

ALBERTA
SOUTHWEST

RANCHLAND NO. 66

Economic Report

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Executive Summary

Ranchland No. 66 is defined in this profile by small numbers, narrow concentrations, and sharp year to year shifts that can quickly change the local picture. In 2025, both employment and business activity remained limited in scale, with only a handful of sectors and establishment types represented at all. That makes the area's economy look less like a broad local system and more like a small base where even modest gains or losses can materially reshape the distribution from one year to the next.

The clearest recent movement appeared in sector employment, where other services rose from 2 people in 2024 to 12 in 2025 and became the largest recorded employer in the available data. Manufacturing was also present, but at a much smaller level. The business base showed a different pattern: it contracted from 13 establishments in 2024 to 8 in 2025 after surging from just 1 in 2023, reinforcing how volatile the local count can be over a short period. By sector, the 2025 establishment mix was spread thinly across five categories, with agriculture and other services tied for the largest number of establishments at 2 each. Agriculture stood out most for its decline, falling from 7 establishments a year earlier. By size, the business structure remained heavily weighted toward establishments without employees, which still accounted for most businesses despite dropping from the 2024 peak. Firms with employees were present only in very small numbers.

The resident occupation profile also points to concentration rather than breadth. In 2021, natural resources, agriculture and related production occupations became the dominant group, while several occupations that had registered workers in 2016 had fallen to zero by 2021. Business, finance and administration remained present, but most other occupational groups did not. The result is a highly uneven local profile in which activity is visible, but spread across a very small base and concentrated in only a few areas. Ranchland No. 66 in 2025 appears more balanced than the sharp agricultural spike seen a year earlier, yet still remains fragile in scale, with volatility and specialization shaping the overall picture more than steady, broad based growth.

Employment by Sector

Other services and manufacturing each employed 12 people in Ranchland No. 66 in 2025. Other services rose from 2 people in 2024, a 500.0% increase, making it the largest and most changed sector.

Employment in Ranchland No. 66 is concentrated in a very small set of sectors, and the clearest change over time is in other services (except public administration). In 2024, that sector accounted for 2 people. By 2025, it had increased to 12 people, a rise of 500.0% year over year. That makes it both the largest group and the most changed group in the available data. Manufacturing was also present in 2025, with 2 people. Compared with the jump in other services, manufacturing appears much

smaller and unchanged in the data shown. With the available figures, the local employment profile looks narrow and highly uneven across sectors. The 2025 picture is dominated by other services, while manufacturing remains a minor employer. Because only a small number of sector values are provided, the dataset supports a focused reading: recent growth is visible in one sector, but not enough information is available to describe the full local employment mix.

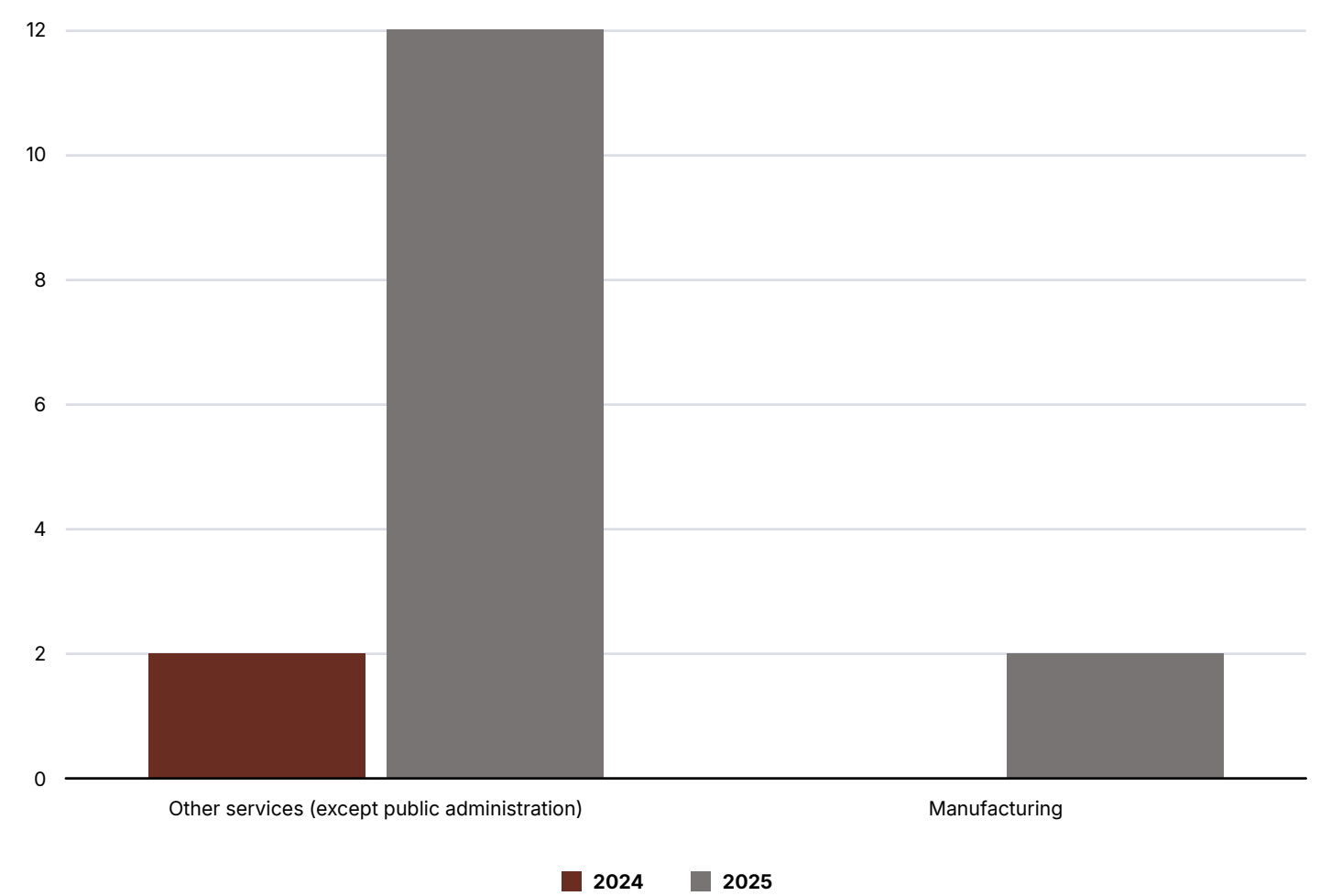


Figure 1.1: Shows how employment is distributed across industry sectors. It helps indicate which sectors account for the largest share of local jobs. (Ranchland No. 66, 2024-2025)¹

Establishments by Sector

Ranchland No. 66’s business base was led by agriculture, forestry, fishing and hunting in 2025 with 2 establishments, tied with other services. Agriculture fell 71.4% from 7 in 2024, while other sectors each had 1 establishment.

