

# CONTRIBUTIONS OF ALBERTA'S CROWN LAND OUTDOOR RECREATION ECONOMY

DRIVING SUSTAINABLE ECONOMIC GROWTH, DIVERSIFICATION AND JOB CREATION

It's unequivocal. Alberta's crown lands and waters fuel the very activities that are at the heart of this booming industry. For this reason, a 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, Alberta'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 that holds significant potential to grow and diversify Alberta's economy.

**\$2.3B**

SPENDING BY ALBERTANS ON TRIP-RELATED EXPENDITURES

**\$258**

PER DAY TRIP

**\$757**

PER OVERNIGHT TRIP

## OUTDOOR RECREATION IS A POWERFUL ECONOMIC DRIVER

**\$2.8B**  
GDP

**0.8%**  
OF ALBERTA GDP

**\$551M**  
TAX REVENUE

**1.5%**  
OF TOTAL ALBERTA  
EMPLOYMENT

**36,000**  
FULL-TIME  
EQUIVALENT JOBS

## ALBERTANS ARE PASSIONATE AND ACTIVE OUTDOOR ENTHUSIASTS

**3.46**  
AVERAGE NIGHTS  
PER OVERNIGHT VISIT

**33%**  
OF ALL OUTDOOR RECREATION  
TRIPS BY ALBERTANS OCCUR  
ON PUBLIC LANDS

**\$376M**  
IN EQUIPMENT AND  
ACCESSORY EXPENDITURES  
(EG. EQUIPMENT, APPAREL)

**\$10,282**  
AVERAGE ANNUAL  
HOUSEHOLD SPEND  
ON EQUIPMENT AND  
ACCESSORIES APPAREL

## DISTRIBUTION OF SPENDING BY TRIP-RELATED EXPENDITURE CATEGORY



**25.0%**

Gasoline stations



**10.7%**

Accommodation



**13.6%**

Food & beverage stores



**17.0%**

Equipment rentals



**12.9%**

Restaurants, bars & cafes



**10.5%**

Activity fees



**9.1%**

Other retail



**1.2%**

Guided tours



**0.1%**

Car/truck rentals