

# Visitor Economy (Tourism)



## What is Visitor Economy?

Traditional definitions of tourism tend to focus on people – tourists – travelling and staying outside their place of residence for a holiday. In recent years, the concept has evolved to include people travelling for non-holiday reasons: visiting friends and relatives, business, work, or education, for example.

Defined as any direct or indirect economic activity resulting from visitors' interactions with a destination outside their usual environment by [The World Travel and Tourism Council](#), the visitor economy contributes significant economic impact to communities across Alberta and Canada.

## What are the benefits of Visitor Economy?

The visitor economy goes beyond major events– it's about visitors from nearby towns and cities that find themselves in another town. The visitor economy creates jobs and generates revenue for every community and can increase the number of people visiting a town or city over time.

The more visitors there are, the more opportunity there is to grow your business and expand your customer base. The visitor economy contributes to both urban and rural communities. It creates employment for young people, supports new businesses to be established, and impacts more than just traditional tourism businesses like hotels and restaurants. It trickles down to wholesalers, manufacturers, and suppliers.

## How do I support the Visitor Economy?

When the visitor economy is thriving and dollars are being invested in the community, everyone benefits. As a business owner, it's important to support efforts to increase visitors to your community, however you can.

**Get involved:** Whether it's through the Chamber of Commerce, or by working with the city on tourism and visitor economy opportunities, you can have a positive impact on the number of people who visit the area.

**Encourage people to visit:** Through strategically developed marketing campaigns, you can promote your business and the town you live in at the same time.

## Helpful Tips & Tricks

**List your business:** Make sure people know where to find you. Keep your business listed and active on key visitor channels like Google, Travel Alberta, Trip Advisor, Facebook, and Yelp.

**Promote your community:** Business owners are excellent ambassadors for the community they live in – let people know why Fort Saskatchewan is a great place to live and visit.

**Inform Staff:** Make sure your client facing staff are in the know of what is happening in the community to help answer questions and provide recommendations for what to see and do in the area.

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## Additional Resources

[Visiting Fort Saskatchewan](#)  
(City of Fort Saskatchewan)

[Alberta's Visitor Economy: A New Path Forward](#)  
(Banff & Lake Louise Hospitality Association)

[Marketing Solutions for Local Tourism and Visitor Economy](#)  
(Canada Post)