



\$809 MILLION

TOTAL MOTORCOACH & GROUP TRAVEL ECONOMIC
IMPACT

DIRECT SPENDING IMPACTS OF MOTORCOACH TRAVEL IN ALBERTA

701M

PASSENGER KILOMETRES

\$426M

DIRECT SPENDING IMPACT

\$101M

OVERNIGHT TRAVELLER
SPENDING

DIRECT SPENDING BY INDUSTRY



\$153M

MOTORCOACH
TRANSPORTATION



\$123M

FOOD &
BEVERAGE



\$29.9M

LODGING



\$26.4M

RETAIL



\$41.7M

RECREATION



\$51.4M

LOCAL
SERVICES

SUPPORTS ↓



3,898

TOTAL
JOBS



\$232M

TOTAL PERSONAL
INCOME



\$809M

TOTAL BUSINESS
SALES



\$39.0M

TOTAL PROVINCIAL &
LOCAL TAXES



\$84.2M

TOTAL FEDERAL
TAXES



\$628 MILLION

TOTAL MOTORCOACH GROUP TRAVEL ECONOMIC
IMPACT

DIRECT SPENDING IMPACTS OF MOTORCOACH GROUP TRAVEL IN ALBERTA

337M

PASSENGER KILOMETRES

\$327M

DIRECT SPENDING IMPACT

\$94.9M

OVERNIGHT TRAVELLER
SPENDING

DIRECT SPENDING BY INDUSTRY



\$114M

MOTORCOACH
TRANSPORTATION



\$98.2M

FOOD &
BEVERAGE



\$28.5M

LODGING



\$21.3M

RETAIL



\$34.1M

RECREATION



\$30.7M

LOCAL
SERVICES

SUPPORTS ↓



2,940

TOTAL
JOBS



\$172M

TOTAL PERSONAL
INCOME



\$628M

TOTAL BUSINESS
SALES



\$29.2M

TOTAL PROVINCIAL &
LOCAL TAXES



\$63.6M

TOTAL FEDERAL
TAXES



\$181 MILLION

TOTAL MOTORCOACH SCHEDULED SERVICE ECONOMIC
IMPACT

DIRECT SPENDING IMPACTS OF SCHEDULED SERVICE IN ALBERTA

364M

PASSENGER KILOMETRES

\$98.5M

DIRECT SPENDING IMPACT

\$6.1M

OVERNIGHT TRAVELLER
SPENDING

DIRECT SPENDING BY INDUSTRY



\$38.6M

MOTORCOACH
TRANSPORTATION



\$25.2M

FOOD &
BEVERAGE



\$1.4M

LODGING



\$5.0M

RETAIL



\$7.6M

RECREATION



\$20.7M

LOCAL
SERVICES

SUPPORTS ↓



959
TOTAL
JOBS



\$59.6M
TOTAL PERSONAL
INCOME



\$181M
TOTAL BUSINESS
SALES



\$9.8M
TOTAL PROVINCIAL &
LOCAL TAXES



\$20.6M
TOTAL FEDERAL
TAXES