

Open Letter To Our Workforce & Community

The Bow Valley is among the most visited and admired destinations in the world, and that is because of you.

Every guest experience, every safe arrival, every meal served, every room prepared, every landscape explored, and every welcome offered is made possible by the people who live and work here.

Our workforce is not simply part of this destination; you are what makes it thrive.

Our community is strengthened by Canadians, immigrants, permanent residents, and non-Canadians who have chosen to live and work here. Each of you plays an integral role in sustaining the vibrancy, resilience, and spirit of Banff, Lake Louise, Canmore and Kananaskis. Immigrants and non-Canadian team members are deeply valued contributors to our workplaces, our economy, and our community fabric.

As Alberta engages in a broader conversation about immigration and workforce policy, we want to say clearly:

- You matter deeply to this community and to our economy.
- Tourism and hospitality are essential contributors to Alberta's prosperity.
- The strength of this sector depends on a stable, supported, and valued workforce.

Workforce development, recruitment, retention, housing, and well-being are pillars of our shared strategic priorities. We are actively investing in new labour research, wage analysis, and workforce forecasting tools to ensure that policy decisions are grounded in measurable evidence. We will continue working with partners locally, regionally, and provincially to demonstrate the economic and community impact of this workforce and to support informed, responsible decision-making within the existing parameters that govern our provincial and national parks.

No matter how these broader policy discussions evolve, our commitment remains unchanged: to support the people who power this destination and to help build a community where individuals and families can create meaningful, affordable lives.

We are rooted in this place, and we will rise together.

