

# Alberta Snowmobile Show

Edmonton Sportex Building

Oct 26, 27, 28, 2001

Build it, and they will stay,  
and spend here,

or

They will go to where it is built,  
and they will continue to  
spend their Alberta dollar\$ elsewhere

# Fairmont B.C.





# Northern Saskatchewan



# Trout Lake, B.C.





# Tourism Dollars Lost

Motels\$

Lodges\$

Resorts\$

Restaurants\$

Souvenirs\$ and Gifts\$

Distance Travel Expenses\$

Mechanical Service Providers\$

Evening Entertainment Facilities\$

\$ Millions\$ \$

# The Average Snowmobiler Spends Over \$200.00 per day





# Revelstoke, B.C.





# Valemount, B.C.





## **Valemount BC**

The Economic Development Commission estimates that snowmobiling from Albertans has increased to \$3.0 million by 2000.

...there was an estimated 15,000 user days.

## **McBride, BC**

McBride, BC (about half the size of Valemount) has developed a similar snowmobiling system to Valemount. They sold 4,800 passes in 1999 (75% of Valemount) largely to the Alberta market.

**Revelstoke, Blairmore, Golden, and Sicamous**  
and others benefit similarly.

...and this is attributed to winter-only trail recreation.

N.E. Alberta has acquired nearly 300 kms of year-round recreational trail corridor and has proven the support of the majority of the region's rural residents.

The Province is asked to recognize and invest in this long-term tourism venue as a viable and sustainable as well as complimentary business venture.



# Yukon & N.W.T



# Forest Fringe area, Sask.





# Saskatchewan Groomed Trails



Our Provincial Neighbors are prospering from Alberta's lack of Regional Trail Development by drawing away otherwise locally spent tourism dollars





During 3 showdays,  
over 13,000

Albertans were once again  
enticed by the marketing  
efforts of B.C. and  
Saskatchewan Tourism  
operators and their  
“Provincially assisted &  
developed facilities”

All that is needed is our  
Province's ability to  
focus and invest today  
in this otherwise missed  
Opportunity



What will be left when  
the Oil & Gas  
development is gone?