

# Connections



## Receive up to \$100,000 to grow your tourism business

The fall intake for Travel Alberta's Cooperative Investment Fund will support winter events and festivals, as well as rural development and promotion focused primarily on driving winter visitation.

We are seeking applications for:

- High-impact, signature winter events with a high potential return on investment
- Events that charge an admission fee and take place over multiple days, driving overnight visitation to the region
- Regional promotional strategies aimed at growing winter visitation and driving cash flow to tourism businesses

Apply by **October 14**.

[Apply now](#)



## Download the World Tourism Day social media toolkit

World Tourism Day (September 27, 2022) will kickstart a global conversation around tourism development and what it means for people and our planet. Where is tourism going? Where do we want to go? And how do we get there?

Join the discussion on social media next Tuesday with Travel Alberta's industry toolkit, featuring:

- Images that tell the story about what makes Alberta a great place to live, work and explore
- Key messages that raise awareness about the economic and social value of tourism
- Sample social media posts that demonstrate how, collectively, we as an industry are developing and growing Alberta's visitor economy

[Download the toolkit](#)

## FOLLOW US