Ranchland No. 66 has a very small business establishment base, and in 2025 its sector mix was spread across only a few categories. The largest groups were Agriculture, forestry, fishing and hunting, and Other services (except public administration), with 2 establishments each. Three other sectors each had 1 establishment in 2025: Real estate and rental and leasing, Construction, and Manufacturing. That means the local business base was concentrated in five sectors, with no sector holding a large share of the total. The recent change in Agri-

culture stands out most. It moved from 7 establishments in 2024 to 2 in 2025, a decline of 71.4% after a 600% increase the year before. The other listed sectors were flat year to year, with no change. This pattern points to a small and uneven local business structure, where a one- or two-establishment shift can noticeably change the sector mix. The 2025 snapshot is more balanced than the 2024 surge in Agriculture, but it remains highly limited in scale.

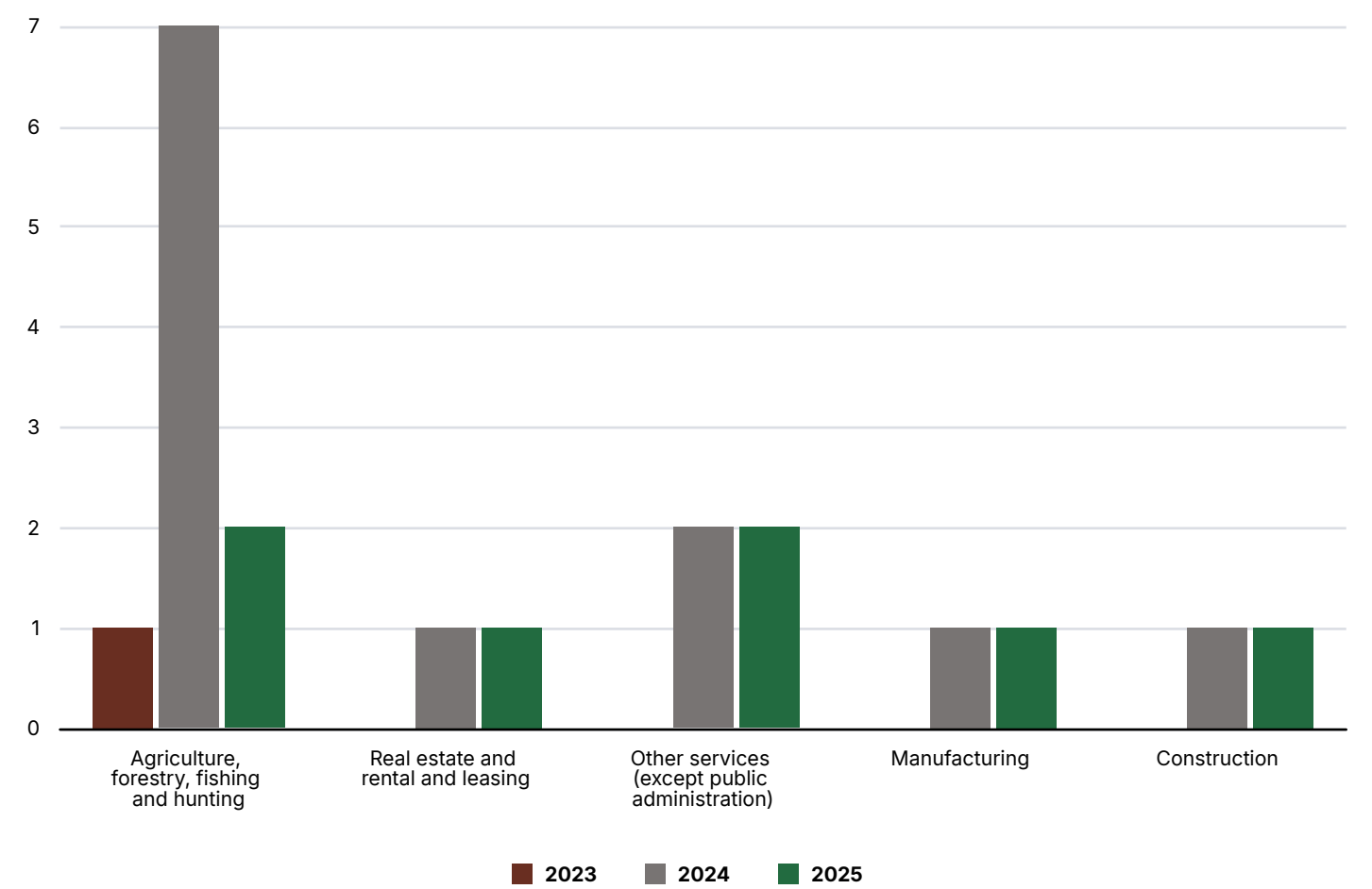


Figure 2.1: Shows how business establishments are distributed across sectors. It helps indicate the sector mix of the local business base. (Ranchland No. 66, 2023-2025)²

Business Establishments

Ranchland No. 66 had 8 business establishments in 2025, down 38.5% from 13 in 2024. The count remains above 2023's 1, after a 1,200.0% increase between 2023 and 2024.

