

New Study Reveals Alberta's Crown Land Outdoor Recreation Economy Generates \$2.3B in Trip-Related Expenditures

FOR IMMEDIATE RELEASE (Calgary, AB) A new study conducted by the Tourism Industry Association of Alberta (TIAA) and guided through the contributions of 19 motorized and non-motorized outdoor recreation user groups asserts that an intentional shift in management focus is needed to secure the future potential of Alberta's outdoor recreation economy.

While other industries on crown land have articulated the contribution they make to Alberta's economy, and the government works to establish the conditions for those industries to succeed, the province's outdoor recreation economy has not received the same support. As a result, outdoor recreation on crown lands is not recognized or understood to be a major economic sector, despite its significant potential to grow and diversify Alberta's economy.

Topline results from the study reveal outdoor recreation is a powerful economic driver, resulting in \$376M in spending on outdoor equipment and accessories with average annual household spending on equipment and accessories of \$10,282. Outdoor recreation also contributes \$2.8B to GDP and represents 1.5 per cent of total employment in Alberta; the equivalence of 36,000 full-time jobs.

Darren Reeder, TIAA's board advisor explained, "What the study helped to confirm is that outdoor recreation is much more than a favourite tradition in Alberta – it's also a significant driver of regional economic wellbeing, and its importance to the health and well-being of citizens clearly took centre stage during the COVID-19 pandemic."

To date, outdoor recreation in Alberta has largely been viewed as an activity that *just happens*. From a land use perspective, it has been deemed a category that simply needs to be *managed* to minimize impacts (and conflicts) on other industries, and provincial environmental priorities.

"A deliberate focus to unlock the potential of our outdoor recreation will attract new investment and businesses to the province, create more opportunities for Albertans and visitors to vacation in Alberta, and slow the leakage of visitation and recreational investment that Alberta has been missing out on," said Reeder.

To begin this new era, and to capitalize on the potential of our outdoor recreation economy, the TIAA study recommends six deliberate policy actions that need to be followed through by the Alberta government. With the province currently working to modernize a vision for crown lands, the timing for action on the outdoor recreation front has never been better.

A copy of Alberta's Crown Land Outdoor Recreation Economy can be found [here](#). Key findings summary documents are appended to this release.

- 30-

MEDIA CONTACT

Darren Reeder
TIAA Board Advisor
Cell: 403.493.4327
Email: darren@tiaalberta.ca