TOURISM IMPACTS BY RIDING 2026

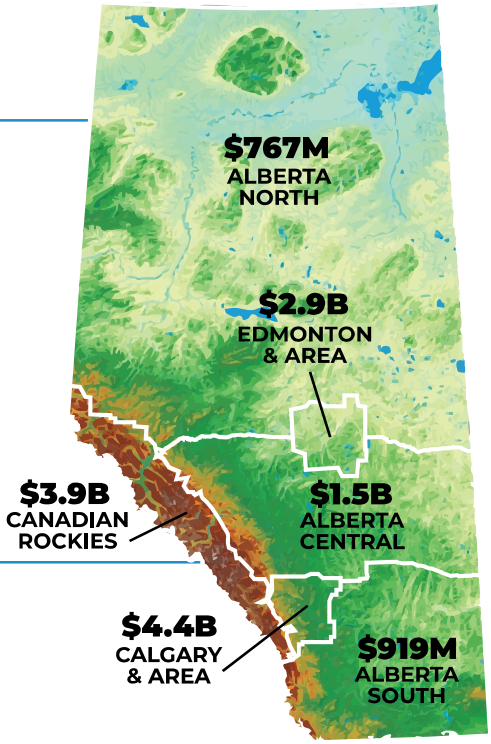


Michael Cooper

ST. ALBERT—STURGEON RIVER

CONSTITUENCY OFFICE:

220-20 Perron Street
St. Albert, Alberta
T8N 1E4
780-459-0809
michael.cooper@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 | ST. ALBERT—STURGEON RIVER

	ACCOMMODATION	FOOD & BEVERAGE	RECREATION	TRANSPORTATION	TRAVEL SERVICES
2025 SECTOR TOTAL	40	179	128	93	19
% CHANGE (2024-25)	46%	-1%	40%	-35%	1%

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

ST. ALBERT—STURGEON RIVER

4584
EMPLOYEES
1% CHANGE 2024 vs 2025

459
TOURISM BUSINESSES
-1% CHANGE 2024 vs 2025

228
BUSINESSES WITH EMPLOYEES
12% CHANGE 2024 vs 2025

231
INDEPENDENT & MICRO-ENTREPRENEURS
(BUSINESSES WITHOUT EMPLOYEES)
-10% 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