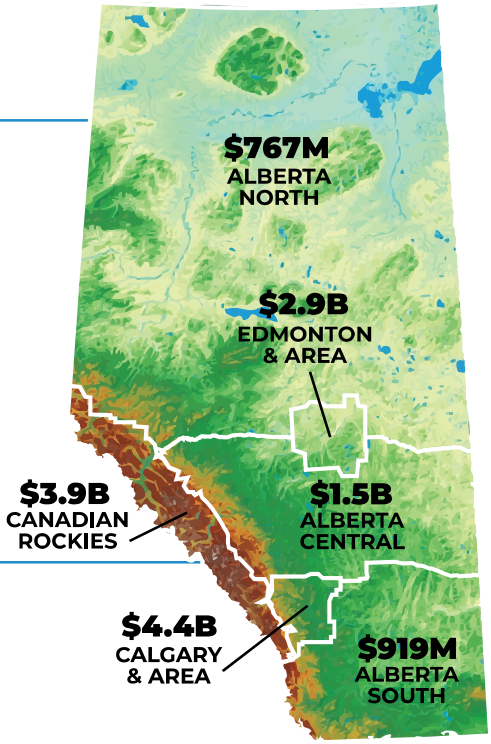
# TOURISM IMPACTS BY RIDING 2026



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## 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 | EDMONTON CENTRE

| | ACCOMMODATION | FOOD & BEVERAGE | RECREATION | TRANSPORTATION | TRAVEL SERVICES |
|---|---|---|---|---|---|
| 2025 SECTOR TOTAL | 67 | 554 | 251 | 421 | 46 |
| % CHANGE (2024-25) | -8% | 0% | 2% | 34% | -10% |

## 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

**EDMONTON CENTRE**

**14495**
**EMPLOYEES**
1% CHANGE 2024 vs 2025

**1339**
**TOURISM BUSINESSES**
8% CHANGE 2024 vs 2025

**569**
**BUSINESSES WITH EMPLOYEES**
1% CHANGE 2024 vs 2025

**770**
**INDEPENDENT & MICRO-ENTREPRENEURS**
(BUSINESSES WITHOUT EMPLOYEES)
14% 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