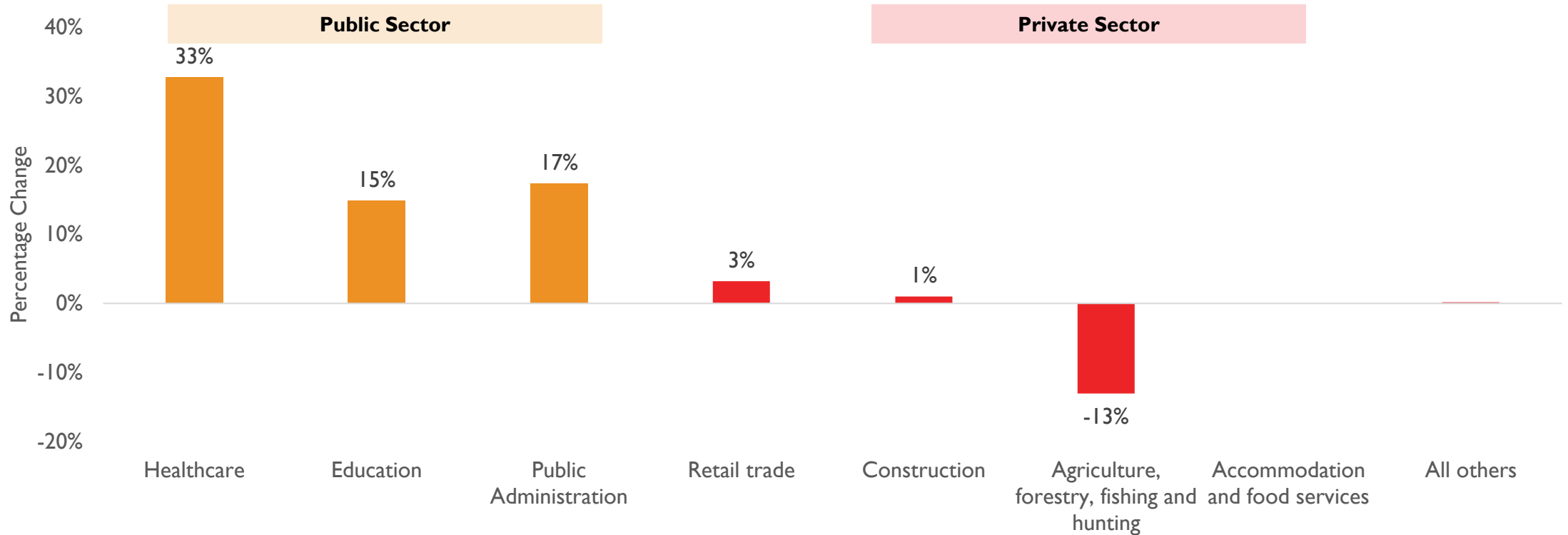
Private Sector = **21,670** jobs

Public Sector = **26,170** jobs

Source: Statistics Canada. Table 14-10-0388-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000)

