

## Edmonton's late night economy booms

August 11, 2016

A new report shows that Edmonton's late night economy experienced significant growth between 2010 and 2014, creating new jobs and spurring positive economic impacts for the city.

"The report shows what we've been feeling in the city, that the night time economy is alive, vibrant and creating a positive impact. The growth between 2010-2014 demonstrates that the late night economy is becoming a larger piece of the entertainment economy pie," said John Rose, Chief Economist for the City of Edmonton.

The City of Edmonton released the 2014 Economic Impact Assessment for the Late Night Entertainment Economy.

Highlights of the report include:

- Total economic output more than doubled from \$686,511,073 in 2010 to \$1,431,112,160 in 2014 (accounting for inflation).
- In 2014, Edmonton was home to 327 late night establishments, which is about 40 per cent of the city's venues.
- The late night economy provides 11,719 full-time equivalent jobs.

"This report demonstrates that both the day and night time economies are important to quality of life in Edmonton, and the economy" said Angela Turner, Program Manager for Responsible Hospitality. "It creates jobs, improves quality of life, and contributes to the growing city we call home."

The data for this assessment was collected based on the 2014 tax returns, which became available in 2015. The data was contributed voluntarily by business owners in the city. The first late night economic impact assessment was completed using 2010 data.

Through Responsible Hospitality Edmonton, the City takes a leadership role in supporting the safety, vibrancy and economic development of this growing industry. Edmonton is an international leader in recognizing the late night economy as a valuable sector that needs to be properly planned, managed and supported. Most recently, Edmonton became the first North American city accredited with the international Purple Flag designation.

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### For more information:

The full report can be found here:

[responsiblehospitalityedmonton.ca](http://responsiblehospitalityedmonton.ca)

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