

WORK NW ALBERTA

GRANDE PRAIRIE-GREENVIEW CORRIDOR

LOGISTICS SECTOR PROFILE

Cover Photo Courtesy of White Lightning Media Inc.



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WORK NW ALBERTA

GRANDE PRAIRIE-GREENVIEW CORRIDOR

Work Northwest Alberta - representing the Grande Prairie Greenview corridor - is poised for unprecedented growth and opportunity. By 2031 our region will need over 4,000+ skilled employees across key sectors such as Energy, Healthcare, Agriculture, Education, Logistics, and Transportation (Lightcast Analyst) to support and expand our thriving economy. Recognized as a northern economic powerhouse, our area serves a trade market of 300,000 and plays a vital role in contributing to both national and international markets.

The sector profile project was led by Work NW Alberta, a collaborative effort between the City of Grande Prairie, County of Grande Prairie, Municipal District of Greenview, Grande Prairie & District Chamber of Commerce, and Northwestern Polytechnic.

We would like to thank everyone who contributed their feedback, ideas and expertise to the study.

Please note that every effort has been made to use the most current data available. The following sources of information are used in this profile:

- Manifold Data Mining Inc. 2023/2024
- Lightcast Analyst, Datarun 2024.3
- IBIS World 2024 Industry Profiles



County of
Grande Prairie No. 1
Alberta, Canada



Municipal District of
GREENVIEW

NORTHWESTERN
POLYTECHNIC 

Chamber of
Commerce 
GRANDE PRAIRIE & DISTRICT

INTRODUCTION

This profile offers comprehensive information about the logistics sector in the Northwest Alberta Region. It serves as a valuable resource, providing detailed data on business size, sector outlook, and cluster assets within the region.

This sector profile focuses on the Region consisting of the City of Grande Prairie, County of Grande Prairie, Municipal District (MD) of Greenview, Town of Beaverlodge, Town of Sexsmith, Town of Wembley, Town of Fox Creek, Town of Valleyview, Greenview Co-ops and Enterprises, Sturgeon Lake Cree Nation, and Horse Lake First Nation. Any references to "Region" within this document refer to the custom region above.

The Region spans nearly 40,000 square kilometres and acts as a gateway and resource hub for northwestern Alberta. Its largest centre, the City of Grande Prairie, is located approximately 450 kilometres northwest of Edmonton. With a strong postsecondary institution, new hospital, skilled labour force, and significant business supports, opportunities abound within the Region.

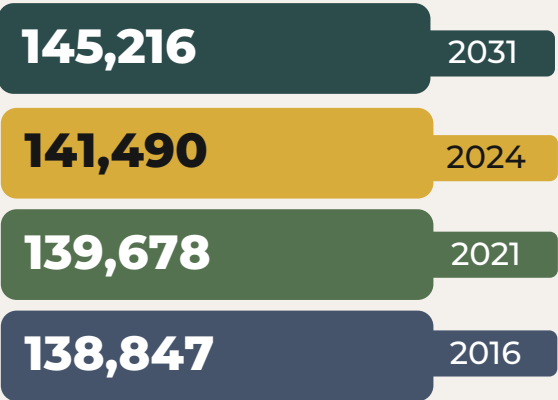
The logistics industry employed 4,166 individuals in 2024 across 851 business in the Region. Employment is expected to increase by 501 jobs or 12% by 2031. The majority of the Region's businesses within this sector are small enterprises as 77% of businesses with employees, employ fewer than nine individuals.

Our Location



REGIONAL DEMOGRAPHIC BREAKDOWN

POPULATION OF REGION, 2024



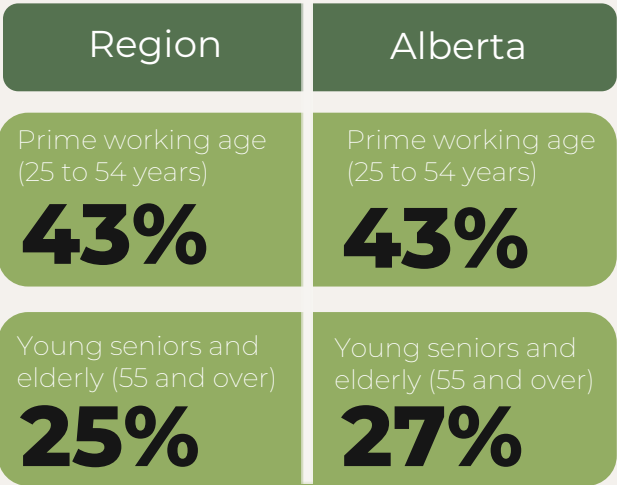
Source: Lightcast Analyst, Datarun 2024.3

Approximately 60% of the Region's population resides in the City of Grande Prairie.

