

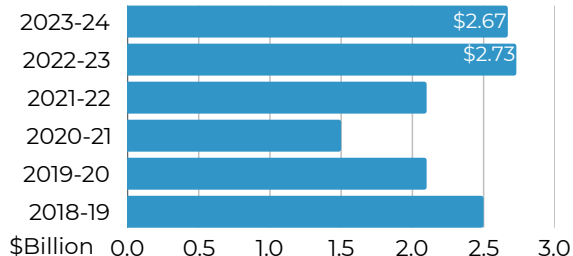
2023-2024 WESTERN CANADA VALUE OF SKI AREAS

ECONOMIC IMPACT

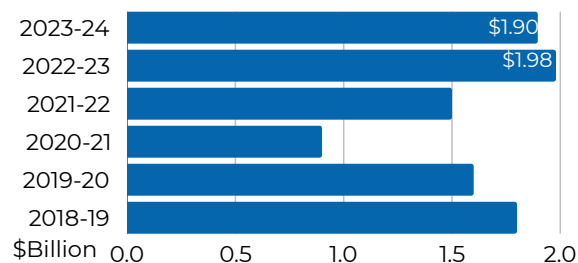
\$2.67
BILLION

2023-24 contribution
generated by ski areas to
community & provincial
economies.

ECONOMIC CONTRIBUTION



GDP

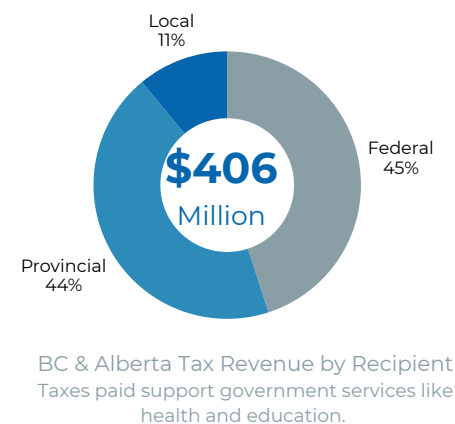


GDP from ski area operations &
incremental visitor spending

REVENUE SOURCES



TAX CONTRIBUTION



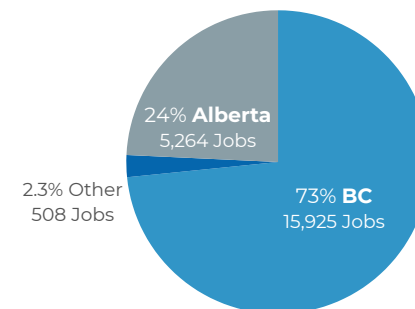
EMPLOYMENT

Careers include technical and specialized trades, culinary, hospitality and business professions, supporting families in communities across Western Canada.

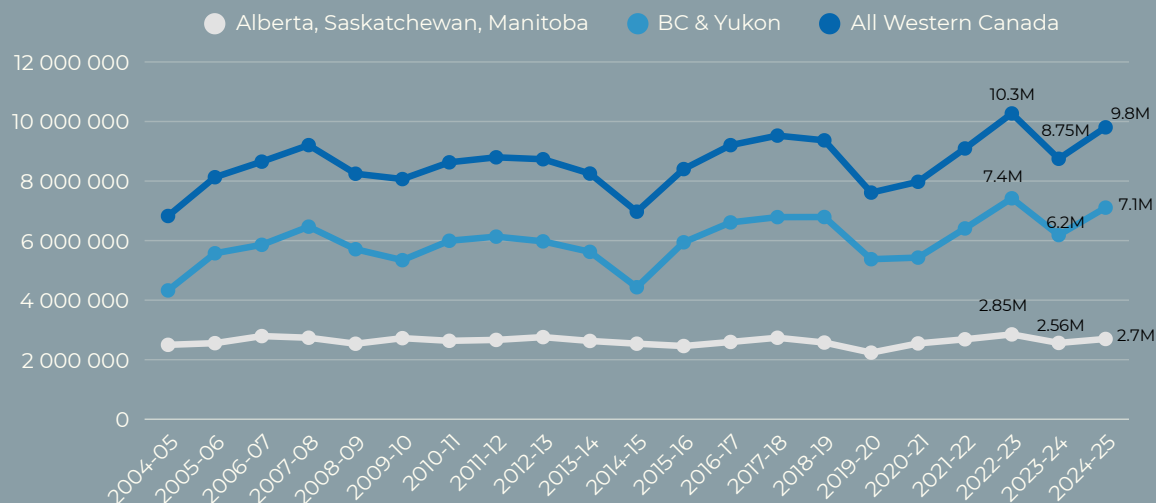


21,698 Jobs
17,316 Full Time Equivalent

\$1.2 BILLION
Wages & Salaries Paid
Includes Wages & Benefits



SKIER VISITS



KEY FOCUS AREAS

Safety & Risk Management



Responsible Stewardship



People
Growing the sport
thru inclusivity &
diversity