



## INVESTMENT OPPORTUNITIES IN TOURISM

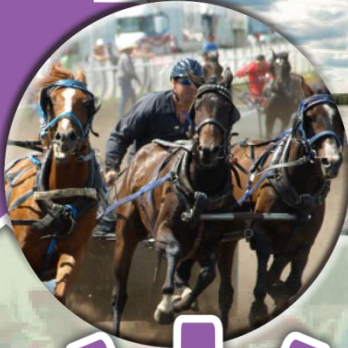
The Alberta HUB region has outstanding tourism opportunities for residents, visitors and investors, alike. From countless parks and lakes to explore to a deep-rooted cultural history that enlightens all ages, the region has something for everyone. Come explore what the Alberta HUB region has to offer.



Alberta HUB region 2016 population

**OVER 134,000**

Forecasted to exceed **138,000** in 2018!

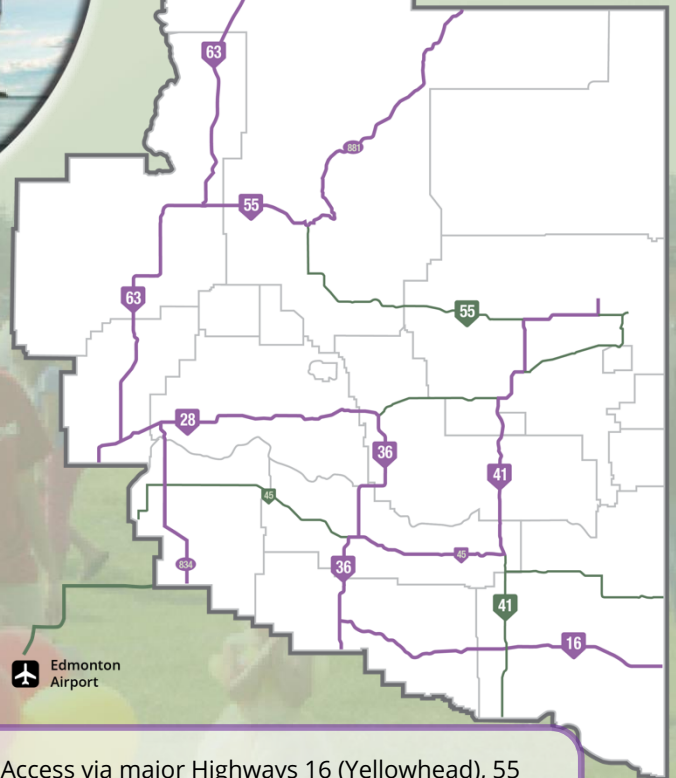


Traffic Volume on Major Highway 28

**36,400**

Average Summer Daily Traffic Counts (2016) on Highway 28 and its primary connecting highways in Alberta HUB region

Source: Alberta Transportation



Access via major Highways 16 (Yellowhead), 55 (Northern Woods and Water Route), 28, 63, 36 and 41; along with many secondary routes and the Edmonton International Airport



OPPORTUNITIES IN THE ALBERTA HUB REGION

## TOURISM ASSETS

Travelers can access  
**29 highways and over  
4,000 km of road within the  
region to reach tourism  
destinations.**

### OUTDOOR RECREATION

- 8 Provincial Parks
- 10 Provincial Recreation Areas
- Elk Island National Park with over 360,000 visitors (2016)
- 14 Golf Courses
- Iron Horse Trail
- Over 150 lakes including Alberta's 6th and 7th largest lakes, Cold Lake and Lac La Biche
- One of Western Canada's largest inland marinas at Cold Lake
- 20% of Alberta's white sand beaches
- Scenic North Saskatchewan River
- Bird Watching
- Motorcycle Tourism (Town of Two Hills voted top rider-friendly community, 2015)
- Kinsoo Ridge Snow Resort and Long Lake Ski Hill

### ARTS & CULTURE

- Performing and Visual Arts Centres
- Canada's Largest Ecomuseum; a "living" outdoor museum across 20,000 sq. km
- Fort George & Buckingham House
- Lac La Biche Mission
- Historical Village and Outdoor Pioneer Museum
- Canada's largest Ukrainian settlement
- Ukrainian Cultural Heritage Village; average 45,000 visitors/yr
- Victoria Settlement
- Smoky Lake Métis Crossing
- Numerous Museums and Historic Sites

### MAJOR EVENTS

- Cold Lake Air Show
- Pow Wow Days & Fish Derby
- Numerous Festival & Fairs
- Adventure Tours
- Winter Festival of Speed
- Pro Rodeos and Jamborees
- World Pro Chuckwagon Association (WPCA) circuit
- Canadian Pro Chuckwagon Association (CPCA) circuit
- Culinary Events
- Warfaire Medieval War Festival

**Draws visitors from combined population of over 1 million (2016) in closest major centres of Edmonton and Fort McMurray.**

**8  
Provincial  
Parks**

**OVER  
900  
Provincial Park  
Campsites**

**1,000's  
more  
Private, Municipal  
and Provincial  
Recreation  
Area Sites**

Western Canada's Best Roadside Attractions: World's Largest Mushrooms in Vilna, Pyrogy in Glendon, Pysanka in Vegreville, UFO Landing Pad in St. Paul, Duck in Andrew, the David Thompson Monument in Lac La Biche, the Peter Fidler Monument in Elk Point, the Giant Pumpkins in Smoky Lake, Frog Lake Memorial and significant Louis Riel history in Fishing Lake Metis Settlement.