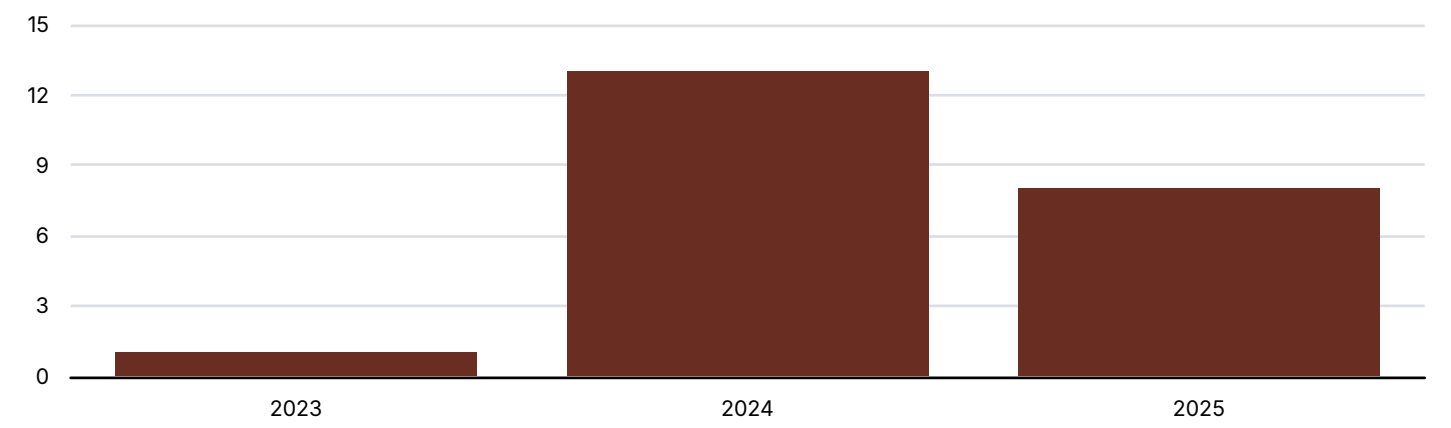


Figure 3.1: Shows the total number of active business establishments in the area, including those without employees. It helps indicate the scale and diversity of the local business base. (Ranchland No. 66, 2023-2025)²

Ranchland No. 66 has 8 active business establishments in 2025, a small local business base under the all-business-establishments scope. The recent pattern is defined by a sharp rise followed by a pullback. The area had 1 establishment in 2023, then 13 in 2024, before settling at 8 in 2025. That means the latest count is 5 establishments below the 2024 level and 7 above the 2023 level. The 1-year change from 2024 to 2025 was -38.46%. This makes the 2025 figure look lower than the

recent peak, but still well above the earlier base year in the series. With only three annual points available, the main story is volatility rather than a steady climb or decline. For Ranchland No. 66, the data suggest a very small business ecosystem that can change quickly from year to year. The 2025 count still reflects more activity than in 2023, but the drop from 2024 shows that recent growth has not yet held.

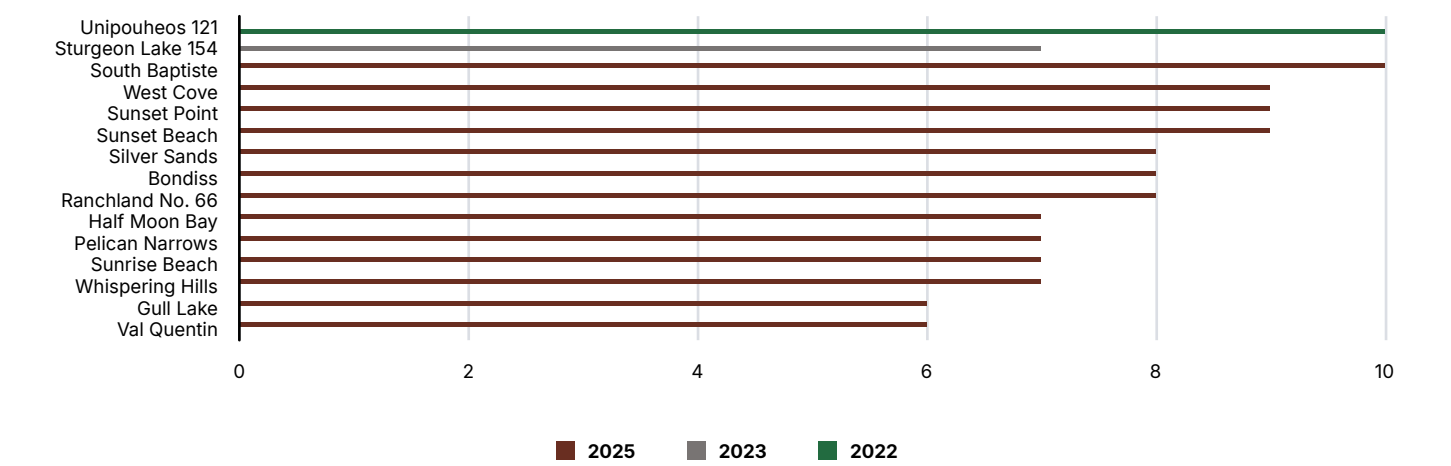


Figure 3.2: Comparison of Business Establishments with other locations (Ranchland No. 66, 2022-2025)²

Establishments by Size

Ranchland No. 66 was dominated by establishments without employees in 2025, with 6 businesses. That category fell 50% from 2024, while 1 to 4 employee firms remained at 1 and 10 to 19 employee firms also numbered 1.

In 2025, the business establishment mix in Ranchland No. 66 is concentrated at the very small end, with establishments without employees forming the largest group. That category accounts for 6 businesses, while the other recorded size bands are much smaller. The clearest movement is in the no-employee group. It rose from 1 business in 2023 to 12 in 2024, then fell to 6 in 2025, a 50.0% decline in the latest year. The 1 to 4 employee group was unchanged at 1 business in both 2024 and 2025, and there was also 1 establishment in the 10 to 19 employee range

in 2025. This pattern shows a highly uneven size structure, with one category dominating the local count and the remaining recorded groups appearing only in small numbers. The recent drop in no-employee establishments reduced that spike, but the category still leads the distribution. For this place, the data suggests a business base that is heavily weighted toward non-employer establishments, with only limited representation from firms that have employees.

