



Investment story: Bringing northern Alberta's dinosaur history to life

The Philip J. Currie Museum invites guests to embark on a river rafting excursion and discover fossils that reveal what creatures walked this land many years ago. [Learn more about how this unique experience is attracting visitors from across the world.](#)

[Learn more](#)



Investment story: The power of a heated patio for this distillery

Diamond Valley now has a year-round venue that transports guests back in time to the history of Alberta's whiskey belt. [Learn how Eau Claire Distillery's new heated patio made it possible to extend their summer season and contribute to a resilient local economy.](#)

[Read more](#)



Learning resources: Market and grow your tourism business

Marketing your tourism business can be hard, especially when you don't know where to start. Access discounted classes and modules to learn everything you need to know to grow your business.

- **Tourism Connects:** Learn how to design memorable travel activities, test visitor experiences, and build unique travel packages.
- **eLearningU:** Understand what the best tactics, strategies, and techniques are for your digital tourism marketing strategy.

[Access content](#)

Latest industry research and news

- Despite a slightly lower volume of international travellers, Alberta saw 12.9% more incoming air passengers this month. [Learn more about traveller data and trends on the Air Passenger dashboard.](#)
- Investment applications are now closed. [Decisions will be made in late 2023.](#)
- Curious about what Travel Alberta accomplished last year? [Read our Annual Report.](#)
- Tourism ministers at all levels met last week to discuss tourism growth in Canada. [Read the summary of the meeting here.](#)

FOLLOW US

