



## ICYMI: The story of Alberta tourism

From looking back at our successes as Team Alberta over the past year, to looking ahead to the future with an evolved Alberta brand and new business plan, check out the stories we shared about Alberta tourism throughout Tourism Week.

### 2021-22 Travel Alberta Snapshot: Progress made in first year of Bootstrap Plan

Despite another challenging year for our industry, significant progress was made in the first year of the Bootstrap plan.

[Read](#)

### Developing a destination: How Charmed Resorts is creating a must-visit whimsical retreat in southwest Alberta

Since Charmed Resorts first opened in the summer of 2020, it has grown from four magical retreats to seven, thanks to investors like Travel Alberta.

[Read](#)

### Investing in Indigenous tourism: Blackfoot Crossing Historical Park

Blackfoot Crossing Historical Park reached out to Travel Alberta's tourism investment team last year for help in expanding its popular tipi camping experience.

[Read](#)

### Relaunching Alberta to the world: putting people and personality at the heart of Alberta's brand

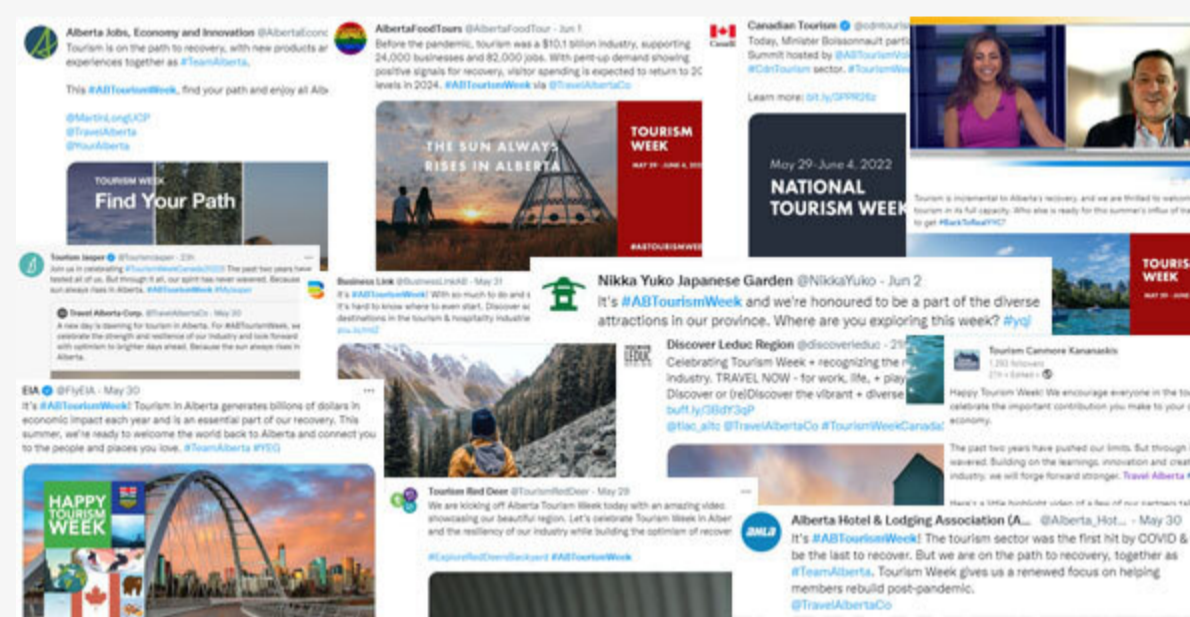
As we look toward a very busy summer for Alberta's tourism industry, there has never been a better time to relaunch Alberta to the world.

[Read](#)

### 2022-25 Business Plan: Our plan for recovery and growth

Building on the 2021-24 Bootstrap Plan, Travel Alberta's 2022-25 Business Plan will guide our work over the next three years.

[Read](#)



## Thank you for spreading the word

The value of Alberta's tourism message was spread far and wide throughout Tourism Week. Thank you to all who raised awareness of our industry as a driver of our economy and key contributor to our community.



## Updated tourism data

Get a holistic snapshot of the latest key tourism insights including visitation, economic impact, visitor spend, hotel performance, air access and more with our dynamic tourism indicator dashboards.

Make better business decisions using comprehensive, timely and relevant data.

[View updated dashboards](#)

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