

**The Economic Impact of Tourism in
Kananaskis Country in 2011**

Summary of Findings of the ERL Report

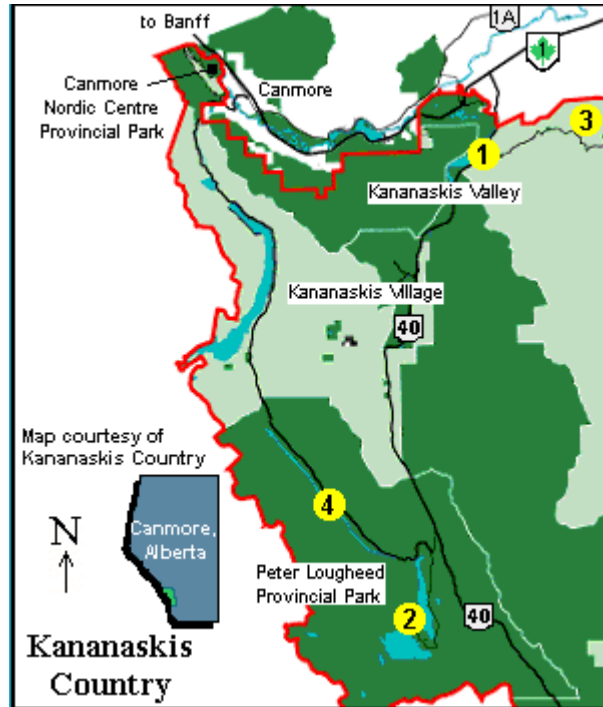
Prepared by Econometric Research Ltd.

