

Tourism and Hospitality Leaders Gather at Calgary Stampede to Advance Canada's Visitor Economy

CALGARY, AB (July 3, 2026) — CEOs from Canada's national tourism and hospitality associations are in Calgary to mark the opening of the 114th Calgary Stampede, one of the country's most iconic celebrations of culture, community, and economic vitality, and a powerful contributor to Canada's visitor economy.

The tourism and hospitality industry is a cornerstone of Canada's economy, with benefits felt across the full visitor journey. From the moment visitors arrive, to where they stay, dine, travel and experience the destination, the industry supports a wide range of businesses and communities. The Calgary Stampede is one of Canada's clearest examples of the visitor economy in action.

Welcoming more than 1.4 million visitors annually, the 2025 Stampede generated approximately \$872 million in economic activity across Canada, including more than \$720 million in Alberta. That activity supports hotels, restaurants, airlines, airports, attractions, suppliers, workers and local businesses across the region.

While in Calgary, association leaders will meet with national and regional elected officials to discuss priorities that support long-term growth, including infrastructure, labour shortages, global competitiveness, and private-sector investment needed to grow Canada's visitor economy.

At a time when economic growth and diversification are national priorities, Canada's tourism and hospitality sectors offer immediate and scalable opportunities to create jobs, attract investment, and strengthen communities across the country. With the right policy support, the visitor economy can play an even greater role in building a more productive, competitive, and resilient Canadian economy.

Hats off to the Calgary Stampede—a true showcase of Canada's visitor economy at its best!



Canadian Airports Council

The Canadian Airports Council (CAC), a division of Airports Council International-North America, is the voice for Canada's airports community. Its 60 members represent more than 100 airports, including all of the privately-operated National Airports System (NAS) airports and many municipal airports across Canada. Canada's airports support 435,800 jobs, providing \$32.9 billion in annual wages, generating \$49.6 billion in GDP and producing \$123.5 billion of annual economic output.

Hotels Canada

Hotels Canada is the national voice of the Canadian hotel sector, representing more than 8,300 hotels and 320,000 employees operating in every province and territory. The organization advocates for policies that support a competitive and sustainable hotel industry, provides research and insights to strengthen business performance, and works to advance Canada's visitor economy. Originally founded in 1913, Hotels Canada continues to champion the interests of hotel operators, workers, and the communities they serve.

Restaurants Canada

Restaurants Canada is a national, not-for-profit association advancing Canada's diverse and dynamic foodservice industry. Restaurants are a \$125 billion industry, representing 4% of Canada's GDP. The restaurant industry employs 1.2 million Canadians – 40% of whom are youth – and a number one source of first-time jobs in Canada. Alberta's restaurant industry represents \$16 billion in economic activity, 6% of the province's workforce and one in five youth jobs. Visit restaurantscanada.org for more information.

Tourism Industry Association of Canada

Founded in 1930 to encourage the development of tourism in Canada, the Tourism Industry Association of Canada (TIAC) serves today as the national private-sector advocate for Canada's \$132.9 billion tourism sector. TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development. TIAC's membership reflects partnerships among all sectors of the industry, and provincial, territorial and regional tourism associations, enabling the association to address the full range of issues facing Canadian tourism.

