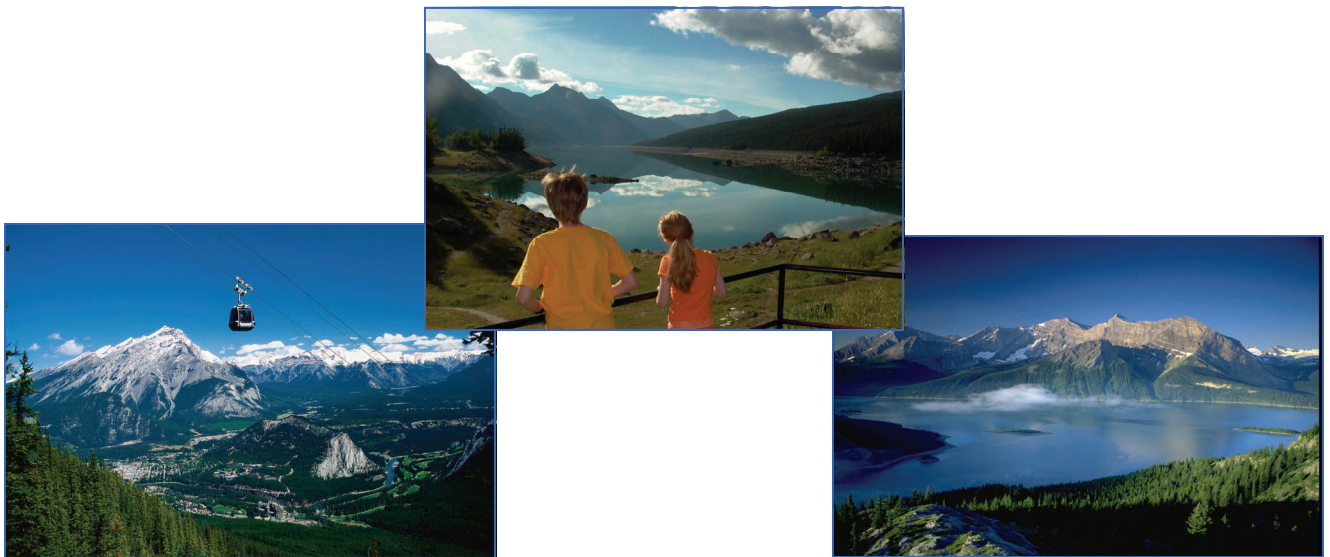


Tourism Works for Alberta



2009

The Economic Impact of Tourism in The Canadian Rockies Tourism Destination Region, 2009



Overview:

- Direct visitor expenditures from all tourists (resident and non-resident) in the Canadian Rockies TDR exceeded **\$1.03** billion in 2009.
- A total of **19,842** full time equivalent jobs were sustained province-wide in 2009 as a result of visitor expenditures in the Canadian Rockies TDR.
- These expenditures resulted in a net economic impact (value-added) of over **\$1.14** billion province-wide.
- Approximately **\$398** million in total taxation revenue accrued to all three levels of government in 2009 as a result of tourism activity in the Canadian Rockies TDR. This included **\$245** million to the federal government, **\$112** million to the provincial government, and **\$41** million to local governments province-wide.

What is Economic Impact Analysis?

Economic impact analysis is used to determine the impacts of additional tourist spending primarily on employment, income (value-added) and government tax revenues in an economy. It provides a snapshot of the economy at a particular point in time based on the initial spending. It is based on the premise that initial or direct impacts alone are poor measures of the total impact of tourism on the economy. It is often the case that indirect and induced impacts are just as large, if not greater, than direct impacts and frequently involve sectors and activities distantly, but importantly, connected to the initial activity.

Let's suppose a tourist travels to Alberta and spends \$100 at a gas station. In an economic impact analysis, the focus is not on the amount of sales (in this case \$100), but rather the impact of those sales on the provincial/regional economy.

If you consider:

- **Direct Impact:** The gasoline station owner must take part of the \$100 spent by the tourist and buy more gasoline from a wholesale distributor and pay wages and taxes.
- **Indirect Impact:** In the second round, the wholesale gasoline distributor buys additional items and pays salaries/wages with part of the \$100.
- **Induced Impact:** The gasoline station employees and the employees of the wholesale distributor spend part of their salaries on groceries, rent, automobiles, and so on.

This ripple effect based on the initial amount of tourist spending circulates throughout the economy and creates a "multiplier effect". In this analysis, the objective is to estimate and analyze the ripple effect of tourism spending in each Tourism Destination Region (TDR) and understand tourism's vital economic contribution to every region of the province.

All economic impacts include direct, indirect, and induced effects.

