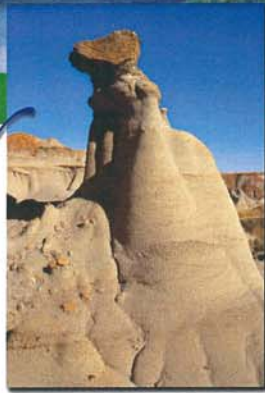


Cherished
by millions



Over 8 million outdoor enthusiasts visit Alberta's provincially protected areas each year.

Parks and protected areas like Dinosaur, Writing-on-Stone, Cypress Hills and Kananaskis Country are national and international tourist destinations.

Alberta's more than 500 provincially protected areas vary from hot dry badlands to old-growth forests, to the highest peaks of the Rocky Mountains. When visiting parks, we experience the full range of our province's natural beauty.

There is a provincial park or protected area within 100 kilometres, about an hour's drive, of every Alberta residence.

In a recent survey, 93% of Albertans say they are interested in taking time to enjoy and explore Alberta's natural heritage.

The survey also tells us that 99% of Albertans say protecting natural resources, such as parks, is important to overall quality of life.

Each year over 2,000 Albertans volunteer more than 100,000 hours of time, using their talents to preserve or interpret our rich natural heritage for all.

Parks and protected areas contribute to our prosperity and a healthy and sustainable environment, upon which our quality of life and future depend.



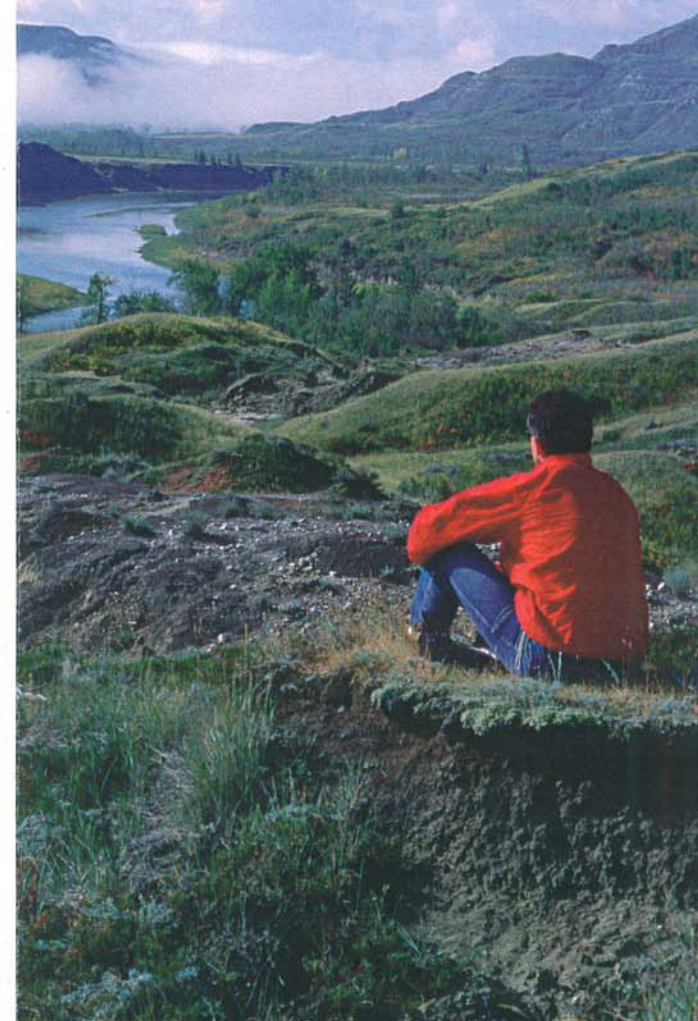
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www.albertaparks.ca
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Alberta

The Value of
Alberta Parks

...priceless



Boosting

Economies

Value of parks for our economy.

Parks bring millions of visitors to rural communities, create jobs, bolster local economies and promote rural development.

Each year \$1.1 billion in expenditures by visitors to Alberta's parks generate a province-wide economic impact of \$1.2 billion (value-added). These expenditures sustain 23,480 person-years of employment, province-wide. Total economic activity generated by visitor spending is \$2.7 billion annually.

Taxation revenues of \$461 million are attributed annually to provincial parks visitor related expenditures.

Provincial parks protect habitats and contribute to clean air, water and soil. According to a 1997 article in *Nature*, global ecosystems provide at least \$33 trillion (US) worth of these ecological services annually.

Parks provide spectacular natural backdrops for feature films and commercials, bringing the film industry into many rural communities, boosting their economies.



Close to our

Hearts

Value of parks for Albertans.

Parks are places for interaction with nature in fun and exciting ways.

Hiking, cycling, canoeing, swimming, horseback riding, cross-country skiing, snowshoeing and other recreational activities in provincial parks encourage active lifestyles that reduce the risk of many chronic diseases.

Friends and families gather to socialize and reconnect, experiencing nature and outdoor activities together.

Parks provide the ideal setting for rejuvenating your spirit; and reducing stress, mental fatigue and tension.

Parks inspire creativity and become part of our cultural expression through art, photography, poetry and writing.

As outdoor classrooms, parks are great places for exploring and learning about Alberta's landscapes and natural heritage.

Over 500,000 park visitors explore visitor centres or participate in programs that promote learning through first hand experiences.



Healthy

Habitats

Value of parks for our environment.

Alberta's provincial parks network preserves 27,525 square kilometres, or 4.15% of Alberta's land base.

Parks protect wildlife habitat and promote ecological diversity contributing to clean air, water and soil. For example, protecting headwaters helps maintain clean water downstream.

Over 9,000 square kilometres of important wetlands and lakes in Alberta's parks help maintain, store and purify water.

Forests in parks help clean air and reverse the effects of climate change by breaking down pollutants and, through photosynthesis, releasing oxygen back into the atmosphere.

Parks protect critical habitat for many endangered plants and animals. 7,500 square kilometres of woodland caribou habitat is preserved within the network.