The Region's population accounted for 80% of the total population in Census Division 18 and Census Division 19. The population in both Census Divisions is projected to increase 2% by 2031.

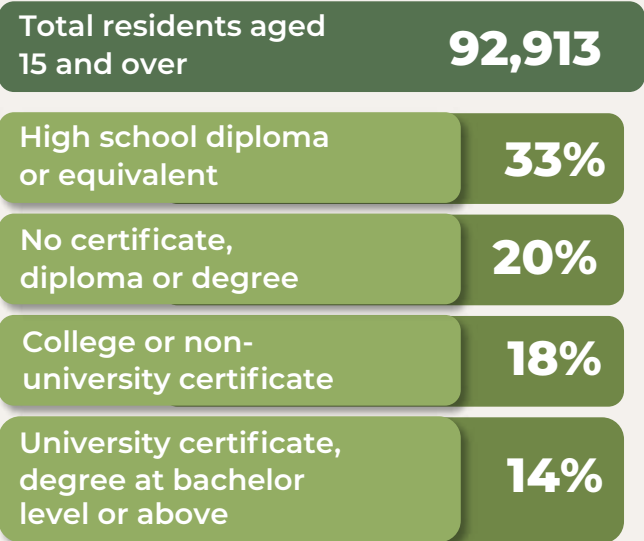


AGE OF POPULATION, 2024



Source: Lightcast Analyst, Datarun 2024.3

HIGHEST EDUCATIONAL ATTAINMENT FOR REGION RESIDENTS, AGED 15 AND OVER, 2024



Source: Manifold Data Mining, 2024

60%

of the Region's working
age population is within
the City of Grande Prairie

LABOUR FORCE STATUS FOR REGION RESIDENTS ,
2024

Labour Force Status	Region
Total population, Residents aged 15 and over	92,913
In the labour force	68,406
Employed	63,970
Unemployed	4,436
Not in the labour force	24,507

Source: Manifold Data Mining, 2024

TOP 5 FIELDS OF STUDY FOR REGION
RESIDENTS, AGED 15 AND OVER, 2024

13,666

Architecture, Engineering,
and Related Technologies



8,233

Business, Management,
and Public Administration



6,852

Health and Related Fields



3,264

Education



3,170

Personal, Protective and
Transportation Services



Source: Manifold Data Mining, 2024

AVERAGE LABOUR FORCE PARTICIPATION RATES, 2024

PARTICIPATION RATE

74%

EMPLOYMENT RATE

69%

UNEMPLOYMENT RATE

6%

Source: Manifold Data Mining, 2024

ABOUT THE SECTOR

The logistics sector, which include transportation and warehousing has been identified as a target sector within the Region. Subsectors within this field include air, rail and other forms of transportation, natural gas distribution, urban transit systems, and warehousing and storage.

REGION SPECIFIC

Freight trucking (both specialized and general) are the most common subsectors within the broader industry, housing 358 and 347 businesses respectively. Together these two subsectors account for 83% of all transportation and warehousing businesses within the Region. The majority of businesses with known employees within the sector employ fewer than 10 people, specifically, of those businesses with known employee counts, 77% operate with between 1 and 9 employees..

LOGISTICS BUSINESSES, JUNE 2024

Industries	Businesses
Specialized freight trucking	358
General freight trucking	347
Support activities for road transportation	50
Non-scheduled air transportation	18
Other support activities for transportation	17
Warehousing and storage	16
Business-to-business electronic markets, and agents and brokers	15
Support activities for air transportation	10
Freight transportation arrangement	10
Natural gas distribution	4
School and employee bus transportation	3
Scheduled air transportation	1
Urban transit systems	1
Support activities for rail transportation	1
TOTAL	851

Source: Lightcast Analyst, Datarun 2024.3

REGION SPECIFIC (Cont.)

Logistics businesses in the Region employed 4,166 people in 2024, an increase of 646 positions since 2021. From 2024 to 2031 this sector is poised to see a further growth of 501 net new positions to a total of 4,667 positions in the Region. The largest percentage growth is projected for Freight transportation arrangement (15%) and Natural gas distribution, with a projected 14% increase in total jobs.