TOURISM IN THE ALBERTA HUB REGION

# INVESTMENT OPPORTUNITIES

## Outdoor Adventures

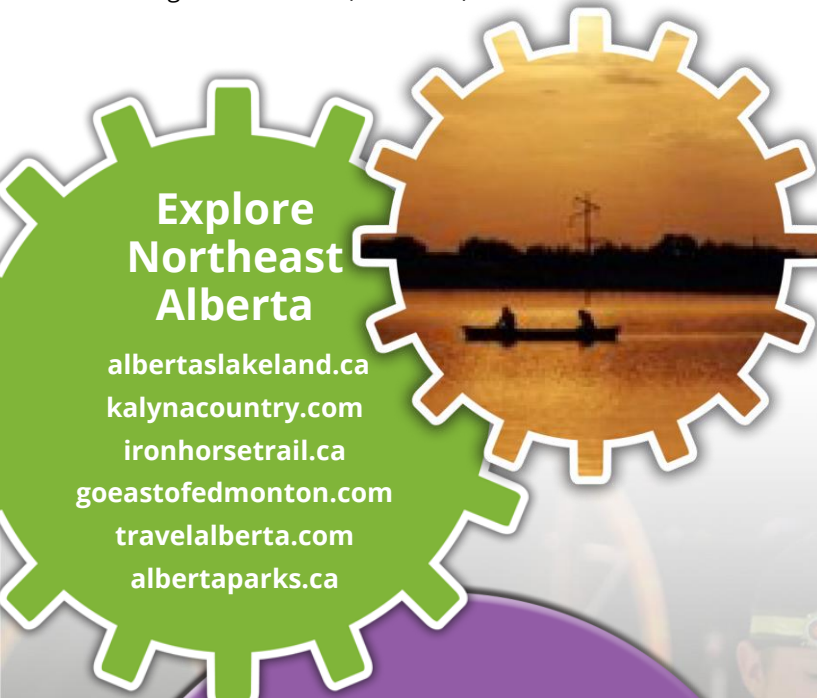
With its scenic lakes, trails, North Saskatchewan River and wilderness, the Alberta HUB region is ideal for the development of Adventure Tourism activities such as: canoeing, cycling, fishing, rafting, wildlife viewing, designated bird sanctuary in Touchwood Lake, horseback riding, golfing, camping and skiing in Long Lake Ski Hill (Thorhild County) and Kinosoo Ridge Snow Resort (Cold Lake).



## Aboriginal Tourism

With First Nations and Métis Settlement communities, the Alberta HUB region is ideally positioned to capitalize upon Aboriginal Tourism opportunities and attract travelers seeking educational and authentic experiences.

- Tours focused around aboriginal tourism
- New Alberta Indigenous Tourism Association in 2018 will increase Indigenous entrepreneurs, create jobs and re-engage communities
- The Canadian Native Friendship Centre in Lac La Biche leveraging their assets to drive tourism from around the world
- New cultural gathering centre at Smoky Lake Métis Crossing



Tourism opportunities surround Cold Lake and Lac La Biche, Alberta's 6th and 7th largest lakes.

- Expand campgrounds and Cold Lake Marina storage to address capacity issues
- Leverage growth at Sir Winston Churchill Provincial Park with tourism, retail or hospitality





**TOURISM IN THE ALBERTA HUB REGION**

**INVESTMENT OPPORTUNITIES**

**Organized Tours**

Tour operators can capitalize on organized travel that includes transportation, accommodation, venue entrance fees and/or meals.



**Events for everyone**  
Rodeos, Fairs, Pow-Wow Days, festivals, concerts and more

**Culinary Fun**  
Alberta Open Farm Days

**Outdoor Adventure**  
For tourists who want both adventure and convenience

**Roadside Attractions**  
Ten of Western Canada's Best Roadside Attractions

**Golf Courses**  
Over 14 golf courses to delight the more avid golf vacationer

**Motorcycle Tourism**  
Alberta has the most motorcycles per capita and registrations are growing



**ALBERTA'S TOURISM INDUSTRY**

<p><b>19,000</b> Tourism businesses and <b>127,000</b> tourism jobs (2015)</p>	<p><b>34.8 million</b> visits in 2016 compared to <b>23.5 million</b> in 2017</p>	<p><b>\$8.5 billion</b> Tourism expenditures in 2016 compared to <b>\$5.87 billion</b> in 2011</p>	<p><b>International</b> visitors equated to <b>10.9%</b> more visits and <b>14.1% more</b> spending from 2015 to 2016</p>
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**THE ALBERTA HUB INVESTMENT ADVANTAGE**

**Access to Markets**

- Highways 41 and 36 main North-South corridors connecting the U.S. market.
- Highway 16 (4-lane) East-West corridor connecting the B.C and Saskatchewan market.
- Highway 28 East-West corridor accessing the Edmonton market.
- Nine regional airports and daily air service from the Lloydminster Airport.
- Close proximity to the Edmonton International Airport.

**Demographics**

- A regional population of over 134,000 providing excellent labour access and immediate market access to the Edmonton Economic Region with a population of well over 1.2 million.

**Investment**

- Major project value in the region is \$31,000,000,000 with a cumulative seven-year building permit value of over \$6,500,000,000.
- This investment is in large part due to the lower cost of doing business and living in the Alberta HUB region.
- Industrial land prices for serviced land in the region are an average 65% to 85% less expensive than in Edmonton.



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Where opportunity comes to life

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Alberta HUB strives to provide current/accurate information but it is subject to change. Contact Alberta HUB for the latest information. Published: December 6, 2019