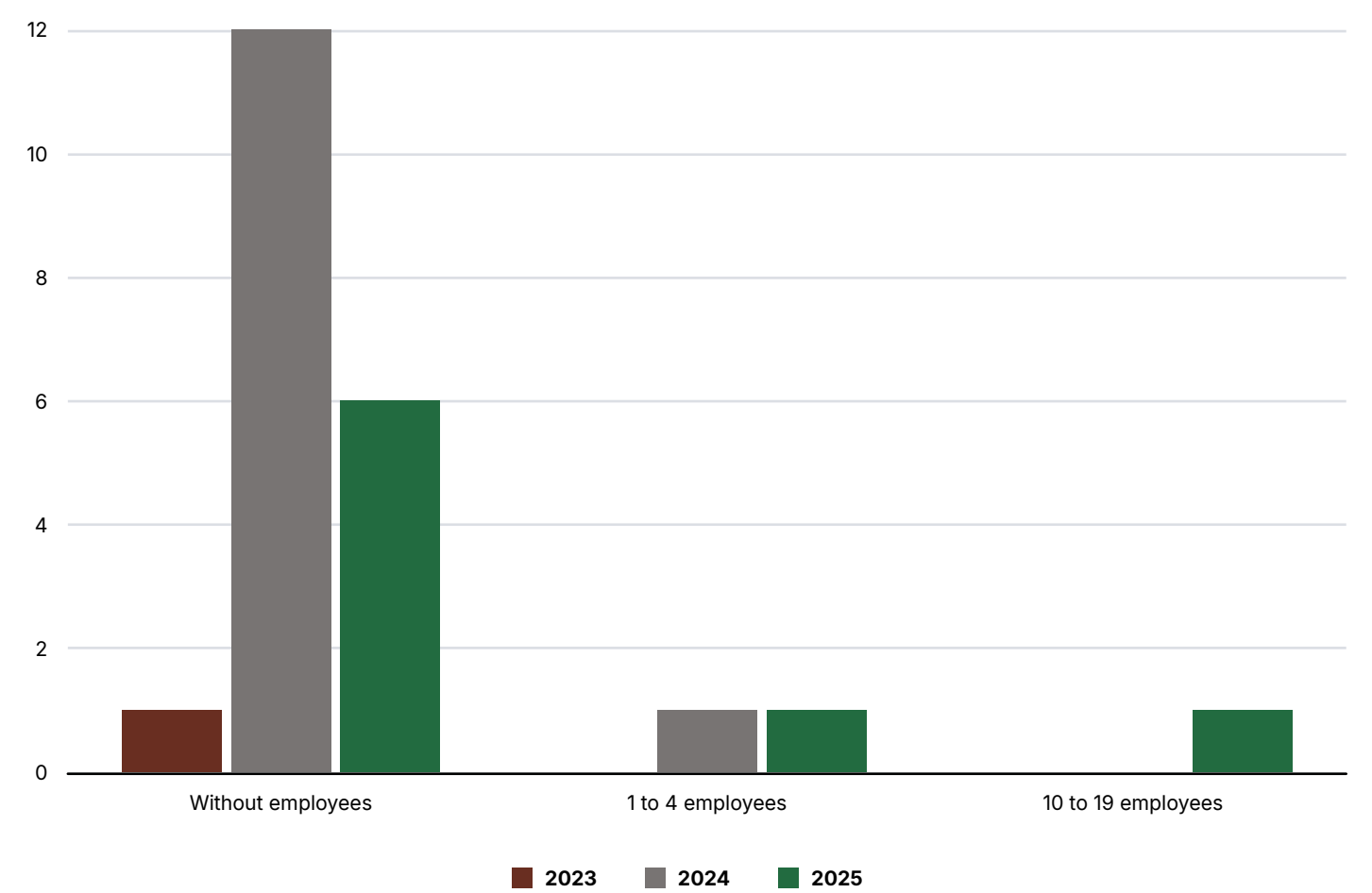


Figure 4.1: Shows how businesses are distributed by number of employees. It helps indicate whether the local economy is dominated by very small, small, or larger firms. (Ranchland No. 66, 2023-2025)²

Employed Residents by Occupation

Natural resources, agriculture and related production occupations became the largest group in Ranchland No. 66 at 35 people in 2021, up 133.3% from 15 in 2016, while legislative and senior management fell to zero.

In 2021, employed residents in Ranchland No. 66 were concentrated in a very small set of occupations, with natural resources, agriculture and related production occupations the largest group at 35 people. Business, finance and administration occupations accounted for 10 people, while most other occupation groups had no employed residents. The 5-year change shows a notable shift in the occupation mix. Natural resources, agriculture and related production occupations increased from 15 people in 2016 to 35 in 2021, a gain of 133.3%. In contrast,

legislative and senior management occupations declined from 25 people to none, and both sales and service occupations and trades, transport and equipment operators and related occupations fell from 10 people each to zero. Overall, this suggests a narrower employment profile in 2021 than five years earlier, with work centered much more heavily in one occupation group. For residents aged 15 years and over, the labour force appears highly specialized rather than evenly distributed across occupations.

