

The 2022 Alberta Tourism Industry Congress is happening April 24 to 25 at the Fairmont Banff Springs Hotel.

Haven't registered yet? [Act now!](#)



**WESTJET PROUD TO BE PRESENTING SPONSOR**

WestJet is proud to be presenting sponsor of the 2022 Alberta Tourism Industry Congress.

As Alberta's homegrown airline, WestJet is an integral part of the fabric of Alberta's visitor economy. After the most challenging two years our industry has ever faced, WestJet is restoring its network to near pre-pandemic levels and committed to re-establishing Alberta as a global hub for travel and tourism.

Bolstered by their shared commitment to furthering Alberta's travel and tourism industry, WestJet is pleased to join Travel Alberta and the Tourism Industry Association of Alberta as our tourism sector readies to take flight.

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**RALPH SCURFIELD NAMED ALTO AMBASSADOR**

The Alto Awards Committee is pleased to announce that Ralph Scurfield, president of Banff Sunshine Village, has been named the 2022 Alto Ambassador!

A born-and-raised Albertan who has dedicated more than 40 years to growing and improving the ski industry, Ralph has been instrumental in establishing Alberta as a premier tourism destination and his successes over the years demonstrate the power of collaboration.

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There's still time! [Submit your nominations](#) for other Alto Awards categories by Friday, March 18.



KEYNOTE SPEAKER

**LINDA NAZARETH**

SENIOR FELLOW FOR ECONOMIC AND POPULATION CHANGE WITH THE MACDONALD LAURIER INSTITUTE

**ANNOUNCING LINDA NAZARETH AS KEYNOTE SPEAKER**

Linda Nazareth, Senior Fellow for Economic and Population Change with the Macdonald Laurier Institute, is an accomplished economist and futurist specializing in demographic, workplace and economic trends, and how they will shape our future.

You won't want to miss Linda's keynote, *The Economic Trends Changing Today into Tomorrow*, that looks at opportunities and challenges to the tourism industry driven by trends that are shaping the world as we know it into a different planet.

The Congress program will also include a fireside chat with the Honourable Randy Boissoneault, Minister of Tourism from the Government of Canada, an interactive panel discussion on *Strategies to Overcome Systemic Labour Shortages in Alberta's Tourism Industry*, and a *Crisis Managed* panel with some of Alberta's finest CEOs.

Stay tuned for a full program coming soon!

**THANK YOU TO OUR PARTNERS AND SPONSORS**

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Interested in being a sponsor? We'd love to hear from you!

Please contact:

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