



A message from our CEO

As travel resumes, I'm thrilled to celebrate the achievements our industry has realized despite another challenging year. The creativity and innovation we've drawn on to survive will serve us well as we begin the transition to thrive.

While some challenges remain, the future is bright. Tourism spending is expected to return to 2019 levels (\$10.1 billion) in 2024, and then double within 10 years.

Our industry has vast untapped potential and I know that in true Alberta fashion, we will harness this potential together. I look forward to working with all of you as we recover and grow tourism to be a strong community-builder, job creator and economic driver for our province.

David



Celebrate Tourism Week May 29 to June 4

Tourism Week marks the perfect time to take stock of where we are today and ask ourselves where we want to be in the future.

That's why on Monday, May 30, we'll share some highlights from our 2021-22 Annual Report, celebrating the progress we've made thanks to Team Alberta. On Friday, June 3, we'll release our 2022-25 Business Plan, sharing our strategy for the next three years as we continue along the path to recovery and growth. And throughout the week, we'll share stories that highlight the incredible spirit of this community, the true value of Alberta's visitor economy, and lessons we learned along the way.

Want to join in the fun and celebrate Tourism Week with pride? Amplify the message using our Alberta industry toolkit, including photos, videos, and suggested messaging to help you tell Alberta's tourism story on your own channels. Don't forget to follow us on [LinkedIn](#) and [Twitter](#), and visit the Industry Hub for new content released every day of the week!

[View the toolkit](#)



Other can't miss events during Tourism Week

Alberta Tourism Advocacy Summit

Join the Tourism Industry Association of Alberta and industry leaders May 31 – June 1 for the Alberta Tourism Advocacy Summit in Edmonton. This is an opportunity to gain political insights and share industry perspectives on the value of our visitor economy.

[Register](#)

Indigenous Cultural Awareness Training

Are you a non-Indigenous tourism operator looking to work with Indigenous communities and businesses? Indigenous Tourism Alberta is hosting a full-day Cultural Awareness workshop on May 31 in Sylvan Lake, with a focus on Indigenous tourism and responsibility in the promotion of authentic Indigenous tourism experiences.

[Register](#)

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