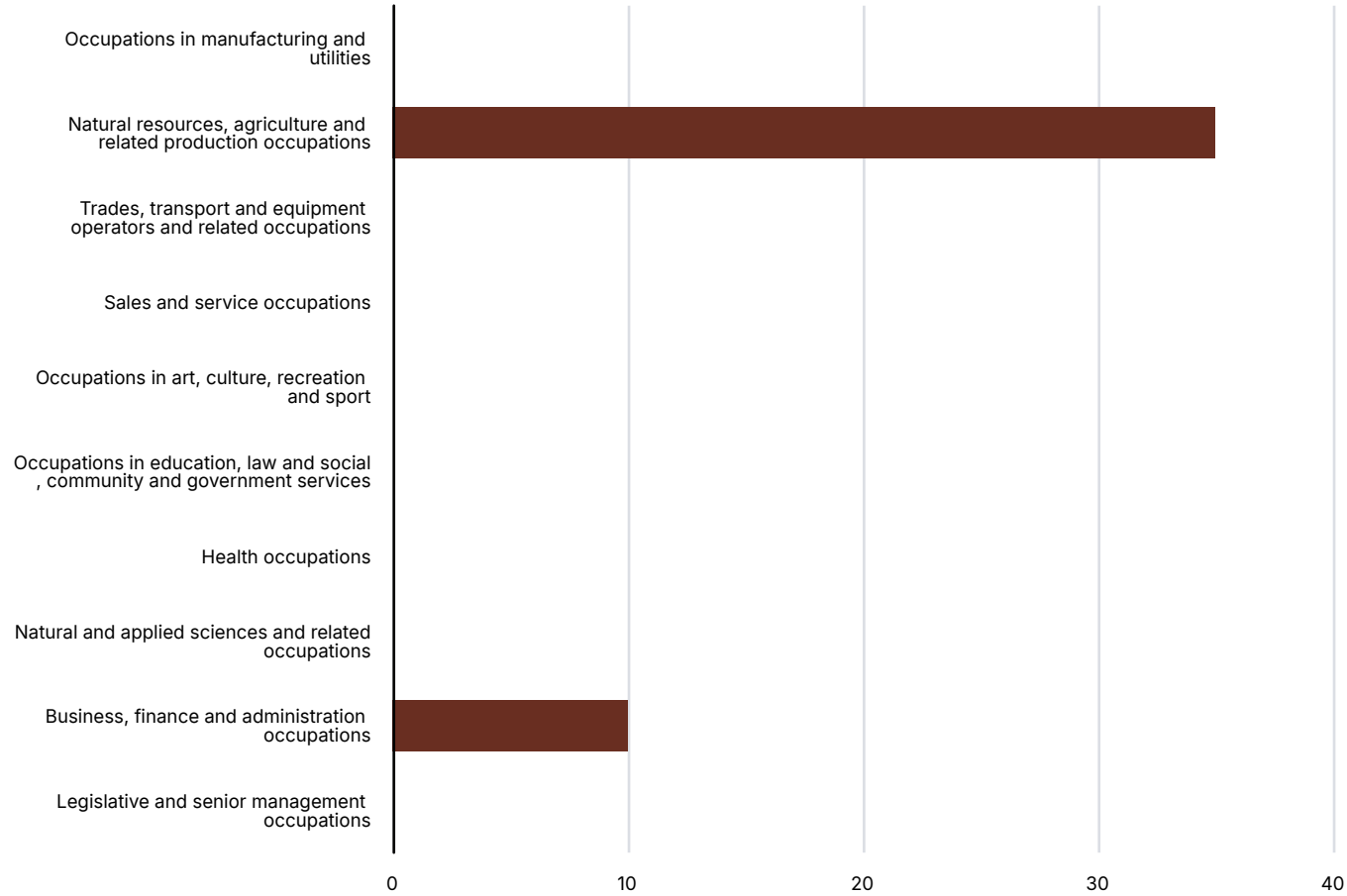


Figure 5.1: Shows the occupations held by employed residents. It helps indicate the community's skill mix and the kinds of work people do. (Ranchland No. 66, 2021)³

Labour Force Status

In June 2026, employed residents remained the largest group at 193,700 people, up 5.6% from a year earlier. Unemployed residents numbered 10,200, down 28.7% year over year, while those not in the labour force stood at 87,000.

In June 2026, labour force status in Banff-Jasper-Rocky Mountain House was dominated by employment. The employed group reached 193,700 people, while 10,200 were unemployed and 87,000 were not in the labour force. That leaves employment as the largest group by a wide margin, with the not-in-the-labour-force population still well above unemployment. The recent movement is mixed but leans toward improvement in employment. Employed residents were up 5.6% from a year earlier, while unemployment fell 28.7%. The not-in-the-labour-force category declined 5.1% over the same period. Compared

with the sharp labour market swings seen earlier in the series, these June figures suggest a more stable pattern than the pandemic-era spikes and drops. The longer run shows that the labour market has been uneven rather than linear. Employment fell markedly in 2020 and early 2021, then recovered through 2023 and 2024 before easing again in parts of 2025 and early 2026. By June 2026, the latest data point shows both a large employed base and a smaller unemployed count, with non-participation also easing.

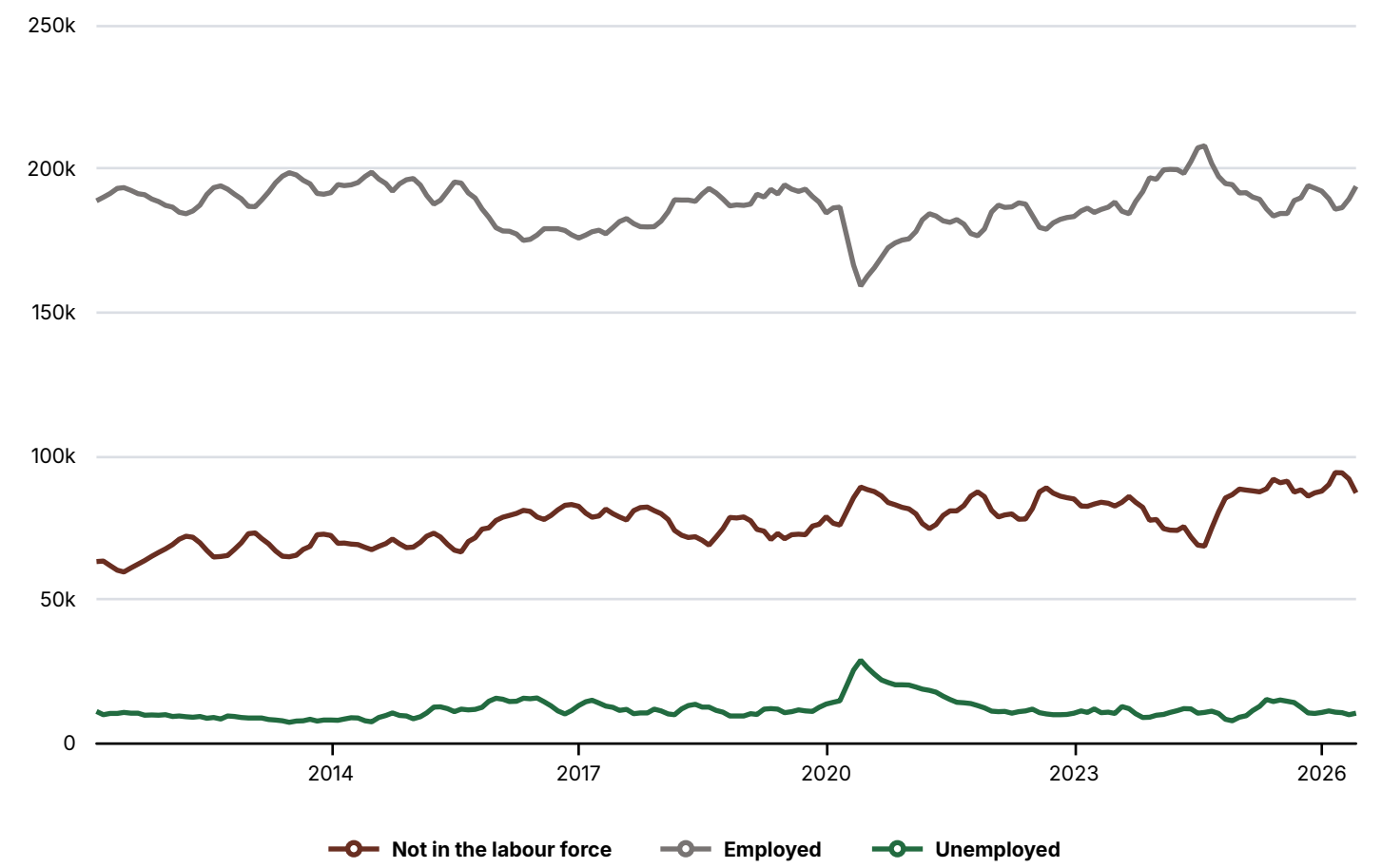


Figure 6.1: Shows whether residents are employed, unemployed, or not in the labour force. It helps indicate how people are participating in the labour market. (Banff--Jasper--Rocky Mountain House, 2011-2026)⁴

Work Activity

Banff--Jasper--Rocky Mountain House had 159,200 people who worked full year full time in June 2026, up 0.06% from a year earlier. The part year and/or part time group totalled 34,500 people, rising 41.98% year over year.

