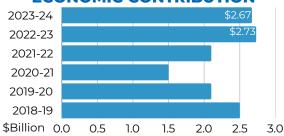
2023-2024 WESTERN CANADA VALUE OF SKI AREAS

**ECONOMIC IMPACT** 

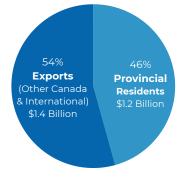
### **ECONOMIC CONTRIBUTION**



\$2.67
BILLION

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

#### **REVENUE SOURCES**



BC & Alberta

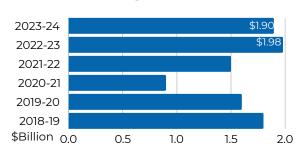
Export revenues are incremental to the province generated by out-of-province visitors

#### TAX CONTRIBUTION



BC & Alberta Tax Revenue by Recipient Taxes paid support government services like health and education.

#### **GDP**



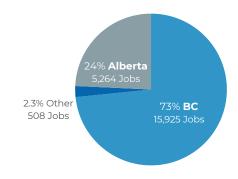
GDP from ski area operations & incremental visitor spending

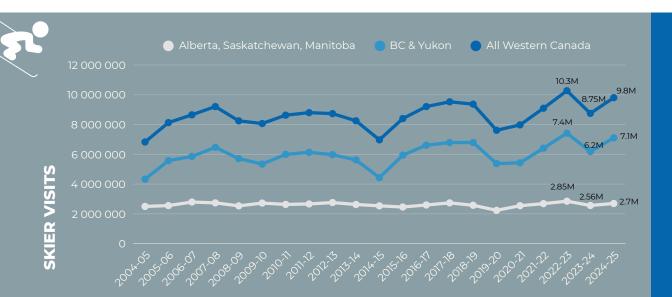
## **EMPLOYMENT**

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

\$12 BILLION Wages & Salaries Paid Includes Wages & Benefits





# **KEY FOCUS AREAS**

Safety & Risk Management



Responsible Stewardship **People**Growing the sport
thru inclusivity &
diversity