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Connections



Destination Development: Creating the winning conditions

Travel Alberta's enhanced mandate now includes responsibility for the supply side of the tourism industry, or what we refer to as destination development. Traditionally, our support to operators, DMOs and other stakeholders throughout the province has been guided by allocating our team across 6 regions – each quite vast in geography.

To better portray the diversity of place and array of experiences within a region and provide an understanding of a region's holistic development needs, we have changed our boundary mapping from 6 to 13 regions.

[Learn more](#)



New tourism insights show signs of recovery

Signs of recovery continue in our latest tourism indicator dashboards, with hotel occupancy in Alberta improving by 123% year-over-year and returning to 2019 levels.

Get a holistic snapshot of the latest key tourism insights to help you make better business decisions, including hotel occupancy, visitation, air access and more.

[View June updates](#)



Creating magical moments and massive economic impact

Event organizers are excited to welcome back some of Alberta's largest homegrown events this summer, including the Calgary Stampede and Edmonton's K-Day's, which both kick off this month. From midway rides to Indigenous experiences, tasty treats and more, these large events create opportunities for Albertans to experience their own version of Disneyland close to home.

[Read](#)



Setting Alberta apart with authentic Indigenous tourism experiences

Indigenous tourism is more than just a business – it provides an approachable and fun way to learn about Indigenous cultures and their connection to the land, all while making a mark on the world that will hopefully improve it for future generations.

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