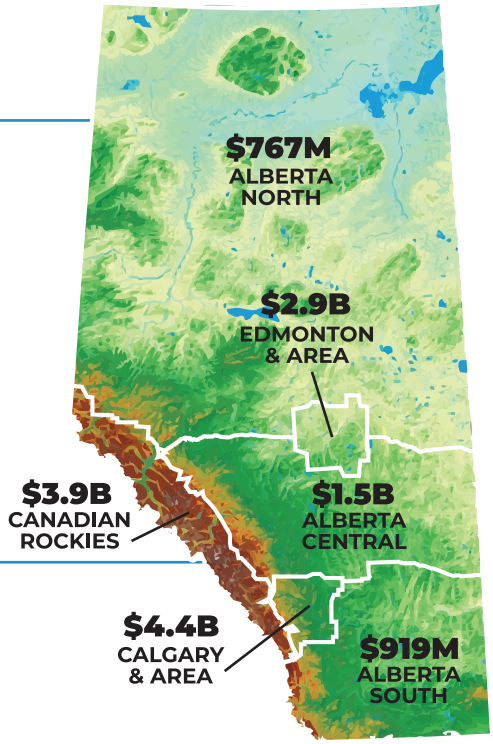
TOURISM IMPACTS BY RIDING 2026



Hon. Dale Nally

MORINVILLE-ST. ALBERT

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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 | MORINVILLE-ST. ALBERT

	ACCOMMODATION	FOOD & BEVERAGE	RECREATION	TRANSPORTATION	TRAVEL SERVICES
2025 SECTOR TOTAL	9	42	28	37	4
% CHANGE (2024-25)	-19%	13%	20%	18%	-33%

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

MORINVILLE-ST. ALBERT

TOURISM ECONOMY

1123
EMPLOYEES
4% CHANGE 2024 vs 2025

120
TOURISM BUSINESSES
10% CHANGE 2024 vs 2025

63
BUSINESSES WITH EMPLOYEES
1% CHANGE 2024 vs 2025

56
INDEPENDENT & MICRO-ENTREPRENEURS
(BUSINESSES WITHOUT EMPLOYEES)
23% 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