Sources:

Statistics Canada (2009 International Travel Survey, 2009 Travel Survey of Residents of Canada)
Econometric Research Limited

For more information, please contact the Tourism Business Development, Research and Investment Branch of Alberta Tourism, Parks and Recreation
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Travel to the Canadian Rockies TDR by Visitor Origin, 2009

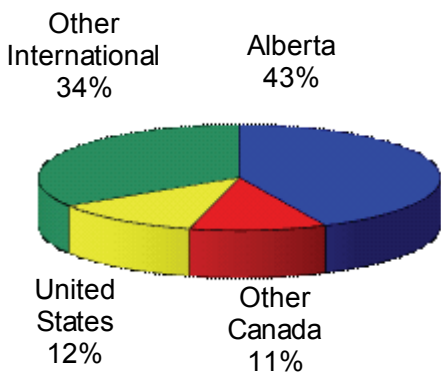
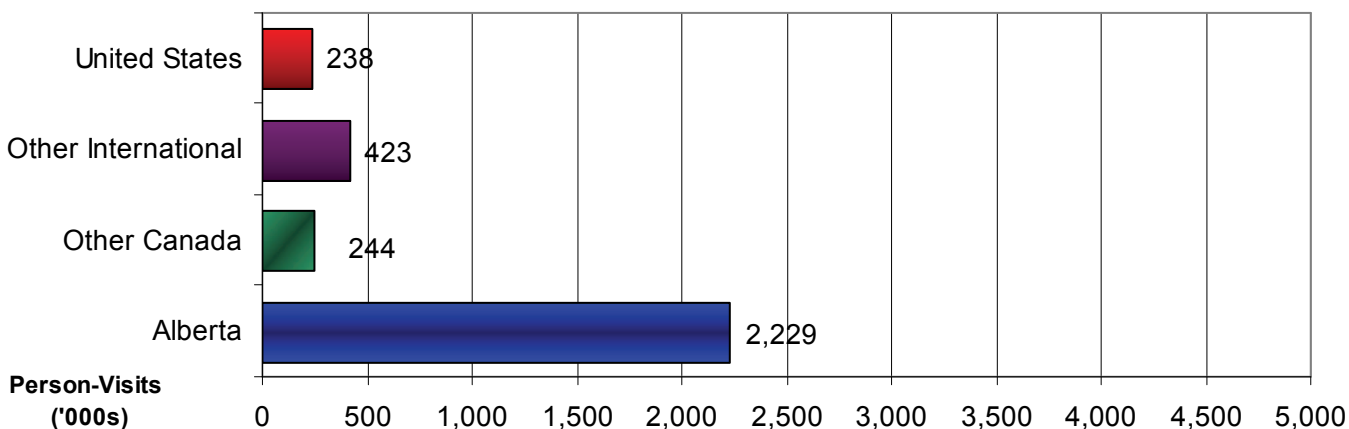
In 2009, **3.13** million person-visits were made to the Canadian Rockies TDR by residents of Alberta, other Canadians, visitors from the United States and other international visitors. Direct trip expenditures by these visitors exceeded **\$1.03** billion.

	Alberta	Other Canada	United States	Other International	Total
('000s)					
Person-Visits	2,229	244	238	423	3,134
Trip Expenditures	\$443,095	\$111,862	\$120,046	\$355,747	\$1,030,750

Domestic visitors include same-day and overnight, while international visitors include overnight visitors only.

Person-Visits, 2009

Residents of Alberta accounted for 71% of all person-visits to the Canadian Rockies TDR. Visitors from other parts of Canada accounted for 8%, visitors from the United States accounted for 8% and other international visitors accounted for 13% of the person-visits to the Canadian Rockies TDR.



Direct Trip Expenditures, 2009

Residents of Alberta accounted for 43% of the direct trip expenditures in the Canadian Rockies TDR. Other international visitors accounted for 34%, visitors from the United States accounted for 12%, and visitors from other Canada accounted for 11% of the direct trip expenditures in the Canadian Rockies TDR.

Trip Expenditures in the Canadian Rockies TDR by Category, 2009

Residents of Alberta ranked number one for total trip spending in the Canadian Rockies TDR. However, other international visitors followed closely behind. Approximately 56% of Alberta's total trip expenditures were spent on accommodation, food and beverage, while 63% of other international's total trip expenditures were spent on accommodation, food and beverage.

	Alberta	Other Canada	United States	Other International	Total
(\$000s)					
Public/Local Transportation	\$5,484	\$728	\$8,796	\$24,125	\$39,133
Private Auto	\$93,367	\$17,302	\$13,303	\$29,127	\$153,099
Accommodation, Food and Beverage	\$248,251	\$72,847	\$71,046	\$225,703	\$617,847
Recreation	\$60,340	\$9,821	\$14,621	\$33,147	\$117,929
Retail	\$35,653	\$11,164	\$12,280	\$43,645	\$102,742
Total	\$443,095	\$111,862	\$120,046	\$355,747	\$1,030,750

Economic Impact of Tourism in the Canadian Rockies TDR, 2009

In 2009, the net economic impact (value-added) was over **\$1.14** billion province-wide. A total of **19,842** full time equivalent jobs were sustained province-wide. The total value of wages and salaries associated with tourism-related employment was over **\$668** million.

	Alberta	Other Canada	United States	Other International	Total
(\$000s)					
Initial Expenditure	\$443,095	\$111,862	\$120,046	\$355,747	\$1,030,750
Value Added	\$482,460	\$123,049	\$134,051	\$401,086	\$1,140,646
Gross Output	\$1,060,909	\$266,826	\$286,868	\$848,690	\$2,463,293
Wages & Salaries	\$269,609	\$71,932	\$80,471	\$246,790	\$668,802
Taxes*	\$164,007	\$42,881	\$47,405	\$143,419	\$397,712
Employment (Full Time Equivalent)	8,102	2,148	2,371	7,221	19,842

Domestic visitors include same-day and overnight, while international visitors include overnight visitors only.

*Taxes accrue to all 3 levels of government (federal, provincial and local).