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TRIPLE FIVE BROCHURE

三五集團圖冊

AMERICAN DREAM

MALL OF AMERICA

WEST EDMONTON MALL

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## ECONOMIC BENEFITS OF WEST EDMONTON MALL®

THE INCREMENTAL IMPACT TAKES INTO ACCOUNT ONLY EXPENDITURES MADE AND TAXES GENERATED DIRECTLY AS A RESULT OF WEST EDMONTON MALL'S OPERATIONS. IN OTHER WORDS, THESE EXPENDITURES WOULD NOT HAVE BEEN MADE AND THESE TAXES WOULD NOT HAVE BEEN GENERATED IF THE MALL DID NOT EXIST.

### KEY FINDINGS, INCREMENTAL IMPACT, 1986 – 2006

- Direct incremental expenditures in Alberta by visitors to West Edmonton Mall® (WEM) were \$12.9 billion.
- WEM provided incremental value added (income) of \$17.1 billion.
- WEM provided total of 350,000 incremental person years of employment. This involves a sustained employment of 24,000 incremental full-time job equivalents.
- WEM provided incremental labour income of \$10.1 billion.
- WEM generated incremental tax collection of \$3.5 billion by the federal government.
- WEM generated \$1.15 billion in incremental provincial taxes which the Government of Alberta would not have collected if the Mall did not exist.
- WEM generated \$470 million in incremental local taxes which the local governments in Alberta would not have collected if the Mall did not exist.
- For every dollar spent in WEM, \$1.25 is spent by the same tourists outside the Mall.

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