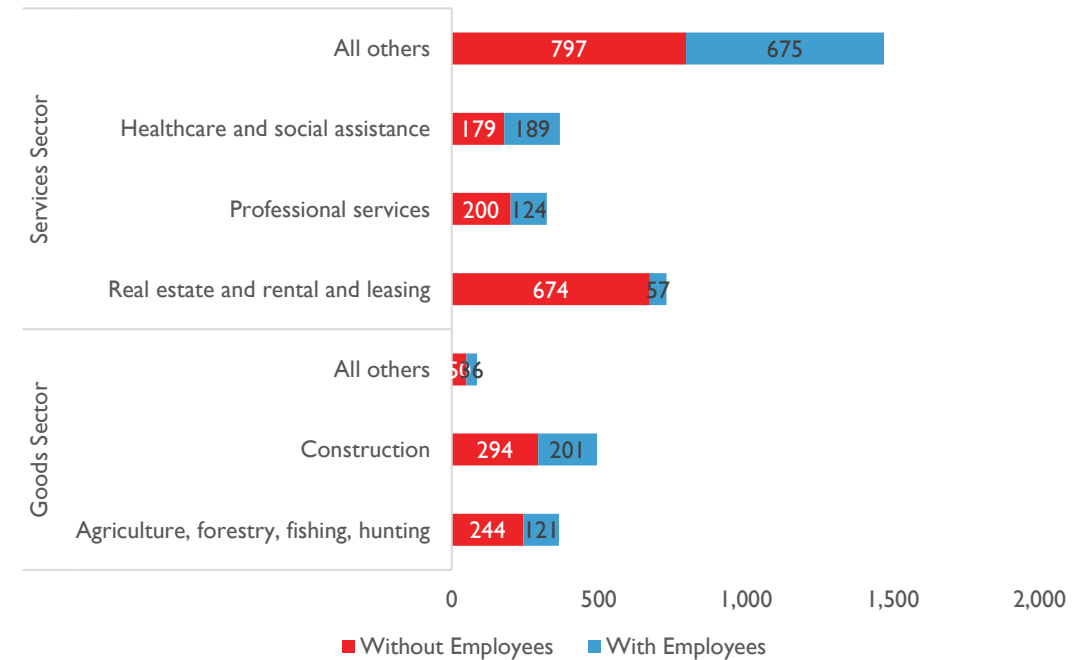
Employment trends Campbell River

Public sector is growing, private sector is declining



Business Counts

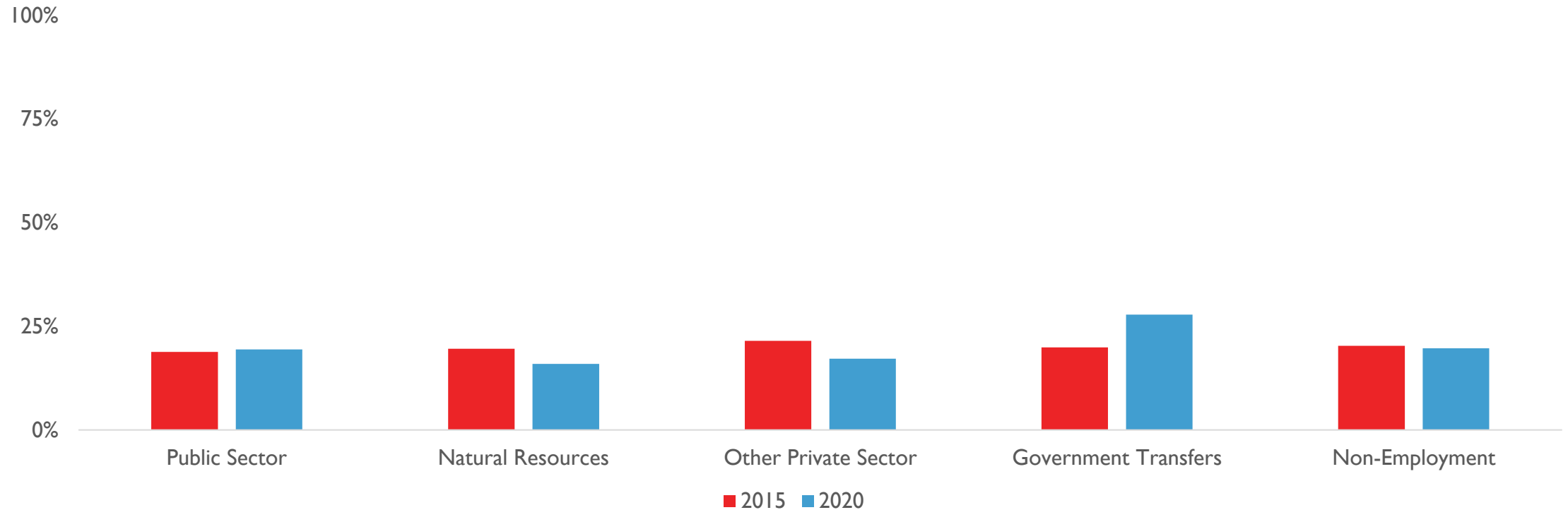
Composition of business community is changing



Source: City of Campbell River; Statistics Canada, Business Register, Establishment Counts December 2023

Declines in income generated from resource sectors

Income dependencies



BC Government. 2023 Local Area Economic Profiles Toolkit.

