



Happy World Tourism Day

As we wrap up our summer season and look ahead to the future, it's an opportune time to celebrate our resilient industry.

Our CEO David Goldstein is looking forward to continuing the momentum of incredible recovery across the province. Working in collaboration with you, our industry partners, Travel Alberta is creating great experiences for free-spirited travellers.

It's going to be a great winter. Are your skis tuned and ready?

[Watch](#)



Join the discussion on social media

Be part of the World Tourism Day conversation today! Access the Alberta 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

[View the toolkit](#)



Celebrate Canada's wild side

Albertans have a mind of our own. We don't colour between the lines. We pave our own path forward. A path not only to recovery, but to growth.

Share this video with your networks to celebrate Alberta's innovative and entrepreneurial spirit. Because we are Canada's wild child.

[Watch and share](#)



Wanderlust endures: 3 reasons it's time to travel again

Another reason to celebrate! With remarkable signs of recovery being seen in communities across the province, Alberta is ready and eager to welcome back visitors from near and far.

Our industry has never been more aligned. We're taking a community-driven approach to enhance and develop visitor experiences that will attract travellers looking for forward-thinking destinations. Places that put people and land first when thinking about development.

We're putting Alberta on the map for those travellers, and it's time they start planning their next trip. Here's why.

[Read the article](#)

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