LOGISTICS EMPLOYED AND SELF-EMPLOYED POSITIONS, 2021, 2024 AND 2031

Subsector	2021 Positions	2024 Positions	2031 Positions	Change 24'-31'	% Change
Natural gas distribution	60	80	91	11	14%
Business-to-business electronic markets, and agents and brokers	40	42	37	-5	-12%
Non-scheduled air transportation	18	32	36	4	13%
Rail transportation	151	183	202	19	10%
General freight trucking	769	881	1,008	127	14%
Specialized freight trucking	1,994	2,509	2,827	318	13%
Urban transit systems	56	63	66	3	5%
School and employee bus transportation	155	82	82	0	0%
Support activities for air transportation	75	100	101	1	1%
Support activities for road transportation	157	145	165	20	14%
Freight transportation arrangement	22	27	31	4	15%
Warehousing and storage	23	23	20	-3	-13%
TOTAL	3,520	4,167	4,666	499	12%

Source: Lightcast Analyst, Datarun 2024.3

Note: Job totals per subsector may not add up to total number of positions within the broader sector due to methodological rounding



While many of the top positions within this sector are directly related to the logistics sector, other notable occupations include managers in agriculture and sales and account representatives. The table below highlights the top occupations based on total staffing patterns within the Region. The associated wages are provided for each occupation, irrespective of the specific sector of employment.

LOGISTICS AVERAGE WAGES (REGARDLESS OF SECTOR OF WORK) PER OCCUPATION, 2023

Occupations	Average Wages
Transport truck drivers	\$69,742.40
Supervisors, motor transport and other ground transit operators	\$84,013.48
Heavy-duty equipment mechanics	\$88,649.60
Automotive service technicians, truck and bus mechanics and mechanical repairers	\$74,505.60
Material handlers	\$53,664.56
Bus drivers, subway operators and other transit operators	\$59,291.25
Managers in transportation	\$110,116.34
Sales and account representatives - wholesale trade (non-technical)	\$73,171.31
Railway conductors and brakemen/women	\$101,621.15

Source: Lightcast Analyst, Datarun 2024.3

SECTOR DATA

FUTURE OUTLOOK OF THE SECTOR

Consumer spending is expected to jump, prompting manufacturers to ramp up production to meet demand for various goods, necessitating freight transportation services to deliver inputs. Additionally, rising private and construction investment levels will drive the need for freight transportation services to transport equipment and materials to various parts of the country to complete the construction of new infrastructure.

KEY DRIVERS OF DEMAND

Factors determining national demand for the logistics can be broken into three categories.



Source: IBISWorld, 2024

KEY SUPPLIERS TO THE SECTOR



Manufacturers of automotive components
(E.g., trucks and busses; and tires, engines and automotive parts)



Gasoline and Petroleum

Source: IBISWorld, 2024

KEY BUYERS TO THE SECTOR



Wholesalers and retailers of goods



Other industries dependent on shipping and logistics
(Farms, oil, gas and mining, forestry)

