



APPLY NOW FOR INVESTMENT FUNDING

Travel Alberta's competitive investment funds are now open for applications! Under the new investment framework, more than \$15 million dollars will be invested annually over the next three years to enhance and grow visitor products and experiences.

Apply for one of the following funds:

- **Product Development Fund:** Three funding streams up to \$500,000 to assist Alberta businesses and municipalities with launching new tourism infrastructure initiatives, acquiring experience assets, and assisting with visitor program development.
- **Cooperative Investment Fund:** Two funding streams up to \$100,000 to empower communities to grow tourism revenue through destination development, promotion, and cultural events and festivals.

[APPLY BY MAY 13](#)



GETTING TO KNOW JON MAMELA

Just three weeks into his new role at Travel Alberta as Senior Vice President, Chief Commercial Officer, Jon Mamela is already making an impression.

Many in the industry know Jon from his time with Travel Alberta as Vice President, Marketing and Sales from 2010-2011 when he led the inception and development of the (remember to breathe) brand. We sat down with Jon to find out how he's settling into life in Alberta, and how he envisions his role helping to shape the future of tourism in our province.

[READ](#)



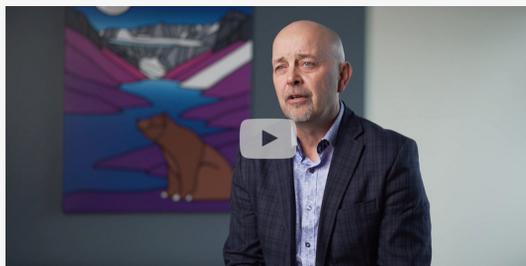
WORKING IN TOURISM WILL TAKE YOU PLACES

As the tourism industry recovers from the most challenging two years it has ever experienced, many employers continue to struggle with labour shortages.

With travel resuming and our industry ramping up to meet pent-up demand, Travel Alberta is launching a campaign to recruit Canadians to our province and raising awareness that tourism is more than a fun summer job – but also a fulfilling, lifelong career.

Find out how you can get involved and land your job postings in front of eager job seekers.

[LEARN MORE](#)



PARTNER SPOTLIGHT: TOURISM INDUSTRY ASSOCIATION OF ALBERTA (TIAA)

"Tourism is an industry of connection and collaboration." – Darren Reeder, Board Advisor, TIAA

TIAA and Travel Alberta are working closely together this spring hosting Tourism Town Halls across the province. It's the beginning of a natural partnership with more initiatives to follow that is leading to better understanding of how we can address challenges faced within our industry together.

Find out why Darren believes this partnership is vital to achieving industry aims.

[WATCH](#)



LATEST ALBERTA TOURISM PERFORMANCE

The Canadian economy emerged resilient to Omicron and recovered quickly as restrictions were lifted. Tourism in Alberta gained positive momentum in February and there are signs of a strong rebound this spring and summer.

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

[MARCH DASHBOARD](#)

FOLLOW US

