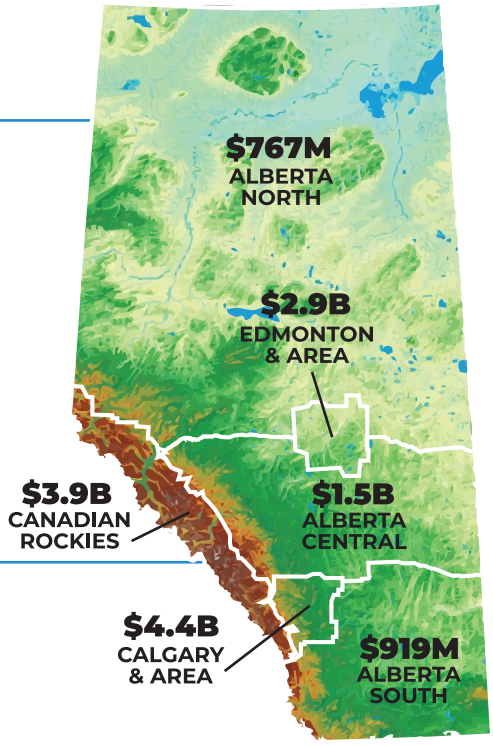
TOURISM IMPACTS BY RIDING 2026



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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 | LACOMBE-PONOKA

	ACCOMMODATION	FOOD & BEVERAGE	RECREATION	TRANSPORTATION	TRAVEL SERVICES
2025 SECTOR TOTAL	25	85	61	28	19
% CHANGE (2024-25)	-6%	0%	16%	-4%	-9%

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..

$1.23M Travel Alberta Product Investment Olds to Lacombe
April 1, 2022 – March 31, 2025

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

LACOMBE-PONOKA

TOURISM ECONOMY

1896
EMPLOYEES
-1% CHANGE 2024 vs 2025

217
TOURISM BUSINESSES
2% CHANGE 2024 vs 2025

111
BUSINESSES WITH EMPLOYEES
-3% CHANGE 2024 vs 2025

106
INDEPENDENT & MICRO-ENTREPRENEURS
(BUSINESSES WITHOUT EMPLOYEES)
7% 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