



Keeping Calgary's Stampede spirit alive: Sam Centre

The Calgary Stampede brings a surge of energy to the city and surrounding communities. But how do we keep the energy alive beyond those ten days? **The new Sam Centre may be the answer.**

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Investment Story: On route to becoming a western-wear staple

Alberta Boot has become the go-to store for western-wear and is quickly making its stamp in larger markets. **Learn how they're sharing a piece of western culture through their new experiential tours.**

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How Edmonton Folk Festival fosters community year-after-year

Since 1980, the Edmonton Folk Festival has created an inclusive community that is passionate about music, food, and art. **Discover how the festival also creates a sense of family for those who work the event.**

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Latest industry research and news

- Happy K-Days! [Discover the festival](#) in Edmonton this week.
- [Read the mandate letter to Alberta's Minister of Tourism and Sport](#), outlining the priorities and goals set forth by the Premier.
- Stampede 2023 wraps up as the [second largest turnout in its history](#).
- Did you know that [Alberta's direct seat capacity](#) is on track to exceed pre-pandemic numbers this summer? We expect flights to Alberta from France to nearly double compared to 2019. [Check out the tourism indicator dashboards](#) to see more insights.
- [Alberta film workers received Emmy nominations](#) for their part in producing The Last of Us!

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