Income dependency

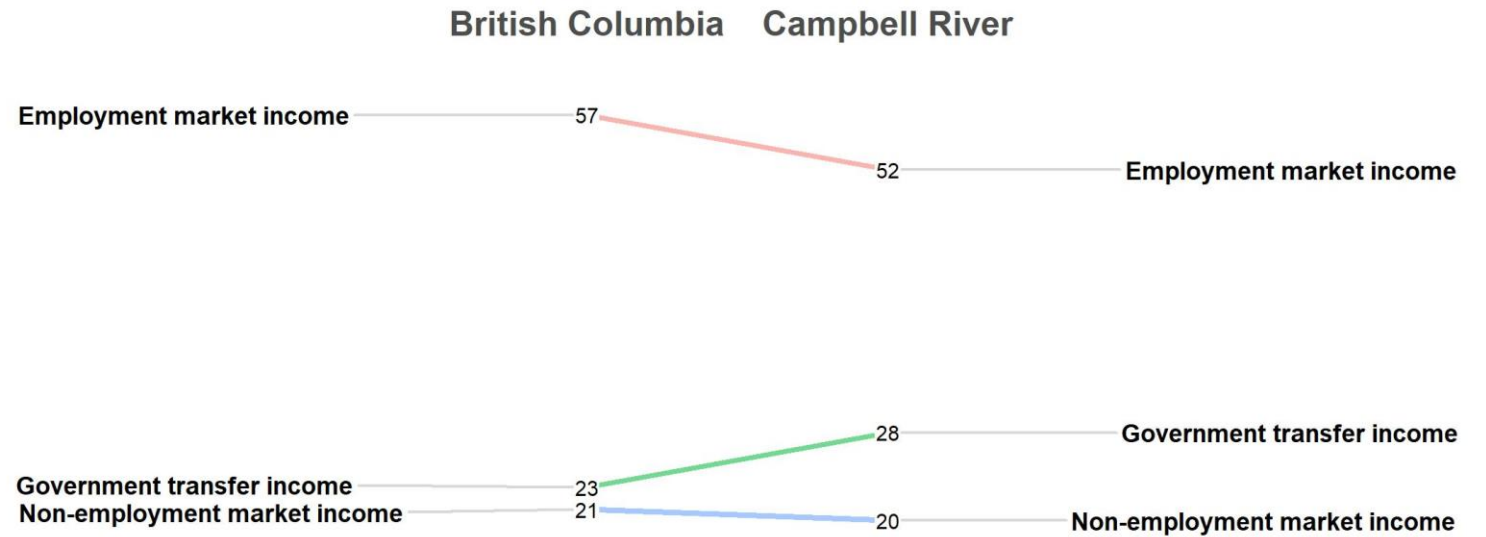
Less market income

More income from government sources

Comparable amounts of non-employment market income

Income dependency

BC and Campbell River, 2020



