

## INFORMATION

### Summary of presentation from the Association of Mountain Park Protection and Enjoyment for the Standing Committee on Industry, Science and Technology

June 16, 2020

#### **ISSUE:**

- Alberta has been battered by the decimation of western Canadian resource industries in addition to the incredible economic impacts experienced due to COVID-19. The Association of Mountain Park Protection and Enjoyment (AMPPE) an advocacy group that represents approximately 1,000 businesses that operate within the Rocky Mountain Parks has 5 recommendations to bring forward to provide immediate relief to these businesses which are facing increased costs as visitors to the Parks and associated revenues plummet.

#### **IMPACT OF COVID-19:**

- The COVID-19 crisis has devastated tourism in Canada's Mountain Parks.
- In 2018/2019, Banff and Jasper National Parks hosted around 6.5 million visitors. This adds approximately \$3B to Alberta's economy annually.
- Visitors to Banff alone generate about 250 million dollars in provincial tax revenues and 470 million in federal tax each year.
- In Banff, over half of the town's residents – or an estimated 5,000 people - lost their jobs
- The May long weekend saw an unheard-of 92 per cent drop in visitors.
- Tourism-related financial support announced so far is accessible to approximately only 2% of Alberta's 22,000 tourism-related businesses.

#### **RECOMMENDATIONS:**

- AMPPE recommends the following actions to provide immediate relief to businesses in tourism-reliant communities:
  1. **Waive entrance fees to the national parks.**
  2. **Extend lease/ license renewals and overholding terms.**
  3. **Reinvest in guest experience to support communities within the parks to welcome back visitors.**
  4. **Leverage existing infrastructure stimulus programs to address transportation and facility maintenance backlogs.**
  5. **Accelerate plans to reduce the carbon intensity of tourism activity within the parks.**

#### **BACKGROUND:**

- AMPPE is a member organization that represents over a thousand businesses located throughout Banff, Jasper, Lake Louise and Waterton, Kootney, and Yoho National Parks.
- AMPPE advocates for accessibility and positive visitor experiences in Canada's Rocky Mountain National Parks, which are 'bucket list' destinations for travellers from around the world.