

ROCKY MOUNTAIN HOUSE



433,306 tourist visits to the Rocky Mountain House region in 2024

98 per cent of same-day visitors and **86** per cent of overnight visitors were from Alberta.

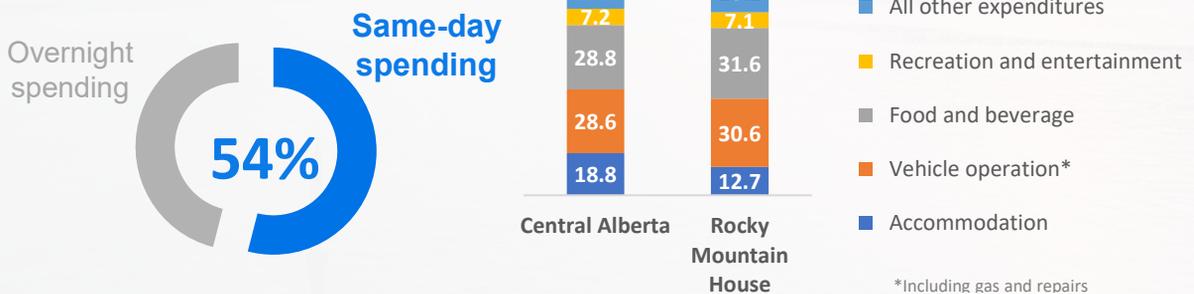
Overseas travelers stayed the longest, at an average of **3** days, one day longer than domestic travelers.



Tourists spent \$49.2 million in 2024

98 per cent of spending came from Canadian travelers.

Overseas travelers spent the most per visit (**\$528**), over four times the per visit spending of domestic travelers.



Tourism to Rocky Mountain House generated over \$41.9 million in GDP

\$20.4M Rocky Mountain House, **\$33.2M** in Alberta.

GDP

Tourism accounts for **7%** of jobs in Rocky Mountain House.

Employment

Tourism generated **\$16M** in tax revenues across all levels of government.

Taxes

2.3% (\$368 thousand) of tax revenues went to Rocky Mountain House.

Taxes





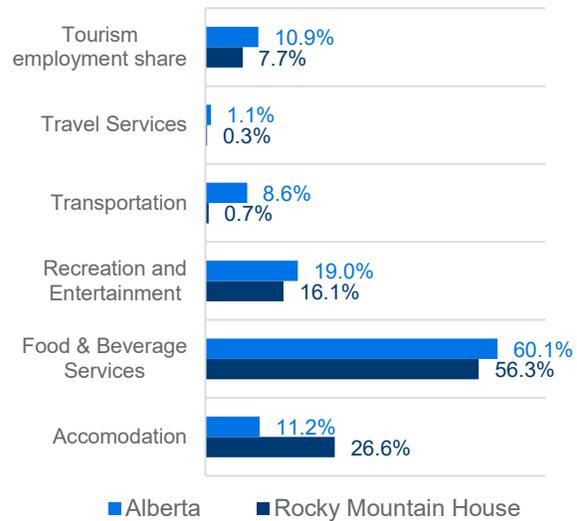
Rocky Mountain House

Rocky Mountain House, located in Clearwater County west of Red Deer, has a rich history as a former fur-trading outpost between the Clearwater and North Saskatchewan Rivers. Key attractions in the region include campgrounds and nature trails. The region has a population of 6,518 and a median household income of \$82,000 per year.

The Rocky Mountain House tourism sector accounts for noticeably less employment (8 per cent) than seen Alberta wide (11 per cent). Food and beverage businesses are the region’s main area of tourism employment (56 per cent), slightly below their provincial share of just over 60 per cent. Accommodation businesses also play a major role, accounting for 27 per cent of tourism employment in the region, more than double the share seen for the province.¹⁸ (See Chart 45.)

Chart 45

Food and beverage businesses biggest player in tourism sector (per cent of employment amongst privately operated businesses)



Sources: Signal49 Research; Statistics Canada.

