



**ANNOUNCING JON MAMELA AS CCO**

We are excited to welcome Jon Mamela as Travel Alberta’s new Senior Vice President, Chief Commercial Officer.

With a unique blend of public and private experience in tourism and hospitality, Jon will lead tourism and destination development in this pivotal role to support economic recovery and growth.

[READ MORE](#)

“Travel Alberta has been integral to the work we’ve done in Sundre promoting and developing tourism... I look forward to seeing how Jon is able to take Travel Alberta to the next level.” – Jonathan Allan, Economic Development and Communications Officer, Town of Sundre



**TOURISM TOWN HALL REGISTRATION NOW OPEN**

Tourism Town Halls are back! Travel Alberta and the Tourism Industry Association of Alberta (TIAA) are presenting a series of in-person town halls in communities across the province in March and May. Hear from David Goldstein, CEO, Travel Alberta, and Darren Reeder, TIAA Board Advisor, as they discuss the recovery and growth of tourism in our province. It is also your chance to ask questions, discuss the unique challenges facing your community and connect with your industry peers. Register soon as space is limited!

Thanks for your patience as we worked to reschedule town halls in the interest of your health and safety. We look forward to seeing you soon!

[REGISTER](#)



**CALL FOR ALTO AWARD NOMINATIONS**

The industry-led Alto Awards Committee is now accepting nominations for the Alberta Tourism (Alto) Awards. Nominate your tourism champion for:

- Alto Ambassador
- Alberta Pride
- Marketing Excellence
- Marketing Partnership
- Regenerative Tourism
- Service Excellence

Nominations for the Alto Ambassador Award close at 4:30 p.m. on February 11. The deadline for all other categories is 4:30 p.m. on March 18. Recipients will be recognized at the 20th Alto Awards Reception on April 25, following the Alberta Tourism Industry Congress. Don’t forget to [register](#) early to reserve your spot at Congress. Space is limited!

[NOMINATE NOW](#)



**LATEST TOURISM RECOVERY RESEARCH**

**Alberta Tourism Industry Dashboard**

Despite Omicron dampening some of tourism’s momentum in early 2022, demand for air travel in Canada and the U.S. continues. Here in Alberta, domestic visits and a gradual return of international travellers is a boon for hotel performance, with bookings in the Canadian Rockies resuming to near pre-pandemic levels. See the latest tourism recovery research in our updated [Alberta Tourism Industry Dashboard](#).

**Market Insights**

See updated market information for [China](#) and [Japan](#) as we continue to track information on pre-pandemic source markets to understand how visitors are returning to travel.



**20X2: 20 QUESTIONS IN 2 MINUTES WITH RAM KHANAL**

What is the most exciting thing about the future of tourism? Sustainability, says Ram Khanal, owner and CEO of Water Tower Grill and Butte Hospitality in southern Alberta.

Spend a couple of minutes with Ram as he shares his top travel tip, the best piece of business advice he’s ever received, his perfect day exploring locally, and more.

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