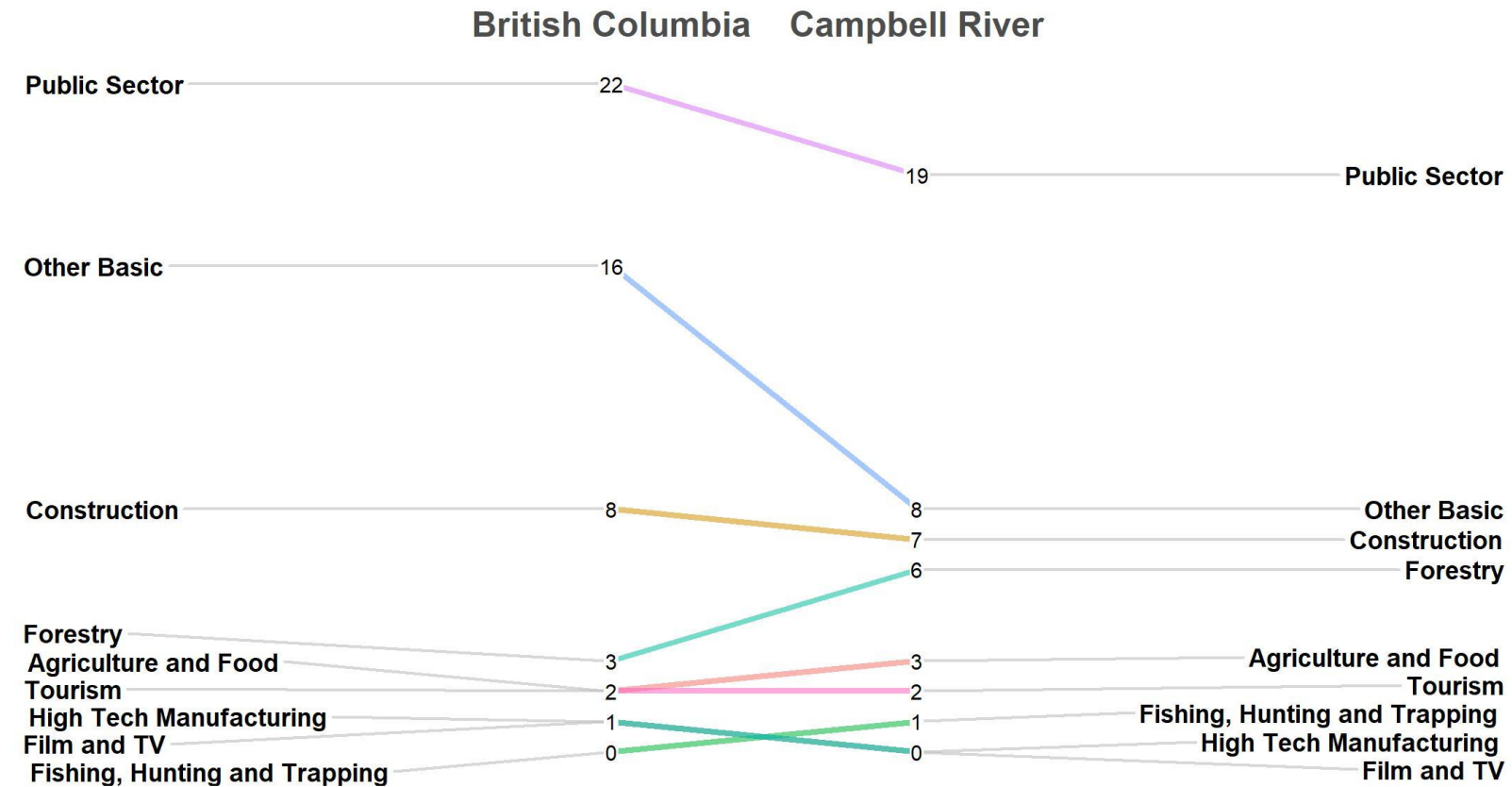
Source: BC Stats & Statistics Canada

Employment income shares

Lower public sector
Higher resource sector

Income dependency

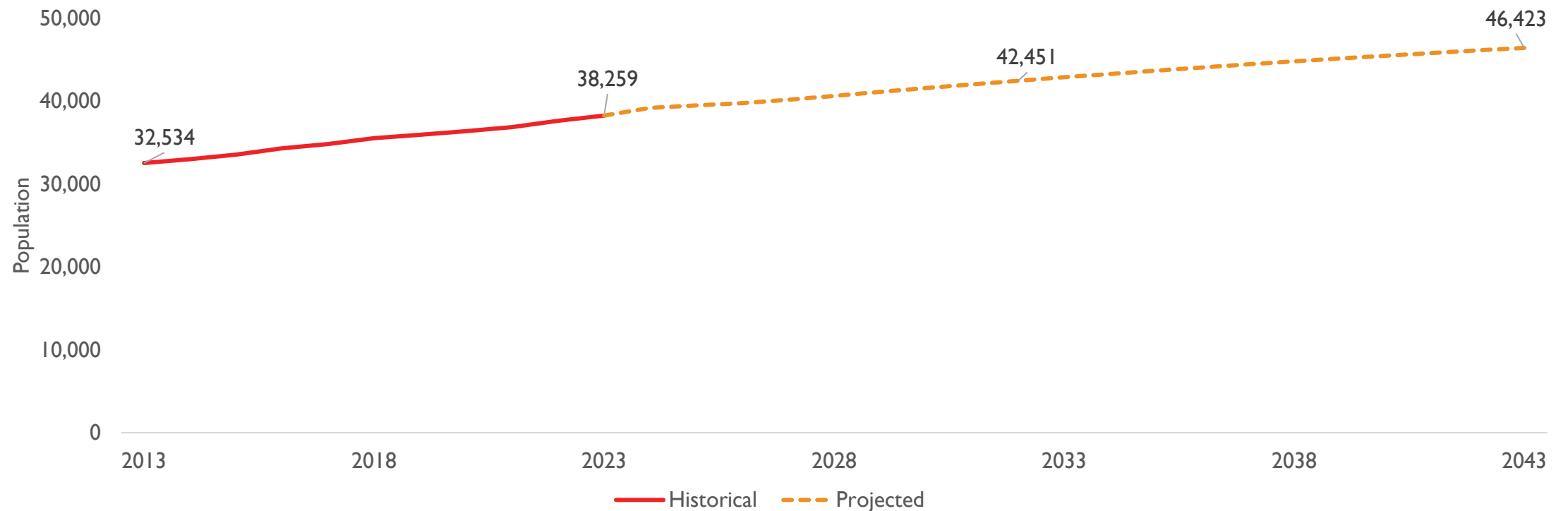
