



Tourism and Sport

Ministry Business Plan

Tourism and Sport

Business Plan 2024-27

Ministry Fact Sheet – Mandate and Structure

The Ministry of Tourism and Sport consists of the Department of Tourism and Sport and Travel Alberta.

The ministry works with Albertans, other governments, Indigenous communities, non-profit organizations, and the private sector to grow Alberta’s visitor economy. Tourism is an economic driver with linkages to many related industries such as transportation, accommodations, food and beverage, recreation retail; and has a broad and diversifying effect on Alberta’s economy. There are opportunities for Alberta’s tourism industry to further contribute to economic growth and diversification while raising awareness and a positive image of Alberta in the global marketplace. Growth of the tourism industry also enhances quality of life and rural economic development across the province. Travel Alberta contributes by supporting the growth of the tourism industry through marketing and helping businesses and communities develop must-see tourism products such as unique accommodation, experiences and destinations, as well as ensuring visitors can easily access them. Alberta’s tourism economy attracts millions of visitors each year.

The ministry works with Albertans, other governments and non-profit organizations to grow Alberta’s amateur sport system and host sport events in Alberta. The ministry also delivers social benefits by promoting safe and welcoming environments for sport, physical activity and recreation, and supporting the development of Alberta’s amateur athletes at the provincial, national and international levels.

The Government of Alberta is prioritizing economic growth and diversification, and a fiscally responsible approach to ensure sustainable, high-quality public services are provided to those who need them, when they need them. Tourism and Sport’s programs support that goal.



A more detailed description of the Ministry of Tourism and Sport and its programs and initiatives can be found at: www.alberta.ca/tourism-and-sport

The Ministry of Tourism and Sport remains committed to regulatory approaches and program delivery that reduce unnecessary government oversight and emphasizes outcomes, in order to improve access to government services, attract investment, support innovation and competitiveness, and grow Alberta businesses.

Ministry business plans should be considered in conjunction with all budget documents - including the Fiscal Plan, Government Strategic Plan, and Estimates - which work together to provide a complete overview of government’s commitment to responsible fiscal management.

2024-27 Business Plan

Outcome 1

Tourism is a key driver of Alberta's diversified economic prosperity

The ministry is committed to supporting the growth and diversification of the tourism industry by working with internal and external stakeholders to expand and promote Alberta as a tourism destination.

Key Objectives

- 1.1 Continue to develop and implement a long-term provincial tourism strategy to position the industry for province-wide growth.
- 1.2 Create a competitive and attractive tourism business environment with transparent policies that support investment attraction.
- 1.3 Support the Ministry of Immigration and Multiculturalism to establish a dedicated tourism and hospitality immigration stream in Alberta.
- 1.4 Work with ministry partners to develop a job-attraction strategy for young Albertans (aged 16 to 24) to train and transition to serve new market demands.

Initiatives Supporting Key Objectives

- In 2024-25, \$79.5 million is allocated to support Travel Alberta to foster tourism growth and diversification and attract visitors from around the world.

Performance Metrics

1.a Performance Measure: Expenditures generated from the tourism sector (Source: Statistics Canada, Visitor Travel Survey and National Travel Survey)

This metric measures the economic activity generated by tourism in Alberta (\$ billions). In 2022, \$10.7 billion of Alberta's economic activity was generated by local, Canadian, and international visitors.

Targets	2024-25	\$11.7	2025-26	\$13.2	2026-27	\$14.0
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1.b Performance Measure: Alberta Tourism Levy (\$ Millions) (Source: Treasury Board and Finance)

This metric measures receipts generated from the Tourism Levy (\$ millions). Funds collected by the levy are used for tourism destination marketing and development. \$104 million was collected via the Tourism Levy in 2022-23.

Targets	2023-24	\$110	2024-25	\$114	2025-26	\$119	2026-27	\$124
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1.c Performance Indicator: Visitation (Source: Statistics Canada Visitor Travel Survey and National Travel Survey)

This indicator tracks the number of visitors to and within Alberta (millions).

	2021	2022
Albertans	23.0	27.3
Canadians	2.2	3.5
International	0.2	1.1

1.d Performance Indicator: Tourism sector employment

(Source: Statistics Canada, Labour Force Survey via Tourism HR Canada.)

