

## ECONOMIC IMPACT PROJECTIONS

An estimated 966,000 visitors visited Sylvan Lake in 2024, expected to grow to 1.3 million by 2034. Initially, growth is largely attributable to day trippers. In the later years of the plan (2030-3034), the destination will be more attractive to overnight visitors, so while day trip visitors continue to increase steadily on an annual basis, the overnight visitor segment will begin to grow at a more rapid rate. Here's the dollars and cents of it all:

	2024	From 2025 - 2034 (Cumulative)
<b>GDP generated by visitor spending</b>	\$44.9 million	\$606 million
<b>FTEs supported by tourism economic activity</b>	608	8,435
<b>Collective earnings - direct labour income (tourism)</b>	\$26.4 million	\$368 million
<b>Municipal taxes generated by tourism economic activity</b>	\$1.3 million	\$18 million

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