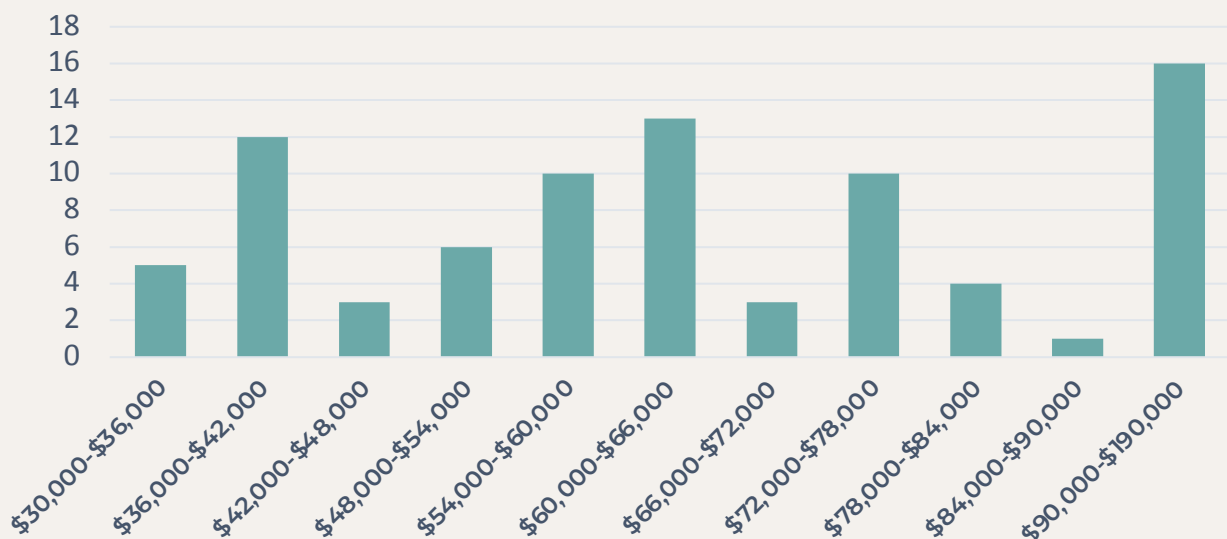
Source: IBISWorld, 2024

JOB POSTING DATA

Between January and December 2024, the Region saw 226 unique job postings within the logistics sector. Of the jobs posted during this period, 83 had advertised salaries. Those postings had a median advertised salary of \$62,300, with 19% offering a salary above \$90,000.

The top subsectors by number of job postings in the logistics sector are general freight trucking, long-distance, truckload; natural gas distribution; and general warehousing and storage.

JOB POSTINGS BY SALARY, JANUARY – DECEMBER 2024, REGION



Source: Lightcast Analyst, Datarun 2024.3

TOP OCCUPATIONS BY NUMBER OF JOB POSTINGS, JANUARY – DECEMBER 2024



49

Transport truck driver



18

Utility truck drivers



12

Heavy-duty equipment mechanics

Source: Lightcast Analyst, Datarun 2024.3

COMMUNITY ASSETS SUPPORTING THE SECTOR/CLUSTER

Northwestern Polytechnic (NWP) offers a variety of educational options and has developed local partnerships to provide programming that rapidly and effectively meets the needs of their learners and the broader community. nwpolytech.ca

Grande Prairie Regional Innovation Network serves innovators, entrepreneurs and companies in Northwestern Alberta with resources, knowledge and connections to launch innovations in connection with the broader Alberta innovation ecosystem. gprin.ca

Community Futures Grande Prairie and Region offers businesses support from first steps through to growth stages. This includes information on how to start a business, developing business plans, financing loans, marketing and feasibility studies. grandeprairie.albertacf.com

ATB Entrepreneur Centre supports businesses through business-to-business networking, connections and workshops. atbentrepreneurcentre.com

Women Building Futures offers programs and support services to help unemployed and underemployed women explore and connect to careers that pay above a living wage. Employment training programs provide the introductory skills to begin a new career in areas where women have historically been underrepresented. womenbuildingfutures.ca

For information on other Community and Training Assets, please contact the project partners.

REGIONAL SPOTLIGHT

The Region is strategically located along the CANAMEX trade route, a system of highways, railroad and fiber optic telecommunications infrastructure established under the North American Free Trade Agreement. The CANAMEX corridor creates a direct route from Mexico City, through Alberta and the Region, to Alaska. Access to the CANAMEX corridor is a major strength to the Region's logistics sector.

Rail infrastructure in the Region offers the most cost-effective way of shipping bulk goods out of the Region and into export markets. Grande Prairie, the Region's largest centre, is the closest city in Alberta to western shipping ports, offering a competitive advantage in getting bulk product to Asian markets faster than from anywhere else in Alberta.

The Region is served by Canadian National Railway. Locally, high load capacity lines connect with the CN mainline at Hinton, linking the Region to the ports of Vancouver, Prince Rupert and the rest of North America. Strategically-located facilities provide rail reload and transportation services and manage broad inventories.

The Grande Prairie Airport, is one of Alberta's largest airports, offers passenger, transport and medical service. Daily direct passenger flights to destinations within Alberta connect the Region by air to the rest of the world.

TRAINING ASSETS AND INSTITUTIONS THAT SUPPORT THE SECTOR/CLUSTER

TRAINING ASSETS SPECIFIC TO REGION



NWP has a wide array of transportation, storage and warehousing sector-related degrees, diplomas or certificate programs. Students can build skills and knowledge in various productive pathways including the Parts and Materials Technician certificate, Office Administration certificate, and Business Administration diploma programs.