This indicator tracks employment (full-time and part-time) within Alberta's tourism sector.

	2019	2020	2021	2022
Tourism Sector Employment	241,417	187,375	191,271	217,944

Outcome 2

Albertans and visitors enjoy sport and recreational opportunities in safe and welcoming environments that promote health, wellbeing, sport excellence and an active lifestyle

Tourism and Sport supports programs and services that provide Albertans with a multitude of options to be physically active, whether for recreation or for competitive sport. The Ministry continues to build on the diverse ways in which Albertans participate in sport and recreational activities to enhance quality of life. The Ministry also works with community partners to support sport and recreation development and delivery of multisport games that provide Albertans the opportunity to play, learn, compete, and represent their communities and province on the provincial, national and world stage.

Key Objectives

- 2.1 Support affordable access to sport and recreation opportunities through funding for the delivery of sport, physical activity, and recreation programming to improve Alberta youth and families' health and wellbeing.
- 2.2 Implement actions to encourage safe and welcoming sport in Alberta, including reduction of harassment, abuse and discrimination, and continued promotion of concussion awareness and prevention.
- 2.3 Foster Indigenous sport participation and leadership development, including supports to host the North American Indigenous Games in 2027 in Alberta.
- 2.4 Establish a Community Recreation Centre Infrastructure Program that invests in small and mid-sized projects such as indoor and outdoor hockey arenas and rinks, community pools, indoor turf centres, pickleball courts, sport fields and courts, and other recreational facilities.
- 2.5 Develop an international sport event bidding policy that emphasizes a proactive approach to bidding, transparency, and maximizing the benefits to Albertans and their communities.

Initiatives Supporting Key Objectives

- In 2024-25, \$10 million is allocated to establish a Community Recreation Centre Infrastructure Program and support the development of small to mid-sized sport and recreation facilities throughout the province.
- In 2024-25, \$2.5 million is allocated to support major sport events, such as national and international championships.

Performance Metrics

2.a Performance Measure: Percentage of Albertans participating in organized sport

In 2022-23, 21.6 per cent of Albertan adults and 60.6 per cent of children participated in organized sport.
(Source: Tourism and Sport, Survey of Albertans on Sport)

Adult Sport:

Targets	2024-25	23.0%	2025-26	25.0%	2026-27	27.0%
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Youth Sport:

Targets	2024-25	62.0%	2025-26	64.0%	2026-27	66.0%
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2.b Performance Measure: Percentage of Albertans participating in recreation activities

In 2022-23, 81.9 per cent of Albertan adults and 80.4 per cent of children participated recreation activities.
(Source: Tourism and Sport, Survey of Albertans on Sport)

Adult Recreation:

Targets	2024-25	84.0%	2025-26	85.0%	2026-27	86.0%
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Youth Recreation:

Targets	2024-25	82.0%	2025-26	84.0%	2026-27	85.0%
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STATEMENT OF OPERATIONS

(thousands of dollars)

	Comparable		2024-25 Estimate	2025-26 Target	2026-27 Target
	2023-24 Budget	2023-24 Forecast			
REVENUE					
Transfers from Government of Canada	640	1,543	640	640	640
Investment Income	150	650	150	150	150
Premiums, Fees and Licences	300	300	300	300	300
Other Revenue	2,185	4,435	4,185	4,185	4,185
Inter-Ministry Consolidation Adjustment	-	-	-	-	-
Consolidated Total	3,275	6,928	5,275	5,275	5,275
EXPENSE					
Ministry Support Services	500	1,785	2,135	2,150	2,170
Tourism	73,970	75,913	82,870	78,603	78,603
Sport, Physical Activity and Recreation	30,430	35,280	52,197	46,467	43,617
Ministry Total	104,900	112,978	137,202	127,220	124,390
Inter-Ministry Consolidation Adjustment	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)
Consolidated Total	103,400	111,478	135,702	125,720	122,890
Net Operating Result	(100,125)	(104,550)	(130,427)	(120,445)	(117,615)
CAPITAL INVESTMENT					
Sport, Physical Activity and Recreation	-	-	25	25	25
Consolidated Total	-	-	25	25	25