April 2, 2026

Rt. Hon. Mark Carney, Prime Minister of Canada
Office of the Prime Minister
80 Wellington Street
Ottawa, ON. KIA 0A6

Subject: Increasing investment through the accelerated capital cost allowance in Canada's Ski Industry

Dear Prime Minister,

The Canadian ski industry is iconic. Canadian ski resorts are recognized around the world, but we are also an industry that can only succeed as long as we stay competitive. Our American neighbours have moved aggressively to claim a bigger share of the market. It's important that Canada respond in kind.

Competitiveness

You'll be aware that President Trump's One Big Beautiful Bill Act (OBBBA), reinstated permanent 100% bonus depreciation. This has allowed for the immediate expensing of qualifying capital investments, including infrastructure such as: ski lift installations, clean energy opportunities, snowmaking infrastructure and related equipment. Notably, this change has materially shortened pay-back periods for U.S. ski areas and has unleashed unprecedented investment at ski areas across the U.S.

The OBBBA affords immediate expensing of capital in the U.S. and is expected to significantly increase free cash flow and accelerate reinvestment capital decisions across a multiplicity of economic sectors.

By contrast, Canadian ski sector operators remain subject to extended depreciation schedules that recover capital over materially longer time horizons.

On 18 November 2025, the federal government tabled Bill C-15, Budget 2025 Implementation Act, No. 1, which included several measures related to accelerated capital cost allowance (ACCA) for manufacturing to stimulate Canadian investment. Unfortunately, the ACCA does not apply to ski resorts investing in new equipment.

Opportunity

In Canada, there are 240 ski resorts across Canada. Each provides economic, social and health benefits to their communities and to the country.

The Canadian ski industry is 94% Canadian owned, ranges from SMEs to four season destinations, and annually contributes over $4 Billion to the Canadian economy. Many resorts are the major employers in their region. They employ over 65,000 people across

Canada ranging from business and technical positions, to year-round careers in the trades, to seasonal entry-level jobs and first time employment for young people. Every year 2.6 million Canadians hit the slopes on skis or snowboards. In 2024/25 international and Canadian visitors combined for 19.8 million skier visits to Canadian resorts and visits are forecast to grow at 1.8% per annum for the next decade. To accommodate this growth, resort owners need to invest. In western Canada alone, ski area master plans have ear marked more than $22 Billion for investment pending favourable economic conditions and incentives. Extending the ACCA to ski resort equipment purchases would help unlock this investment.

Solution

Budget 2025 noted that Canada needs 'bold and swift action' to be more competitive. We agree. We strongly encourage the Government of Canada to extend the ACCA to our industry. We would be pleased to meet with your officials to discuss this further.

Thank you for your consideration.

Sincerely,

Canadian Ski Council

Paul Pinchbeck, President, ppinchbeck@skicanada.org

Atlantic Ski Areas Association

Amanda Leopold, Chair

Association des Stations de ski du Québec

Yves Juneau, President

Ontario Ski Areas Association

Kevin Nichol, President

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Christopher Nicolson, President

Copy:
Hon. François-Philippe Champagne, Minister of Finance and National Revenue
Hon. Rechie Valdez, Minister of Women and Gender Equality and Secretary of State (Small Business and Tourism)
Hon. Mélanie Joly, Minister of Industry