ECONOMIC SIGNIFICANCE OF ALBERTA'S

VISITOR ECONOMY

ALBERTA'S NUMBER ONE SERVICE EXPORT

TOURISM IN ALBERTA IS BUSINESS

31,000 BUSINESSES* EMPLOYING **276,000** PEOPLE

$15.0 B EXPENDITURES IN 2025*

$4 B 2025 INTERNATIONAL EXPORT REVENUE

$2 B IN TAXES PAID TO LOCAL & FEDERAL GOVERNMENTS

TOURISM IN ALBERTA IS ECONOMIC DEVELOPMENT

1 IN 10 ALBERTANS ARE EMPLOYED IN TOURISM*

50 % ARE IN HIGH TO MEDIUM SKILL ROLES*

WHAT DO ALBERTANS SAY?*

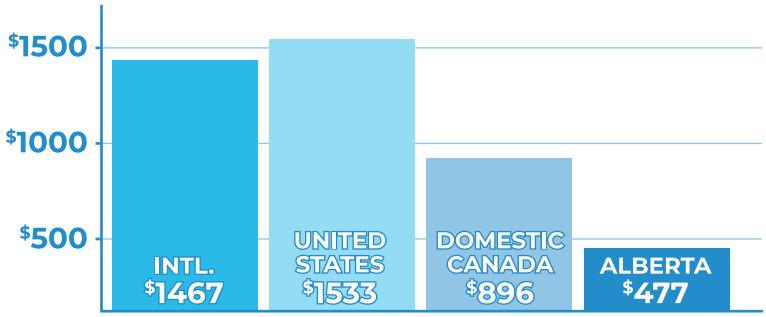
4 IN 5 ALBERTANS SAY TOURISM IS IMPORTANT TO ALBERTA'S ECONOMY

74 % SAY TOURISM IS IMPORTANT TO THEIR LOCAL COMMUNITY

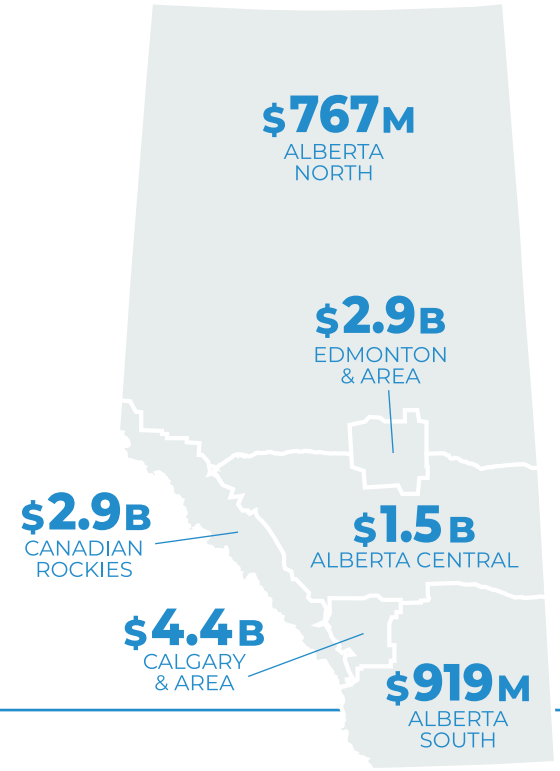
ALBERTA LED THE COUNTRY IN 2025*

OVERSEAS ARRIVALS	US ARRIVALS
↑ 3 % ALBERTA	↑ 5 % ALBERTA
↓ 2 % CANADA	↓ 6 % CANADA

VISITOR SPENDING BY TYPE*



TOURISM HAPPENS IN ALBERTA REGIONS*



EVERY $1 BILLION IN VISITOR SPEND GENERATES*

$1.26 B IN GDP GROWTH

$96 M IN EXPORT GROWTH

$22 M IN FOREIGN DIRECT INVESTMENT

*Statistics Canada 2024 - 2025, Destination Canada 2026, Tourism HR Canada 2025, Travel Alberta 2026.

TOURISM INDUSTRY ASSOCIATION ALBERTA