

Happy New Year, Team Alberta! We hope you and your families had a restful break over the holidays and are feeling recharged for the year ahead. We look forward to continuing our work with all of you this year to build back our visitor economy stronger than ever.



**TOURISM TOWN HALLS UPDATE**

Due to the rapid transmission of the Omicron variant in recent weeks, Travel Alberta and the Tourism Industry Association of Alberta (TIAA) have made the difficult decision to postpone the Tourism Town Halls planned for January in Medicine Hat, Lethbridge and Pincher Creek. While we are disappointed to not connect in person next week, the health and safety of our partners and communities is our priority. Stay tuned for new dates coming soon!

At this time, registration remains open for the **Fort McMurray** and **Drumheller** town halls planned for February 2 and 4 respectively.



**ALBERTA TOURISM INDUSTRY CONGRESS**

We are currently planning for Congress to be an in person event at the Fairmont Banff Springs and look forward to connecting with you to share ideas, trends, and best practices in support of recovering and growing Alberta's visitor economy.

Check out the **action-packed agenda** featuring a lineup of fantastic speakers you won't want to miss.

And don't forget to nominate your choice for the 2022 Alto Ambassador by February 11! The return of the **Alberta Tourism (Alto) Awards** is timely. Never has our industry been more worthy of applause.

[CONGRESS DETAILS](#)



**NEW ADVISORY COMMITTEE MEMBERS**

Travel Alberta is pleased to announce the tourism leaders from across the province that make up our newly created **Marketing Insights** and **Access and Product Development Advisory Committees**. These groups, representing multiple tourism sectors, will provide their expertise and valuable insights as we work to rebuild and grow the tourism industry in Alberta.

Thank you to everyone who applied to join one of the committees. We appreciate your interest and support.

[VIEW MEMBERS](#)



**COVID-19 UPDATES**

**Applications Now Open for Canada Worker Lockdown Benefit**  
This federal program, which gives temporary income support to employed and self-employed individuals who cannot work due to a COVID-19 lockdown, provides \$300 per week for eligible regions. Alberta was designated an eligible region beginning December 19. [Learn more and apply.](#)

**Tourism Levy Abatement**  
The Government of Alberta is reintroducing a revenue-tested tourism levy abatement that will allow eligible accommodation providers to keep tourism levy amounts collected between October 1, 2021, and March 31, 2022. Eligible operators must show a 40 per cent decline in room revenue compared with 2019. [Visit alberta.ca for more information.](#)

**Changes to Public Health Measures**  
As Omicron cases continue to grow, the Government of Alberta has introduced new public health measures to slow the spread. The new measures took effect December 24, 2021, and include capacity restrictions, limitations on food or drink consumption in certain venues, changes to table capacity at restaurants, pubs and bars, and more. For full details, [view the news release](#) or visit [alberta.ca](#).



**LATEST MARKET INSIGHTS**

We are regularly compiling and tracking information on pre-pandemic source markets to understand how travellers from different markets are returning to travel. See updated market information for [Alberta](#), [Canada](#), and [the United States](#).

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