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Connections



Receive up to \$75,000 to support your growing tourism business

Apply now for Travel Alberta's Incubator Fund! This fund supports new and emerging tourism businesses with strong growth potential to scale up their operations.

Visit our website for full details and apply for funding by January 16, 2023.

[Apply now](#)



TOURISM TOWN HALLS

Register now for a Tourism Town Hall in your community

This January, join David Goldstein, CEO, Travel Alberta; Darren Reeder, CEO, Tourism Industry Association of Alberta; and Shae Bird, CEO, Indigenous Tourism Alberta, for an insightful panel discussion about the power of partnerships and collaboration in the tourism industry.

We want to hear from you! This is an opportunity to ask questions and identify challenges and opportunities specific to your region.

Space is limited. Register soon to reserve your spot!

[Register now](#)



Message from the CEO: Thank You for an Incredible Year

Dear Partners,

During what is already a busy holiday season for our industry, I want to take a moment to share my gratitude for this past year and optimism for the season ahead.

Thanks to the innovation exemplified by Alberta's tourism industry, we're well on track to double the value of our visitor economy by 2035. And we couldn't do it without all of you, here on Team Alberta.

[Read the full message](#)



New tourism insights show strong domestic recovery

While labour challenges persist, Alberta's tourism industry continues to show signs of recovery. Domestic recovery remains stronger than international recovery at this time, with air passenger volumes from most provinces in Canada surpassing pre-pandemic levels this fall.

Access the latest key tourism insights to help you make better business decisions, including hotel occupancy, visitation, air access and more.

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