In Banff--Jasper--Rocky Mountain House, work activity is dominated by people who worked full year full time, but recent figures also show a sharp rebound in the part year and/or part time group. In June 2026, 159,200 people were in the full year full time category, compared with 34,500 people who worked part year and/or part time. The full year full time group was essentially unchanged from a year earlier, up just 0.1%. By contrast, the part year and/or part time group rose 42.0%

over the same period. That increase followed a volatile stretch, with the group falling to 24,300 in June 2025 before climbing back through spring 2026. Overall, the picture is one of stability in core full time employment and much greater movement in more flexible work. Full year full time work has stayed near the 150,000 to 170,000 range in recent years, while part year and/or part time work has fluctuated more sharply month to month.

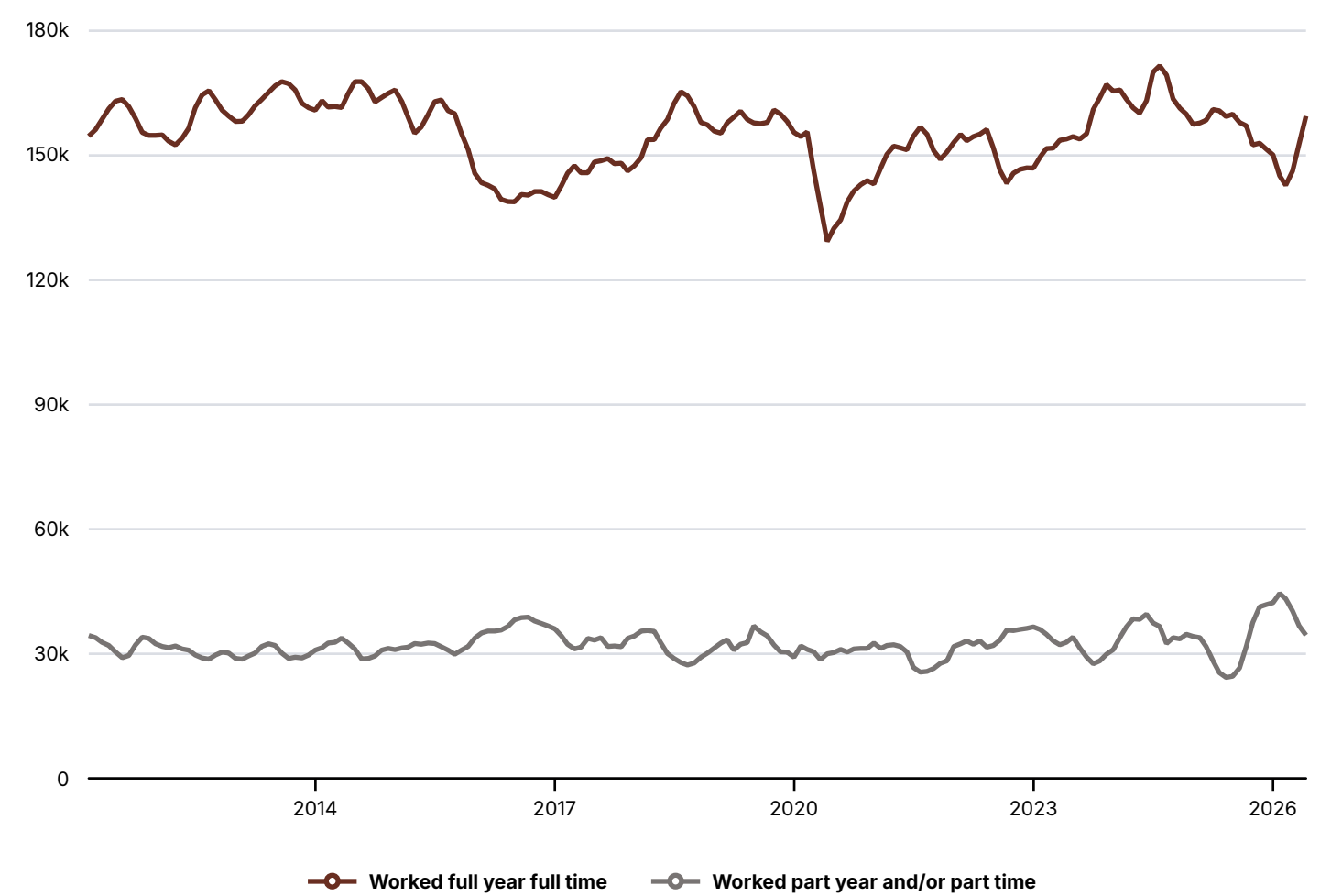


Figure 7.1: Shows the amount of work activity people had during the reference period. It helps indicate attachment to work over the year, not just at a single point in time. (Banff--Jasper--Rocky Mountain House, 2011-2026)⁴

Labour Force Participation Rate

Banff--Jasper--Rocky Mountain House posted a labour force participation rate of 70.1% in June 2026, up 2.6% from a year earlier, above March's spring low of 67.6%, and below the 76.2% peak in August 2024.

