

Alberta Attracts

- Every year, more than twenty million visitors enjoy Alberta's world famous destinations, dynamic cities, exciting cultural events and limitless landscapes.
- Tourism generates about \$5 billion in revenues, 53 per cent from out-of-province visitors.
- Alberta's provincial parks welcome nearly 9 million visitors each year.

MAJOR ATTRACTIONS

- Alberta's national and provincial parks and recreation areas offer visitors incredible natural beauty — from majestic mountains to open prairie, northern forests, pristine lakes and rivers and badlands.
- The Rocky Mountains are Alberta's best-known international destinations offering a range of activities from adventure climbing and wilderness hikes, fishing and skiing to golf on championship courses, backcountry camping or five-star hotels and spas.
 - Kananaskis Country, a multiple-use area in the Rockies, attracts two million visitors each year.
 - Major films like "Legends of the Fall", "Shanghai Noon" and "Brokeback Mountain" were filmed in Alberta's Rockies.

- Alberta is also home to five of Canada's 15 World Heritage sites:
 - Waterton Lakes National Park, with Montana's Glacier National Park, is the world's first International Peace Park.
 - Banff and Jasper National Parks are, respectively, Canada's first and largest Rocky Mountain parks.
 - Head-Smashed-In Buffalo Jump is the largest, oldest and best preserved buffalo jump in the world.
 - Dinosaur Provincial Park holds one of the largest dinosaur deposits in the world.
 - Wood Buffalo is the world's second largest national park, and is home to the world's largest free roaming herd of wood bison. It is also the last natural nesting habitat of the rare whooping crane (183 world population in 1999).
- In 2008, local arts and culture organizations held more than 22,000 events and shows that attracted a total attendance of almost eight million people.

AMENITIES

- Visitors can choose from 1,200 hotels and motels, or almost 800 provincial, national or municipal campgrounds.
- Travel Alberta Visitor Information Centers are located at key entry points into Alberta. Another 120 locally operated visitor information centers highlight local attractions and activities.

Plan a vacation in Alberta at www.travelalberta.ca or call 1-800-Alberta.

FACT sheet

SPORTS AND RECREATION

- More than half of Canada's 24 medals at the 2006 Olympic Winter Games in Turin, Italy were won by athletes who either train or live in Alberta.
- In 2009-10, Alberta will host 7 World Cup skiing events.
- Alberta has more than 100 provincially funded sport and recreation organizations that provide services to nearly 3 million people every year.
- Alberta's beautiful landscapes also offer tremendous recreational opportunities, with:
 - 600 lakes
 - 500 provincial parks and recreation areas,
 - 300 golf courses
 - 245 rivers
 - 66 regional ski hills
 - 6 mountain resorts
 - 5 national parks

Parks and Protected Areas

- Nearly 12.5 per cent of Alberta's land base is protected in national parks and wildlife areas, and provincial parks.
- A provincial park or recreation area is within an hour's drive of every Alberta community.
- There are no day use fees in Alberta's provincial parks.

ARTS AND CULTURE

- Alberta has a vibrant and diverse arts and culture scene, providing Albertans with many opportunities to discover, experience and celebrate the arts.
 - Arts and culture organizations held over 22,000 events and performances throughout Alberta in 2008, with total attendance reaching eight million spectators.
 - 68 major festivals across the province attracted and entertained over two million attendees.
 - 90 per cent of Albertans feel arts activities are important in contributing to their overall quality of life.
 - 91 per cent of Albertans participate in arts activities.

For more information on arts, culture, sports and recreation in Alberta, visit www.culture.alberta.ca