



Tourism Week 2023: Download our social media toolkit!

Happy Tourism Week! Alberta's industry operators, destination organizations and community associations are integral to the success of our visitor economy. Thank you for your ongoing work to establish Alberta as Canada's premier tourism destination.

Want to join the conversation? Use our social media toolkit to be a tourism ambassador!

[Download the toolkit](#)



Marketing Alberta to the world: Our unique advantage

There's no doubt our rolling prairies, turquoise blue lakes and majestic mountains play a key role in attracting visitors from across the world. But we have a secret ingredient that makes us stand out from the rest: our people.

[Learn how](#)



Attracting international visitors as a fly-to destination

Last year, air routes to Alberta saw a marked increase. Alberta's tourism operators can capitalize on this momentum by tailoring tourism experiences and marketing to the highest-potential international markets.

[Read more](#)



Building a sustainable visitor economy

Tourism is a significant driver of sustainable economic, social and cultural development. At Travel Alberta, we support destination development by investing in the big ideas of Alberta's tourism entrepreneurs.

[Read how](#)

Additional resources from our partners:

- [Become a Tourism Industry Association of Alberta \(TIAA\) Member](#)
- [Download Tourism Industry Association of Canada's \(TIAC\) Tourism Week toolkit](#)
- [A toolkit for working with ITA and its members](#)
- [WestJet's inaugural Tokyo-Calgary flight takes off on April 30](#)

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