Rocky Mountain House tourism generated \$42 million to GDP

Tourism in Rocky Mountain House generated nearly \$42 million in GDP in 2024 which is 4.6 per cent of the total GDP impact of the sector in Central Alberta. (See Table 17.)

Tourism to the region also generated approximately \$16 million in taxes, of which 62 per cent is allocated to the federal government, while 25 per cent goes to the Government of Alberta. The municipality of Rocky Mountain House received 2.3 per cent of the tourism-generated tax revenue. (See detailed data tables in Appendix E.)

¹⁸ Significant tourism supporting infrastructure may be provided by the local municipal government and,

as such, would not be considered part of employment in the tourism industry.



Table 17

Rocky Mountain House tourism added \$42 million to Canadian GDP in 2024

(Total economic impact, 2024 Canadian dollars, thousands)

	Rocky Mountain House	Alberta, total	Canada, total
GDP (\$ thousands)	\$20,437	\$33,227	\$41,944
Income (\$ thousands)	\$11,831	\$18,815	\$23,850
Employment (jobs)	223	294	357

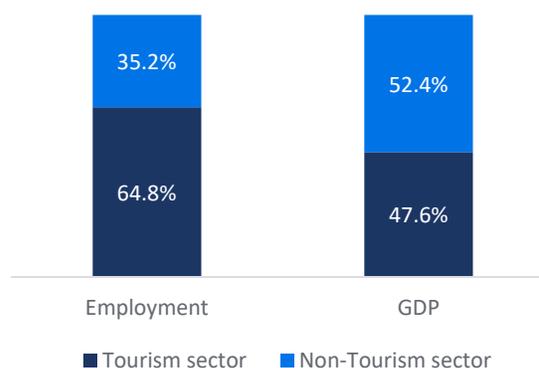
Source: Signal49 Research.

Tourism supported 223 jobs in Rocky Mountain House, or about 7 per cent of the region’s total employment. (See Table 17.) Almost 65 per cent of those jobs were directly in the tourism sector while 35 per cent were outside the tourism sector.

GDP impacts from tourism in Rocky Mountain House were balanced, with 48 per cent of the GDP impacts of tourism to the region coming from the sector itself while just over 52 per cent comes from businesses in other sectors of the region’s economy. (See Chart 46.)

Chart 46

The economic impact split resembles that of the broader Central Alberta region (jobs supported, GDP generated)



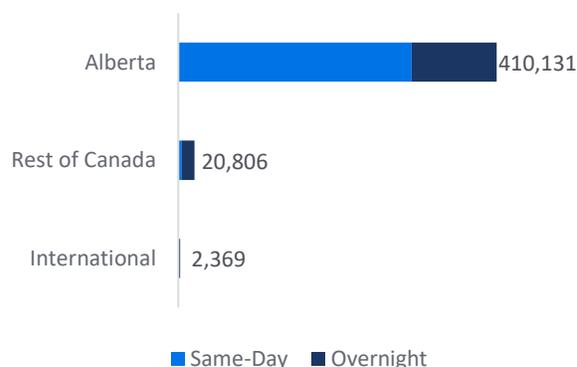
Source: Signal49 Research.

Overnight tourism to Rocky Mountain House is mostly other Albertans

Rocky Mountain House welcomed 305,424 same-day visitors, and 127,882 overnight visitors who stayed a total of 249,200 nights. (See Chart 47.) Most travelers to Rocky Mountain House were Canadian-based including 99.9 per cent of all same-day visits, and 98.4 per cent of all overnight visits. Albertans were responsible for the majority of travel to the region with 98 per cent of same-day visits and 86 per cent of overnight visits and 83 per cent of nights stayed coming from Alberta-based travelers. American visitors and overseas visitors were largely absent from the mix in 2024, accounting for less than 1 per cent of visits and less than 1.5 per cent of nights stayed.

