

# CONTRIBUTIONS OF ALBERTA'S CROWN LAND OUTDOOR RECREATION ECONOMY

DRIVING SUSTAINABLE ECONOMIC GROWTH, DIVERSIFICATION AND JOB CREATION

## STUDY OVERVIEW

### TOPLINE ECONOMIC IMPACT

**\$2.3B**  
SPENDING BY  
ALBERTANS ON TRIP-  
RELATED EXPENDITURES

**0.8%**  
OF PROVINCIAL GDP

**\$258**  
PER DAY TRIP

**\$757**  
PER OVERNIGHT TRIP

*Albertans are passionate and active outdoor recreation enthusiasts! With the prairies in the south and the east, the foothills and the mountains in the west, and the boreal forest in the north, Alberta is blessed with a rich natural heritage and an abundant diversity of outdoor recreation opportunities.*

Outdoor recreation is a resource-based economy and, like all resource-reliant economies, understanding the supply and distribution of outdoor recreation resources is the first step in supporting a strong outdoor recreation economy.

This study was commissioned by the Tourism Industry Association of Alberta (TIAA) and informed through the contributions and guidance of nineteen (19) outdoor recreation user groups. Its intention was to quantify and report on outdoor recreation activity participation rates in Alberta, while capturing the geographic and economic distribution of these impacts, following accepted models and methods.

Although spending related to recreational trips to crown lands only accounts for 0.8 per cent of Alberta's GDP, the employment resulting from this spending is 6.1 times greater than the employment in the forest and logging industry. In addition, it equates to 63 per cent of the number of jobs in the agricultural industry.

Outdoor recreation is entering a new era with the private sector and governments on a global scale recognizing the immense social importance and impressive economic contributions of the outdoor recreation economy. In many countries, deliberate actions have been undertaken to invest in and grow the outdoor recreation economy.

To support Alberta's ability to unlock the potential of its outdoor recreation economy and, in the process, stem the growing leakage of visitation and recreational investment from Alberta to neighbouring provinces, this study proposes six specific action steps to grow Alberta's outdoor recreation economy.