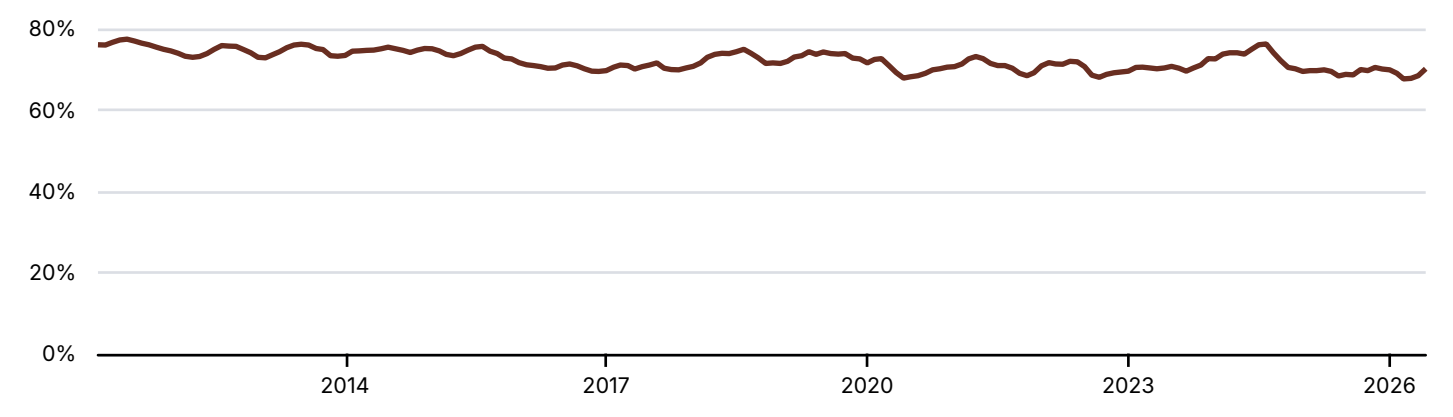


Figure 8.1: Shows the share of the working-age population that is employed or actively looking for work. It helps indicate the level of labour market engagement. (Banff--Jasper--Rocky Mountain House, 2011-2026)⁴

Banff-Jasper-Rocky Mountain House's labour force participation rate stood at 70.1% in June 2026, keeping the area's labour market engagement at a fairly high level within the long monthly series. The latest reading also sits above the same month a year earlier, with a 1-year increase of 2.64 percentage points. The series shows pronounced movement over time. It was above 76% in parts of 2011 and again in mid-2024, including 76.2% in August 2024. At its lower points, the rate fell to 67.6% in March

2026 and 67.7% in April 2026. That means the June 2026 result marks a rebound from spring 2026, though it remains below the recent 2024 peak. The pattern suggests a labour market that has stayed active but has also moved through clear swings rather than a steady line. The recent rise after early-2026 weakness points to renewed participation, even if the current level is still short of the strongest readings in the data. That leaves the area with a moderate but recovering participation profile.

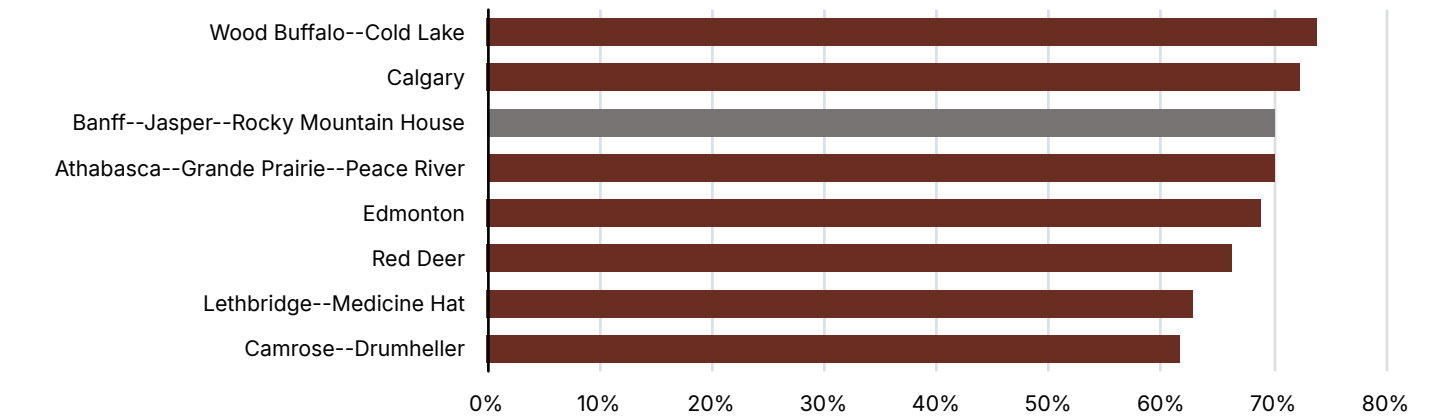


Figure 8.2: Comparison of Labour Force Participation Rate with other locations (Banff--Jasper--Rocky Mountain House, 2026)⁴

Employment Rate

Banff--Jasper--Rocky Mountain House posted a 66.6% employment rate in June 2026, up 5.1% from a year earlier. It remained below its August 2024 peak of 72.5%, but above the March 2026 low of 64.0%.

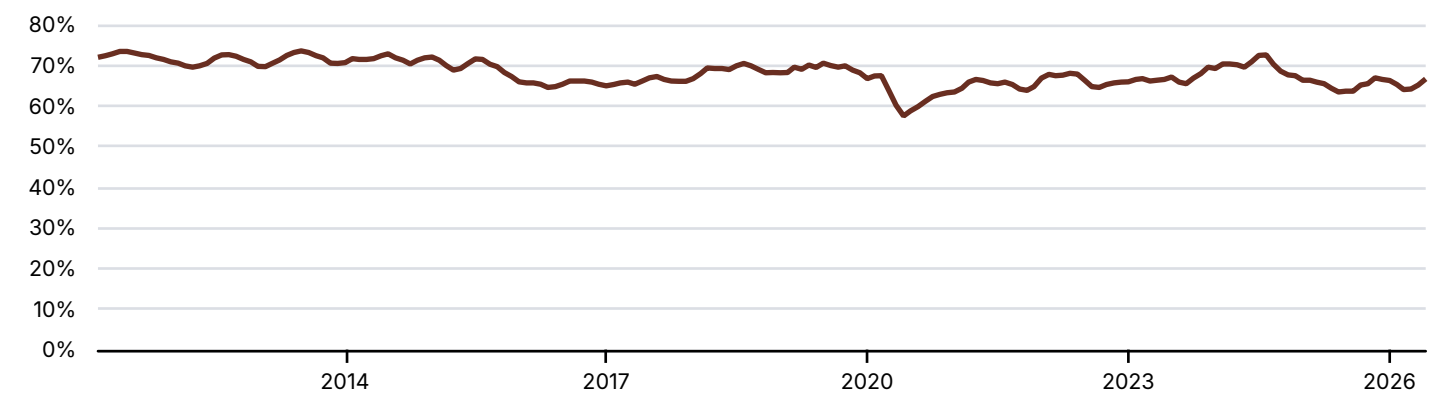


Figure 9.1: Shows the share of the working-age population that is employed. It helps indicate overall labour market health and how fully local talent is being used. (Banff--Jasper--Rocky Mountain House, 2011-2026)⁴

Banff--Jasper--Rocky Mountain House’s employment rate was 66.6% in June 2026. That is below the highs seen in earlier years, but still well above the low reached during the sharp downturn in 2020. Overall, the series shows a labour market that recovered, softened, and then recovered again in recent months. The latest reading was 5.05 percentage points higher than a year earlier. It also followed a weak period in early 2026, when the rate slipped to 64.0% in March before gradually rising

through spring to June’s 66.6%. That rebound suggests improving momentum after a slower start to the year. Looking further back, the pattern has been uneven rather than steady. The rate was around 73% from 2011 to 2013, drifted down in later years, fell sharply to 57.5% in June 2020, then climbed back into the mid- to high-60s. Most recently, it peaked at 72.5% in August 2024 before easing again.

