



**DYNAMIC TOURISM INSIGHTS NOW AVAILABLE**

Making data-driven business decisions has never been easier, thanks to the new online tourism indicator dashboards developed by Travel Alberta in partnership with the Tourism Industry Association of Alberta.

The dynamic dashboards provide a holistic snapshot – distilled into easy-to-understand, downloadable visuals – of key tourism insights including trends, economic impact, visitor and market intelligence, and more. They combine comprehensive data from cross-industry sources, making timely, relevant data accessible for everyday use.

Tourism businesses, communities and industry partners can use these insights to better understand the tourism industry and identify growth opportunities.

[VIEW DASHBOARDS](#)



**GET READY FOR TOURISM WEEK**

Tourism Week (May 29 – June 4) is coming soon! It's an opportune time to recognize the resiliency of our industry these last two years while we look ahead to the bright future of Alberta's visitor economy. We are on the path to recovery.

Stay tuned to our [Industry Hub](#) in the coming weeks for a downloadable toolkit including graphics and suggested social media copy to use during Tourism Week.



**APPLY NOW FOR TOURISM INVESTMENT FUNDING**

Intake is still open for Travel Alberta's competitive investment funds. Apply by May 13 for one of the following funding streams:

**Cooperative Investment Fund**

- **Rural Development and Promotion:** Provides up to \$100,000 to grow rural visitation through destination development and promotion.
- **Events and Festivals:** Provides up to \$100,000 to drive tourism revenue through cultural events and festivals across Alberta.

**Product Development Fund**

- **Growth:** Provides up to \$500,000 to renovate or revitalize existing infrastructure, scale up capacity, or develop a new product or service (minimum 50% fund matching required).
- **Innovation:** Provides up to \$125,000 for new assets to diversify products and experiences.
- **Incubator:** Provides up to \$75,000 to new tourism businesses with strong growth potential in operation for at least six months.

Calgary's Burwood Distillery received funding from Travel Alberta's investment program last year to expand their visitor experience. [Learn more here](#) about how this funding helped them create a year-round, farm-to-glass experience highlighting Alberta's world class agriculture.

[APPLY](#)



**REGISTER TODAY**

There's still time to register for the [Drumheller](#) and [Fort McMurray Wood Buffalo](#) Tourism Town Halls! Join Travel Alberta and the Tourism Industry Association of Alberta (TIAA) as they discuss the recovery and growth of tourism in our province while connecting with industry peers.

[REGISTER](#)

**FOLLOW US**

