

# Why invest in Canada's Alberta?

## Welcome to Canada's Wild Side.

Alberta is a province in western Canada, located directly north of Montana, renowned for its scenic beauty, trailblazing culture, vast natural resources and economic opportunity.

Home to the dynamic cities of Calgary and Edmonton and landscapes that range from prairies to badlands, from the craggy peaks of the Canadian Rockies to seemingly boundless forests, Alberta attracts millions of visitors each year, all drawn to its spirited people and its distinctly Canadian scenery, attractions and events.

Alberta is a renowned tourism destination with an abundance of opportunity for investment.



## Albertans are young, diverse and affluent

Alberta's 4.8M residents prosper, with over half in Calgary and Edmonton, making the corridor between the two major cities one of most densely populated areas in Canada.

The province's youthful and wealthy population — the fastest-growing in Canada — spent over \$6.3B in 2022 exploring in their own backyard.

### Population



**6.4M**  
expected growth  
by 2046

### Income



**Highest median income in Canada**

## Well-maintained infrastructure and globally connected communities

Alberta's well-kept highways form a seamless network, facilitating easy travel between urban centers and rural wonders. The Trans-Canada highway links directly to other provinces, while five north-south highways connect with routes in Montana. Three international airports with direct air service support visitors from key tourism markets around the world, including Canada, the United States, France, Germany, the United Kingdom, the Netherlands and Japan.

<p><b>Calgary International Airport is</b></p> <ul style="list-style-type: none"> <li>• 2.5 hours from Denver</li> <li>• 3 hours from LA</li> <li>• 4 hours from Chicago and Dallas</li> </ul>		<p><b>Edmonton International Airport is</b></p> <ul style="list-style-type: none"> <li>• 3 hours from San Francisco</li> <li>• 3 hours from Las Vegas</li> <li>• 5 hours from Atlanta</li> </ul>
<p><b>Calgary International Airport (YYC) ranks fourth busiest airport in Canada with 18.6M passengers in 2023 and is the hub for WestJet Airlines.</b></p>		

## Stable economy and competitive business environment

Alberta is well-positioned to weather today's complex economic and geopolitical situation. The province's stable economy is expected to perform among the best in Canada and is projected to expand by 2.4 per cent in 2024.

Alberta is working to create the best possible environment for investment across all sectors.

The provincial government is committed to expanding tourism in Alberta, ensuring a balanced regulatory environment and supporting industries seeking to enhance market competitiveness. Investors will benefit from the lowest tax rates in Canada.



**NO**  
provincial tax



**NO**  
payroll taxes



**NO**  
health care premiums



**LOW**  
commercial property tax



**LOW**  
personal income tax

**Travel Alberta aims to double the visitor economy in the next decade, backed by government commitment and strategic partnerships.**

## Domestic and international demand on the rise

Alberta welcomed 32 million guests in 2022, with visitation increasing annually.

**International visitation to Alberta is outpacing the rest of the country, with the province surging 16 points ahead of Canada's growth from the same markets in 2021 and 2022.**

International visitor spending hit \$1.5 billion CAD (\$1.1B USD) in 2022, surpassing visitation growth.


## Key Tourism Source Markets

 Canada


 U.S.


 U.K.

 France

 Japan

 Germany

 South Korea

 Netherlands

 Mexico

## Iconic attractions

Alberta's natural attractions provide a stunning backdrop for year-round adventures. From rich paleontological sites to the mesmerizing aurora borealis, from festivals and events to cultural activities and dining, there's plenty to discover here.

## Annual visitation



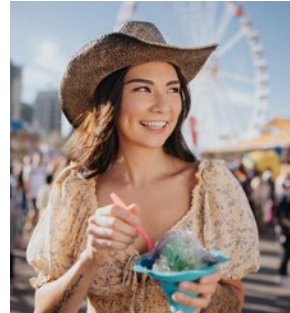
**6.7M**  
Banff and Jasper  
National Parks



**450K**  
Royal Tyrrell Museum



**30M**  
West Edmonton Mall



**1.2M**  
Calgary Stampede

**Alberta has something for everyone, but not nearly enough.**

Travel Alberta aims to capitalize on the province's rapidly growing visitation and needs more premium tourism experiences, accommodations and attractions that showcase Alberta's beauty and diversity.

FOR INVESTORS EYEING GROWTH IN A THRIVING MARKET

## Alberta offers unmatched opportunities

Travel Alberta has a bold target to more than double the size of our visitor economy to \$25 billion by 2035. This goal is supported by the provincial government's commitment to the sector.

**Be part of this exciting transformation.  
Grow further with your investment in Alberta.**

## Partner with Us

Contact our team for more information on exploring streamlined investment opportunities and maximizing your success with Travel Alberta.

Connect with Travel Alberta today  
[investorservices@travelalberta.com](mailto:investorservices@travelalberta.com)

[invest.travelalberta.com](https://invest.travelalberta.com) →

*Travel Alberta*  
Canada 