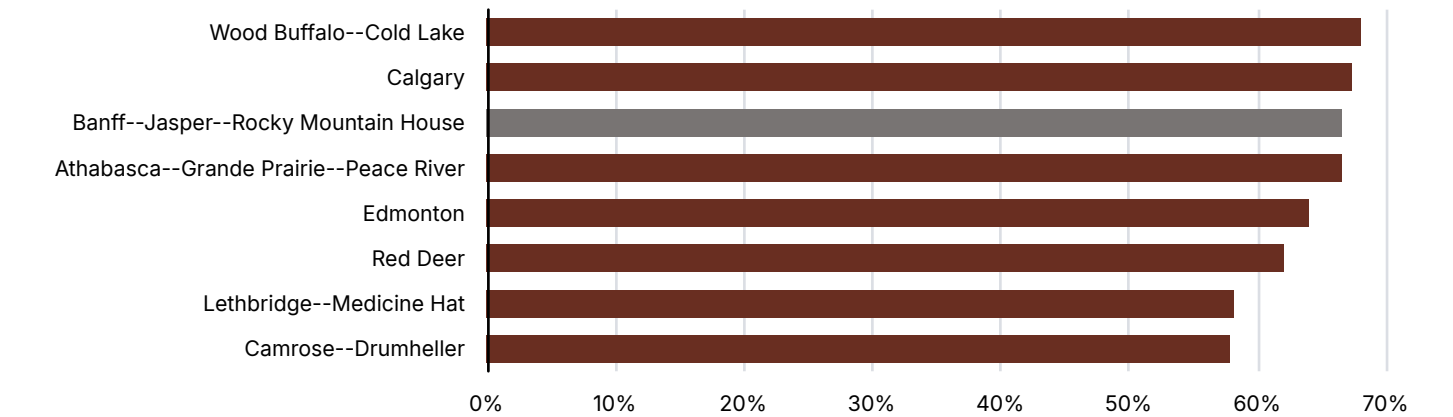


Figure 9.2: Comparison of Employment Rate with other locations (Banff--Jasper--Rocky Mountain House, 2026)⁴

Unemployment Rate

Banff--Jasper--Rocky Mountain House's unemployment rate was 5.0% in June 2026, down 30.6% year over year. It hit 3.8% in December 2024, rose to 7.5% in May 2025, then eased back to 5.0%.



Figure 10.1: Shows the share of the labour force that is unemployed and actively seeking work. It helps indicate labour market weakness and job search pressure. (Banff--Jasper--Rocky Mountain House, 2011-2026)⁴

Banff-Jasper-Rocky Mountain House's unemployment rate stood at 5.0% in June 2026 for people aged 15 and over living in private households. The series indicates a labour market that has moved through several distinct phases, with sharp swings in recent years rather than a steady trend. After climbing to 15.3% in June 2020, the rate eased through 2021 and 2022, then fell to 4.3% in both November and December 2023. It

edged up again in 2025, reaching a peak of 7.5% in May before returning to 5.0% by November and December. Compared with June 2025, the June 2026 rate was down 30.6%. Overall, the latest pattern points to short-term improvement after a weaker period in mid-2025, though monthly figures remain volatile. Even so, the current rate is well below the 2020 peak and close to the lower levels seen in late 2023 and late 2024.

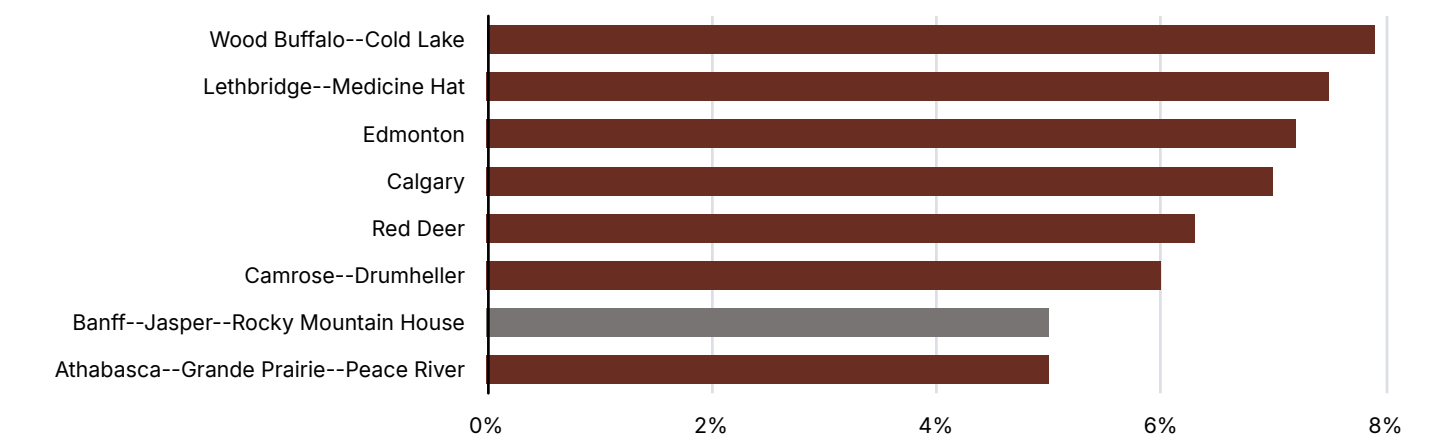


Figure 10.2: Comparison of Unemployment Rate with other locations (Banff--Jasper--Rocky Mountain House, 2026)⁴

Data Sources

1. Statistics Canada, Business Register; Localintel, Employment by Industry Estimates of Census Areas. Published in Mar 13, 2026.
2. Statistics Canada, Business Register. Published in Jun 1, 2025.
3. Statistics Canada, Census Profile. Published in Dec 15, 2022.
4. Statistics Canada, Labour Force Characteristics, Table 14-10-0462-01. Published in Jul 10, 2026.

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