BC and Campbell River, 2020



Source: BC Stats & Statistics Canada

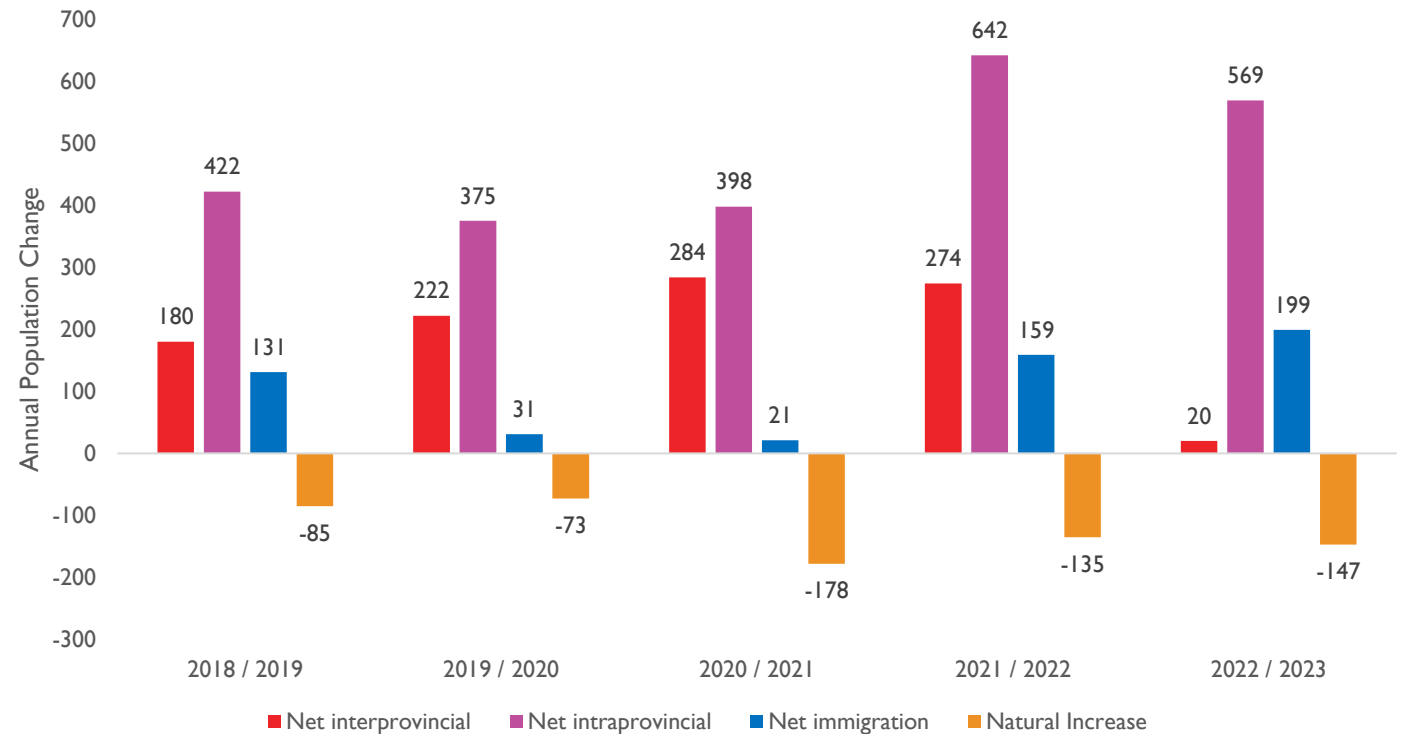
Population growth

Population has grown and is projected to continue to do so