Chart 47

Same-day visits to Rocky Mountain House almost triple overnight visits



Sources: Signal49 Research; Environics Analytics.

Tourism spending is balanced between same-day and overnight travelers

Tourists spent roughly \$49 million in Rocky Mountain House in 2024, split fairly evenly between overnight visitors (47 per cent) and same-day travelers (54 per cent). Canadian travelers accounted for 95.5 per cent of overnighting tourist spending, and virtually all (99.9 per cent) of same-day tourist spending. Overnight tourists spending was evenly apportioned across accommodation (27 per cent) and vehicle operation (25 per cent) and food and beverage (27 per cent), a pattern seen for much of the CATA region. (See Table 18.)

Table 18

Rocky Mountain House among the few regions seeing relatively higher same-day spending (Tourism spending, 2024 Canadian dollars, thousands; per cent of total)

	Total	Overnight	Same-Day
Total	\$49,178	\$22,844	\$26,334
Accommodation	\$6,237	27.3%	n/a
Vehicle Rental	\$421	1.1%	0.6%
Vehicle Operation*	\$15,034	24.8%	35.6%
Commercial Transportation	\$109	0.3%	0.1%
Local Transportation**	\$211	0.7%	0.2%
Food and Beverage	\$15,532	26.6%	35.9%
Recreation & entertainment	\$3,483	7.4%	6.8%
Clothing	\$2,996	4.9%	7.2%
Other expenditures	\$5,157	6.9%	13.6%

*Including gas and repairs

**Within Canada. Includes trains, buses, etc.

Sources: Signal49 Research; Environics Analytics; Moneris.

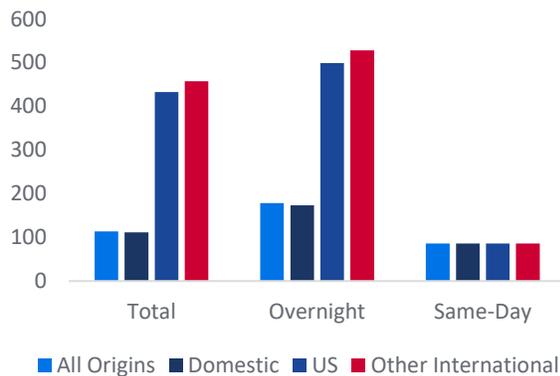


Overnight tourists still spent the most per visit by a large margin

On a per-trip basis, U.S. and international visitors spent more than their domestic counterparts. (See Chart 48.) These two groups had similar average lengths of stay of 3 nights and 3.6 nights respectively. (See Chart 49.) Domestic travelers to Rocky Mountain House stayed fewer nights (1.9 nights), cutting into the per trip revenues seen from this group.

Chart 48

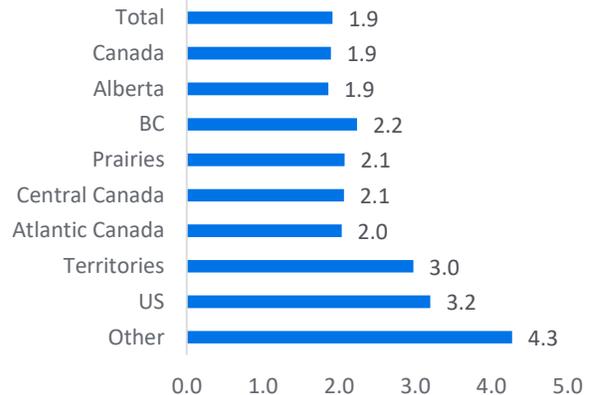
American and overseas travelers spending similar amounts per trip (Spending per trip, 2024 Canadian dollars)



Sources: Signal49 Research; Environics Analytics; Moneris.