Executive Summary

The Economic Impact of Tourism in Kananaskis Country in 2011

Methodology and Approach

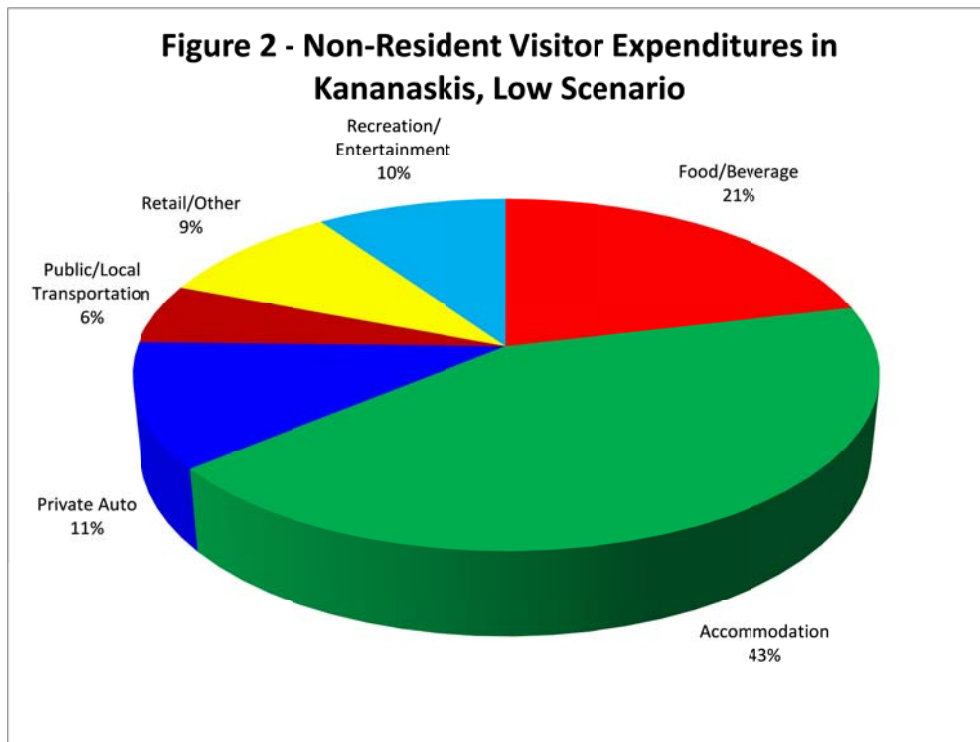
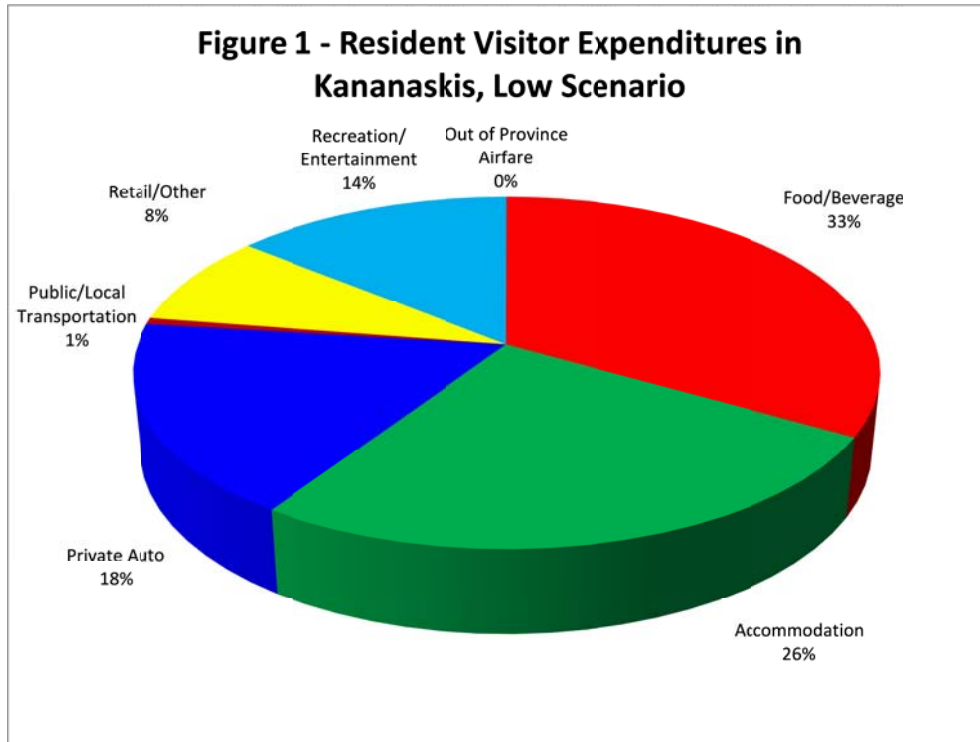
- In August 2013, Alberta Tourism, Parks and Recreation retained Econometric Research Ltd. (ERL), one of the leading tourism impact analysis firms in Canada, to estimate and benchmark the contributions of tourism in Kananaskis Country before the flood.
- Four estimates of the economic impact of the tourism sector in Kananaskis were generated. On the demand side, there were three scenarios (low, medium and high) that generated three estimates. On the supply side, one estimate was generated. This estimate is considered conservative because some recognizable tourism activities were not included (e.g., retail outlets, Heli-tourism, and a few outfitters).
- The visitation volumes were checked against traffic counts. In particular, the average daily traffic counts on Highway 1, 1X and A1 and these suggest (3,070 persons per day) that the Low Demand Scenario visitation volumes are close enough to these traffic counts to be chosen as the preferred estimate.