Sources of population growth

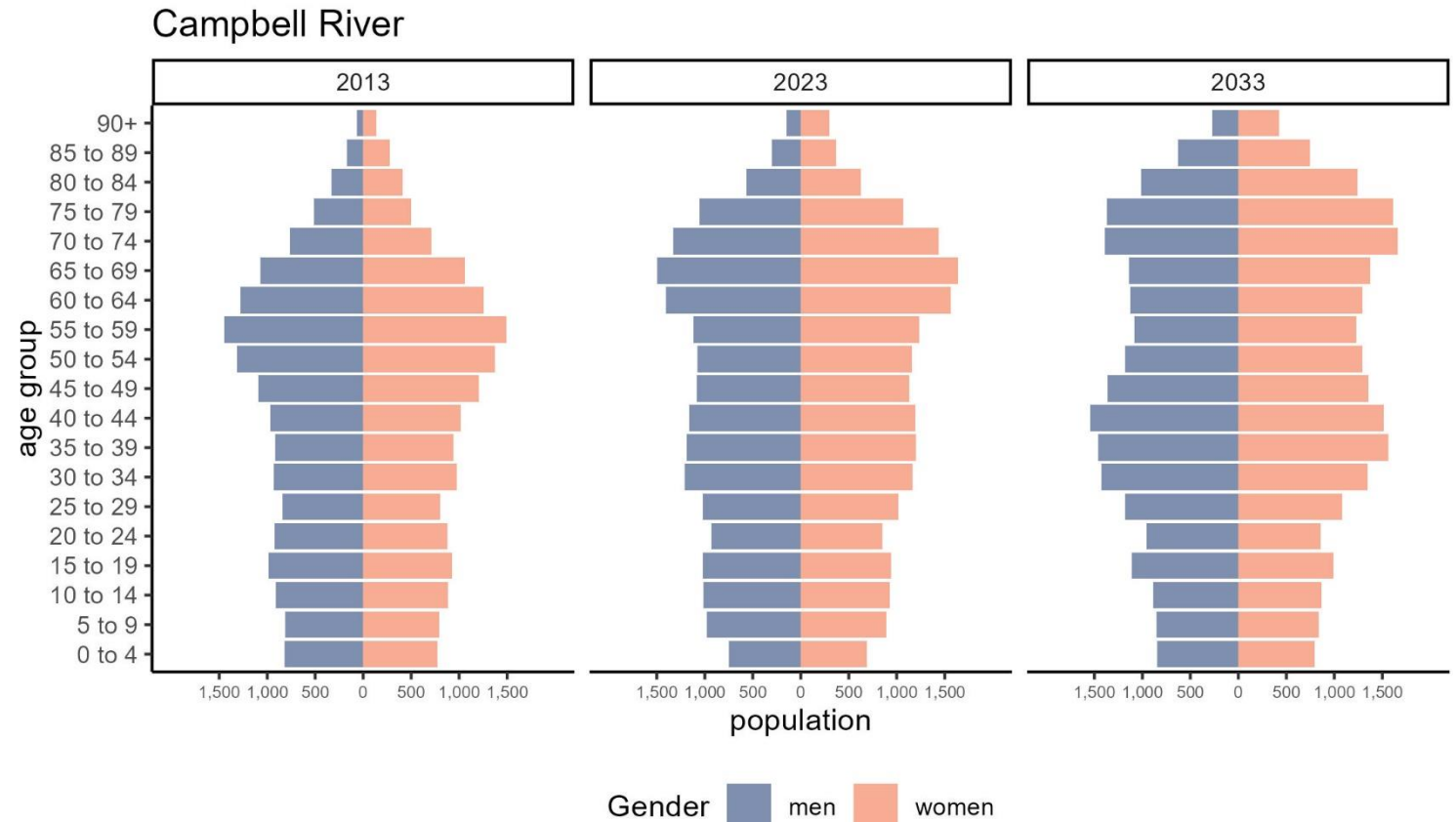
- Deaths are higher than births
- Most people are coming from other parts of BC and two-thirds are working age
- Some international immigration



