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Alberta's travel industry generated an estimated \$1 billion in revenue during 1979. With an average annual increase of 13 per cent from 1971 to 1979, the industry has experienced healthy growth and is increasingly important to the economy.

*Alberta's future*

The province's wealth of resources, indicate that Alberta's strength and potential will be a long-term, rather than a fleeting phenomenon.

Future economic development, particularly that of the largely un-tapped non-conventional energy resources, will bring the challenges and opportunities to make the most of the province's great potential.

