



TOURISM TOWN HALLS BEGIN

For the first time since the pandemic, we are travelling around the province, looking to hear from you about the issues that matter most. We know that tourism was the first and hardest hit sector throughout the pandemic, and we know some of our partners still have a way to go to get back to pre-pandemic levels. Travel Alberta and the Tourism Industry Association of Alberta want to hear how we can help you recover and thrive in the years to come.

Join us at one of our upcoming Tourism Town Halls in [Red Deer](#), [Edmonton](#), [Calgary](#), [Grande Prairie](#), [Drumheller](#) or [Fort McMurray](#).

[LEARN MORE](#)



LATEST ALBERTA TOURISM PERFORMANCE

Economies are emerging from the impact of Omicron quicker than anticipated, although the possibility of new variants remains a concern. Tourism in Alberta saw positive gains in December and January and signals are pointing to a strong rebound this spring and summer.

See the latest performance data in our updated Alberta Tourism Industry Dashboard.

[FEBRUARY DASHBOARD](#)



TRAVEL ALBERTA TIPS: 5 THINGS YOU SHOULD KNOW ABOUT CURIOUS ADVENTURERS

TRAVEL ALBERTA TIPS: TARGETING THE RIGHT AUDIENCE

Are you targeting the right audience for your business?

Travel Alberta's Ultimate Travellers are future travellers who represent the greatest economic potential across the province. Key insights about Ultimate Travellers can be used to inform your tourism marketing and program development.

Check out this video for five facts you should know about a segment of this audience.

[WATCH](#)



CELEBRATING WOMEN'S HISTORY MONTH & INTERNATIONAL WOMEN'S DAY

Did you know? According to the World Tourism Organization (UNWTO), the gender wage gap is smaller in tourism compared to the broader global economy, and women comprise most of the tourism workforce.

Here at Travel Alberta, women make up more than three-quarters (77%) of our workforce, including our senior leadership (70%) and director (78%) teams.

Women are shaping the future of tourism. On International Women's Day, throughout Women's History Month and beyond, let's celebrate these trailblazers and challenge our industry to continue creating a gender equal world.

FOLLOW US

