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Connections



Amplifying Indigenous tourism operators across Alberta

Indigenous tourism empowers Indigenous communities to share their stories with the world. Learn more about how **Indigenous Tourism Alberta (ITA) partners with Indigenous-owned business to create meaningful and authentic experiences.**

[Read more](#)



Investment Story: Making the connection between land and person

At Mahikan Trails, visitors from across the world can stay, learn and immerse themselves in the beauty of the land. Read about Cree knowledge keeper, Brenda Holder, and **how she turned her vision into reality.**

[Learn more](#)



Experience Mother Nature through an Indigenous lens

In partnership with ITA, we sent out local creators to learn about the land, history and culture of various Indigenous tourism operators, including the founder of Buffalo Stone Woman, Heather Black. **Watch the video to discover what they learned.**

[Watch video](#)



CEO update: Great news for Alberta's tourism sector

Travel Alberta CEO David Goldstein was appointed as the new Deputy Minister of Tourism and Sport. He will retain his role as CEO of Travel Alberta.

[Read more](#)

Latest industry research and news

- Familiarize yourself with [ITA's toolkit for working with its members](#) in an authentic and meaningful way.
- Be sure to monitor our [Tourism Indicators](#) dashboards as they are updated regularly. This data can help inform your marketing strategies!
- [Destination Canada launched a new tourism corridor strategy](#) that will accelerate tourism development, enhance interprovincial connectivity and highlight prime opportunities to invest in sustainable visitor experiences in the Southern Rockies.
- [Lynx Air's new flight from Fredericton to Calgary](#) had its inaugural takeoff on June 12!
- Our CMO, [Tannis Gaffney, interviewed with Allan Fine from Insider Travel Report](#) about Alberta's many incredible visitor experiences.

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