Chart 49

Domestic travelers stay fewer nights in the region (nights stayed per overnight visit)



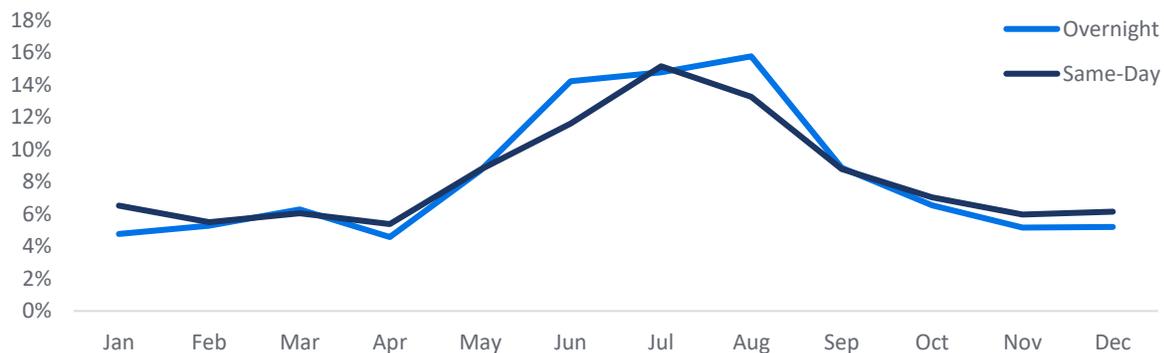
Sources: Signal49 Research; Environics Analytics; Moneris.

Rocky Mountain House tourism swells in the summer

Tourism in Rocky Mountain House follows the trend of the broad Central Alberta region of being strongly summer peaking. (See Chart 50.) Tourism swells in the summer drawn in by the region's outdoor activities and key attractions like the Rocky Mountain House National Historic Site.

Chart 50

Tourism to Rocky Mountain House swells in the summer (Share of annual visits, by month)



Sources: Signal49 Research; Environics Analytics.



Table E.21
Rocky Mountain House — tax revenues generated
(2024 Canadian dollars, thousands)

Total tax revenues impacts	\$16,060
Federal taxes	\$9,974
Provincial taxes - Alberta	\$4,052
Provincial taxes – Other provinces	\$1,047
Municipal taxes – local area	\$368
Municipal taxes – rest of Alberta	\$372
Municipal taxes – Other provinces	\$249

Source: Signal49 Research.

Table E.22
Rocky Mountain House — tourist visits

	Same-day visits	Unique overnight visitors	Overnight visits	Nights stayed
Total	305,424	92,895	127,882	249,200
Canada	305,046	90,949	125,891	242,702
Alberta	300,504	76,197	109,627	206,342
BC	3,555	7,108	8,023	18,734
Prairies	448	4,031	4,529	9,925
Central Canada	492	2,723	2,783	5,348
Atlantic Canada	33	650	655	1,484
Territories	14	184	218	782
United States	178	914	935	3,381
Other international	201	1,032	1,056	3,117

Sources: Signal49 Research; Environics Analytics.



Table E.23
 Rocky Mountain House — tourism spending
 (2024 Canadian dollars, \$ thousands)

	Total spending	Overnight	Same-day
Total	\$49,178	\$22,844	\$26,334
Accommodation	\$6,237	\$6,237	n/a
Vehicle rental	\$421	\$257	\$165
Vehicle operation*	\$15,034	\$5,672	\$9,362
Commercial transportation**	\$109	\$79	\$30
Local transportation	\$211	\$157	\$54
Food and beverage, in restaurants and bars	\$7,852	\$3,353	\$4,500
Food and beverage, in stores during trip	\$7,679	\$2,720	\$4,960
Recreation and entertainment	\$3,483	\$1,688	\$1,795
Clothing	\$2,996	\$1,110	\$1,886
Other expenditures	\$5,157	\$1,574	\$3,583
Canada	\$48,121	\$21,820	\$26,302
United States	\$482	\$466	\$15
Other international	\$575	\$558	\$17

*Including gas and repairs

**Within Canada. Includes trains, buses, etc.

Sources: Signal49 Research; Environics Analytics; Moneris.