Sector-related Skilled Trades and Apprenticeships provide hands-on Automotive Service Technician, Motorcycle Mechanic, Parts Technician, and Heavy Equipment Technician experience.

NWP also offers continuing education courses in MELT Class 1 and 3 Driver Training, Class 6 Motorcycle Training, Microsoft Office certifications, and Human Resources.



Class 1 Drivers
Training



Business
Administration



Automotive
Service
Technician

TRAINING ASSETS SPECIFIC TO REGION (CONT.)

The Rupertsland Institute supports the well-being of Métis in Alberta through job matching, training partnerships with NWP, access to technology and internet, online counselling tools, information on local services, employers and careers, and self-employment workshops.

rupertsland.org

Montney Riverstone Tribal Council is the service provider for the **Indigenous Skills Employment and Training (ISET) Program** in the Montney Riverstone Tribal Council area. ISET is designed to help members improve their skills and find employment through training and skills development. The program helps the community members find employment and polish employment skills. Funded through Service Canada, it gives members the skills required to find employment and fill job gaps.

montneyriverstone.ca

CAREERS: The Next Generation is an industry led non-profit organization that brings together industry, schools, governments, and communities to guide youth into successful career paths. Youth get the opportunity to test drive in-demand occupations in skilled trades, forestry, information and communications technology, agriculture and healthcare. Companies benefit by attracting local talent and bringing youthful energy to their industry. careersnextgen.ca

Northern Lakes College (NLC) provides a supported distance learning environment with two locations in the Region. NLC offers Apprenticeship Trades, Pre-Employment Trades, and Business and Administrative Studies. Continuing Education and Corporate Training programs include Asset Management Professional and Maintenance Management Professional. northernlakescollege.ca

For information on other Community and Training Assets, please contact the project partners.

Data Disclaimer

- The data has been rounded to the sum of all subcategories to minimize discrepancies caused by margin of error.
- The information presented in this report may not precisely match the data collected or developed by each individual community.
- To maintain privacy due to small population samples, data for some communities have been suppressed by Statistics Canada and economic modeling tools. These instances are represented with "<10".
- Occupational wages and median advertised salaries for the sector are two distinct values. Occupational wages reflect the average wage by occupation based on the latest available data (2023). In contrast, the median advertised salary represents the median value of job postings in the sector that included compensation data for the period between January and December 2024.

WORK NW ALBERTA

GRANDE PRAIRIE-GREENVIEW CORRIDOR

**MAKE A GREAT LIVING.
LIVE A GREAT LIFE.**

**CONNECT WITH US TO HELP
IDENTIFY, RECRUIT AND GROW
YOUR TALENT POOL.**



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www.worknwalberta.ca





LOGISTICS SECTOR PROFILE

WORK NW ALBERTA

Northwest Alberta (2024 Profile Summary)

Overview: This sector profile outlines the logistics sector in the Grande Prairie–Greenview region. Spanning nearly 40,000 km², the region is a key hub for trade and transportation serving 300,000 people.

KEY FACTS



Sector Employment (2024):
4,166 individuals



Projected Employment (2031):
4,667 (▲12% or 501 jobs)



Total Businesses:
851 (77% employ fewer than 9 people)

ECONOMIC HIGHLIGHTS

- Sector has strong projected job growth through 2031.
- Rail and air infrastructure supports major logistics operations.
- Access to CANAMEX corridor provides a strategic advantage.

WAGES (2023 AVERAGES)

\$69,742

Transport truck drivers



\$88,650

Heavy-duty equipment mechanics



\$101,621

Railway conductors



\$110,116

Managers in transportation



MAJOR SUB-SECTORS:



358

Businesses
Specialized
freight trucking



347

General freight
trucking



Support
activities
for road
transportation,
warehousing
and air transport

CHALLENGES & OPPORTUNITIES

Rising consumer demand and infrastructure projects drive growth

Green tech tax credits benefit logistics providers

Technological upgrades key to competitive advantage

COMMUNITY & TRAINING ASSETS



Institutions:

Northwestern Polytechnic,
Northern Lakes College



Programs:

Class 1 Driver Training,
Automotive Service Tech,
Business Admin



Support Networks:

GPRIN, Community Futures,
Women Building Futures, CAREERS

SPECIAL FEATURE

The region's location along the CANAMEX corridor and proximity to west coast ports position it as a logistics gateway for trade.

Scan for an
Audio Overview!

