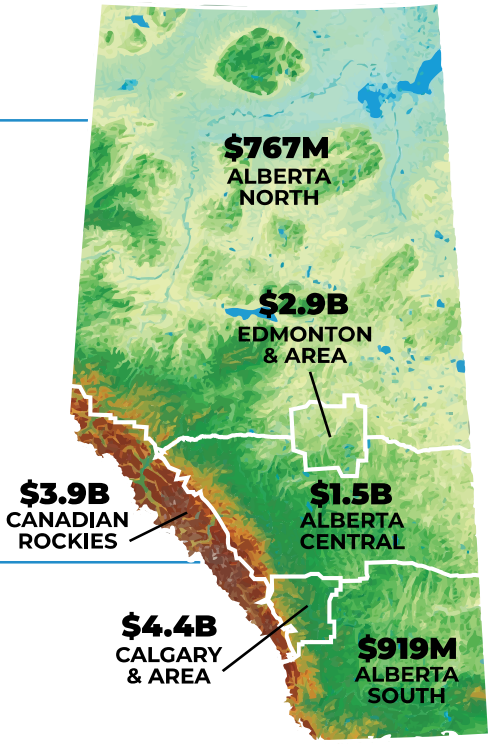
TOURISM IMPACTS BY RIDING 2026



Arnold Viersen

PEACE RIVER—WESTLOCK

CONSTITUENCY OFFICE:
5124 50th Street
Barrhead, Alberta
T7N 1A3
780-305-0340
arnold.viersen@parl.gc.ca



TOURISM IS ALBERTA'S #1 SERVICE EXPORT

Rooted in our iconic landscapes, living Western heritage, vibrant cultures, and world-class tourism assets, the visitor economy delivers new export revenues to communities across Alberta. Tourism in Alberta is economic development; converting visitor spending into local business growth, drawing private investment in shared amenities, supporting quality careers and generating $2 billion in taxes for all three orders of government.

1 IN 10
Albertans are employed in tourism*
Over 270,000 Albertans employed in the visitor economy with 50% in medium- to high-skill roles.*

$15.0B
Visitor spend (2025)*
Up 6% from 2024
$4B from International visitors

10X
Investment Multiplier*
Every $1 of public investment in Alberta tourism products unlocks $10 in private capital.

TOURISM BUSINESSES | PEACE RIVER—WESTLOCK

	ACCOMMODATION	FOOD & BEVERAGE	RECREATION	TRANSPORTATION	TRAVEL SERVICES
2025 SECTOR TOTAL	162	213	104	97	13
% CHANGE (2024-25)	5%	8%	7%	23%	16%

WHAT ARE ALBERTANS SAYING ABOUT TOURISM?*

4 IN 5 Albertans say tourism is important to Alberta's Economy

74 % say tourism is important to their local community

REACHING HIGHER GROUND

Alberta's Higher Ground tourism strategy targets a $25 Billion visitor economy by 2035. Already growing 1.5× faster than the national average, sustaining this momentum requires practical, coordinated policy from all orders of government to unlock private capital, expand regional access, and empower Alberta entrepreneurs.

TOURISM ECONOMY

PEACE RIVER—WESTLOCK

5228
EMPLOYEES
2% CHANGE 2024 vs 2025

589
TOURISM BUSINESSES
9% CHANGE 2024 vs 2025

331
BUSINESSES WITH EMPLOYEES
6% CHANGE 2024 vs 2025

258
INDEPENDENT & MICRO-ENTREPRENEURS
(BUSINESSES WITHOUT EMPLOYEES)
14% CHANGE 2024 vs 2025

* Destination Canada 2026, Statistics Canada 2024, Travel Alberta 2025, 2024–25 Annual report, Tourism HR Canada 2025, Statistics Canada 2024 and 2025 Business Location Counts by Census Division/Sub-Division, North American Industry Classification Codes (NAICS) and Employment Size Range 2026, Travel Alberta 2025, Travel Alberta 2026

TOURISM INDUSTRY ASSOCIATION ALBERTA