Population

The population is ageing

- Natural ageing, not people moving to the region to retire.
- Growing working age population



Statistics Canada & BC Stats

Key industries

Mixed performance and outlook....



Harvest volumes – down y-o-y
Employment – declining
Businesses - declining
Outlook - uncertain



Outlook – uncertain



last operating mine has closed



Investments are being made



Visitors – trending up
Occupancy rates – trending up
Room rates – trending up
Outlook – stable



Indication of growing higher value services:

- professional, scientific and technical services
- healthcare

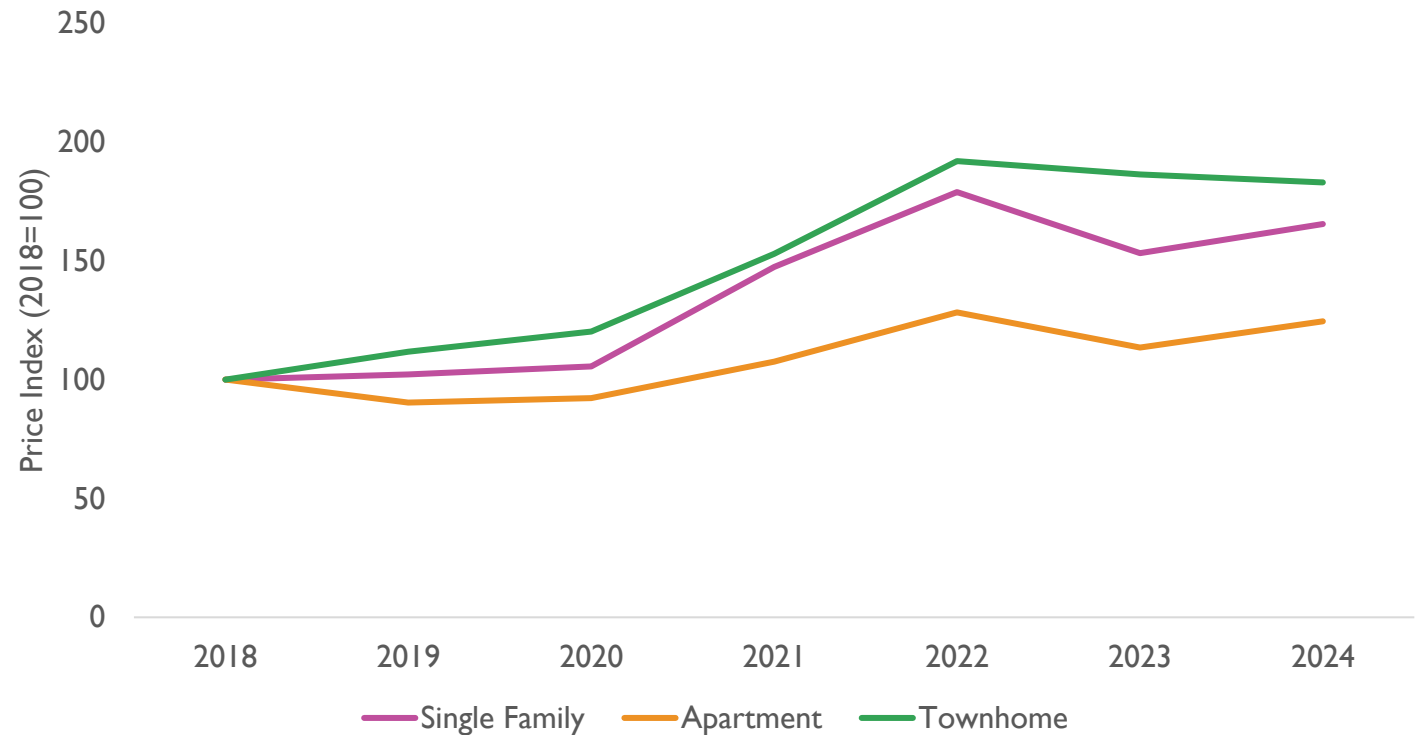
Housing

Affordability is key differentiator

Single family home
benchmark price = \$704,600

Victoria = \$1.3 million

Mid-island = \$800,000 to
\$900,000



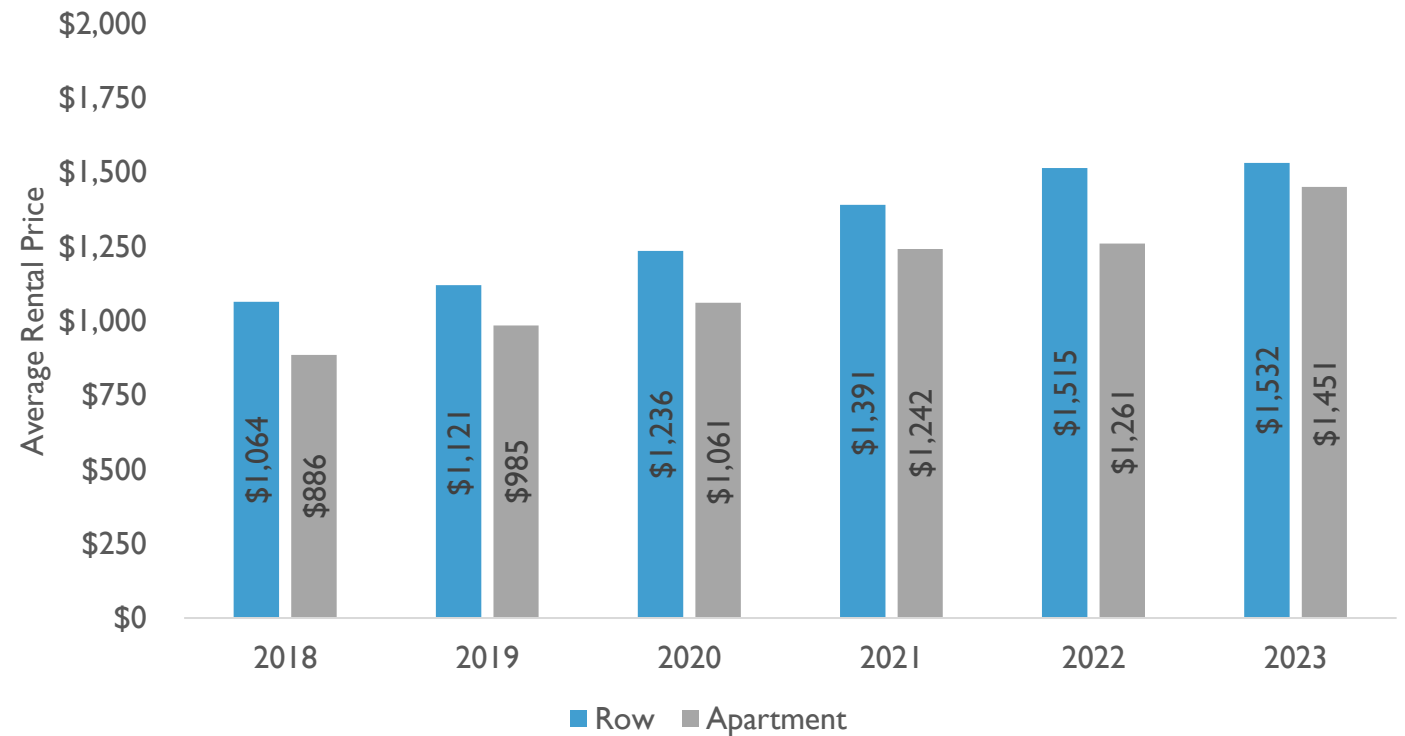
Housing

Rental stock is less affordable

Nanaimo \$1,400 and \$1,500

Courtenay \$1,200 and \$1,400

Port Alberni \$1,000



Putting it all together

Where to from here ...

- Shift away from resources towards services
- Population growth will continue to be a key driver
- Emerging opportunities