TOURISM IMPACTS BY RIDING 2026

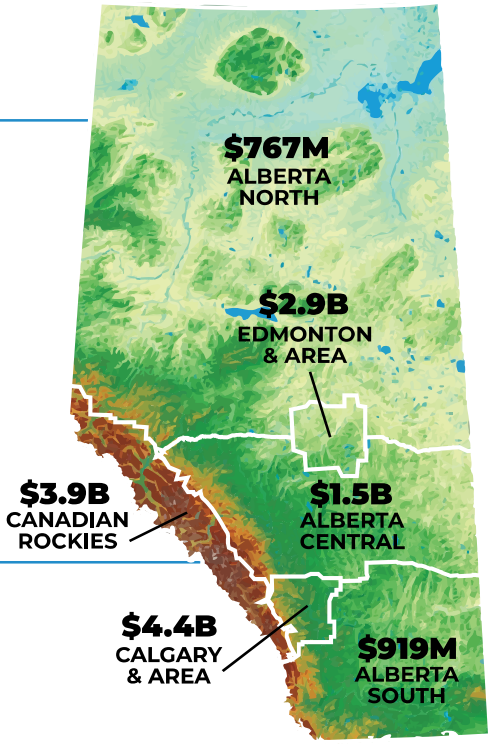


Hon. Mike Lake

LEDUC—WETASKIWIN

CONSTITUENCY OFFICE:

101-4710 50th Street
Leduc, Alberta
T9E 6W2
780-495-2149
mike.lake@parl.gc.ca



TOURISM IS 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 with 50% in medium- to high-skill roles.*

$15.0B
Visitor spend (2025)*
Up 6% from 2024
$4B from International visitors

10X
Investment Multiplier*
Every $1 of public investment in Alberta tourism products unlocks $10 in private capital.

TOURISM BUSINESSES | LEDUC—WETASKIWIN

	ACCOMMODATION	FOOD & BEVERAGE	RECREATION	TRANSPORTATION	TRAVEL SERVICES
2025 SECTOR TOTAL	74	225	103	204	26
% CHANGE (2024-25)	34%	-21%	9%	0%	6%

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

REACHING HIGHER GROUND

Alberta's Higher Ground tourism strategy targets a $25 Billion visitor economy by 2035. Already growing 1.5× faster than the national average, sustaining this momentum requires practical, coordinated policy from all orders of government to unlock private capital, expand regional access, and empower Alberta entrepreneurs.

TOURISM ECONOMY

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9916
EMPLOYEES
2% CHANGE 2024 vs 2025

632
TOURISM BUSINESSES
-5% CHANGE 2024 vs 2025

327
BUSINESSES WITH EMPLOYEES
2% CHANGE 2024 vs 2025

305
INDEPENDENT & MICRO-ENTREPRENEURS
(BUSINESSES WITHOUT EMPLOYEES)
-1% 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