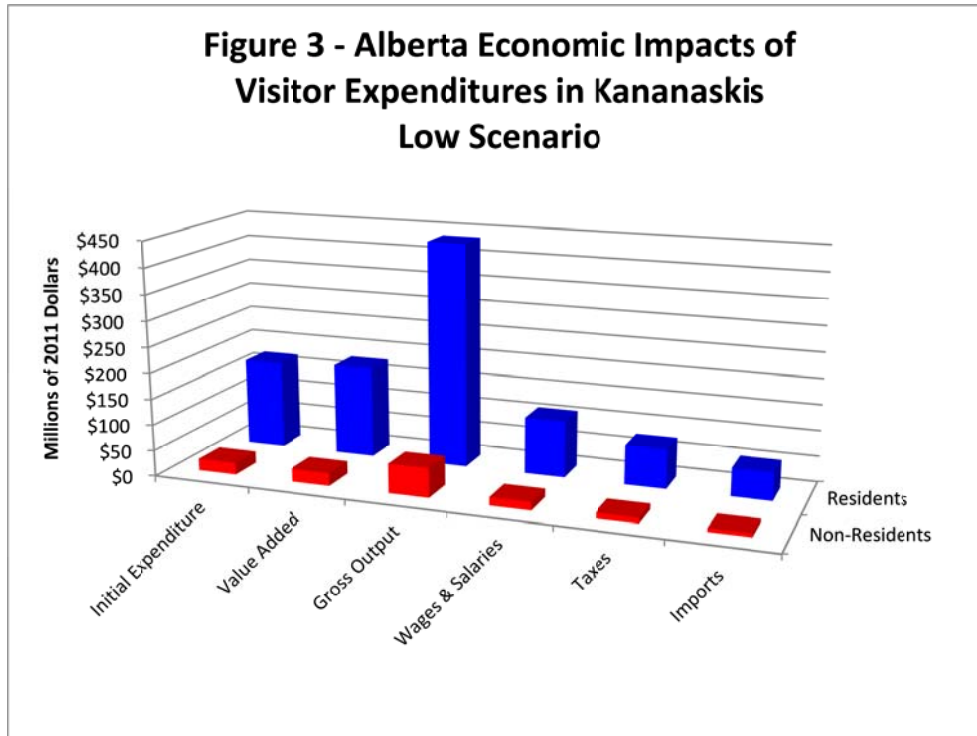


The Economic Impact Results

- In 2011, total visits to Kananaskis Country were **1,103,000**.
- Initial tourism expenditures in Kananaskis Country were **\$194.2 million**. These expenditures supported a total economic impact (value-added) of **\$202.5 million** in Alberta in 2011.
- A total of **3,023** full-time equivalent jobs were sustained by these expenditures.
- Wages and salaries generated by tourism in Kananaskis exceeded **\$125.4 million**.
- Approximately **\$117.2 million** in total tax revenue accrued to all three levels of government in 2011. This included **\$67.3 million** to the federal government, **\$35.7**

million to the provincial government, and **\$14.2 million** to local governments province-wide.





The Economic Impact of the Kananaskis Country Golf Course

- As part of the Kananaskis Impact Study, financial information was collected and provided to the contractor specific to the golf course operations. Econometric Research Ltd was able to provide an independent estimate of the contribution of the golf course operations on the provincial economy. These results are part of the total impacts of tourism in Kananaskis but are summarized separately below.
- In 2011, the golf course operations generated a total economic impact (value-added) of **\$13.9 million** in Alberta in 2011.
- A total of **175** full-time equivalent jobs were sustained province-wide by these expenditures.
- Approximately **\$7.14 million** in total tax revenue accrued to all three levels of government in 2011. This included **\$4.4 million** to the federal government, **\$1.92 million** to the provincial government, and approximately **\$820,000** to local governments province-wide.

Figure 4 - Economic Impacts of the Kananaskis Country Golf Course

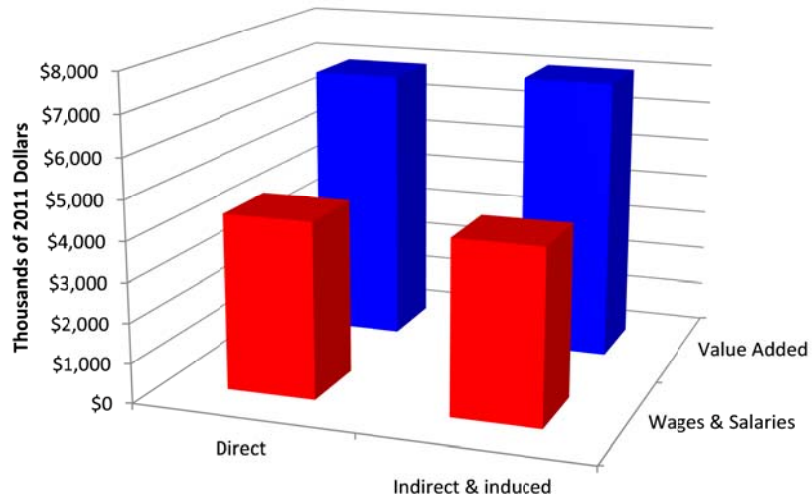


Figure 5 - Employment Impacts of the Kananaskis Country Golf Course

