



Product Development Funding: Expression of Interest now open

Are you ready to grow your tourism business? We want to hear your big ideas! We're now accepting expression of interest applications for Growth and Innovation funding. **Don't wait too long – EOI applications close on Sept. 11.**

[Apply today](#)



Working in tourism: How Alberta's distillers offer distinctly local experiences

Distillation is a way to capture the province in a bottle, utilizing our world-class ingredients for a truly homegrown product. **These local businesses are working to build community, boost their local economies, and invite visitors from around the world to join in the fun.**

[Read more](#)



How Alberta's Pride organizations create a welcoming environment for locals and visitors alike

While Pride weeks provide a fantastic opportunity to recognize, support and celebrate 2SLGBTQIA+ folks, many organizations across the province are working year-round to keep the Pride spirit alive. **Learn why inclusivity matters in the tourism sector, and how it can benefit your business.**

[Learn more](#)

Latest industry research and news

- Did you know that **tourism employment** accounts for 9.4% of total employment in Alberta? Check out the **tourism indicator dashboards** to see more insights.
- Listen to **Indigenous Consultant, Monique Collins**, share her story and goals to build community for everyone at Rig Hand Distillery.

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