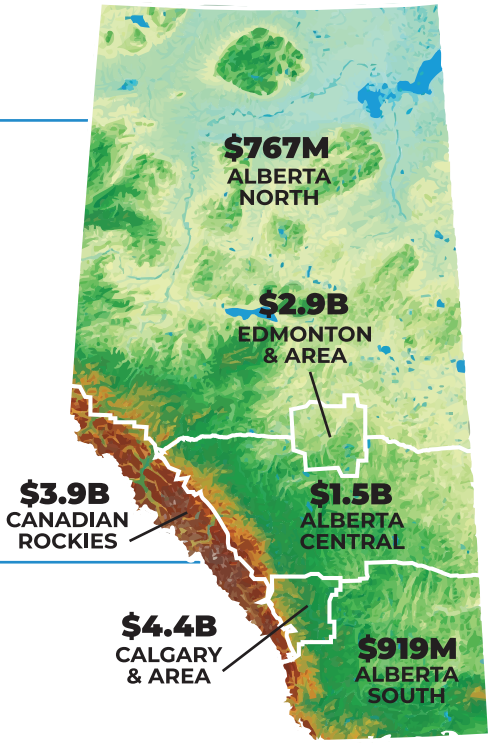
# TOURISM IMPACTS BY RIDING 2026



## Janis Irwin

### EDMONTON-HIGHLANDS-NORWOOD


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## TOURISM, 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 **50%** in medium- to high-skill roles.*

**$15.0 B**
2025 Visitor Spend Up **6%** from 2024

**$4B**
from International visitors

**3 WAYS**
Tourism Benefits Communities*

1. Lower residential property taxes
2. Avg. 2x more imunicipalrevenues
3. More amenities & infrastructure

### TOURISM BUSINESSES | EDMONTON-HIGHLANDS-NORWOOD

| | ACCOMMODATION | FOOD & BEVERAGE | RECREATION | TRANSPORTATION | TRAVEL SERVICES |
|---|---|---|---|---|---|
| 2025 SECTOR TOTAL | 8 | 107 | 47 | 148 | 5 |
| % CHANGE (2024-25) | 43% | 24% | 16% | 36% | 8% |

### 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

## ACHIEVING HIGHER GROUND

Alberta's Higher Ground tourism strategy targets a $25 Billion visitor economy by 2035. In 2025 Travel Alberta investments in tourism products and experiences attracted 83 million in new private captal..

**$6.64M** Travel Alberta Product Investment Province Wide
April 1, 2024 – March 31, 2025

**10X** Private Sector Leverage Ratio
April 1, 2025 – March 31, 2026

## EDMONTON-HIGHLANDS-NORWOOD TOURISM ECONOMY

**1540**
EMPLOYEES
**6%** CHANGE 2024 vs 2025

**316**
TOURISM BUSINESSES
**28%** CHANGE 2024 vs 2025

**96**
BUSINESSES WITH EMPLOYEES
**23%** CHANGE 2024 vs 2025

**220**
INDEPENDENT & MICRO-ENTREPRENEURS
(BUSINESSES WITHOUT EMPLOYEES)
**30%** 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