



## Grow your tourism business with investment funding

Applications reopen next week for Travel Alberta's Cooperative Investment Fund!

The fall intake will support winter events and festivals, as well as rural development and promotion focused primarily on driving winter visitation. Eligible businesses can receive up to \$100,000 in a non-matching partner investment, with additional funding available on a case-by-case basis.

We are seeking strong applications for:

- High-impact, signature winter events with a high potential return on investment
- Events that charge an admission fee and take place over multiple days, driving overnight visitation to the region
- Regional promotional strategies aimed at growing winter visitation and driving cash flow to tourism businesses

Intake opens on Monday, September 12. [Download the application form](#) today so you're prepared.

[Learn more](#)



## Alberta's first alpine coaster opens in Red Deer

Canyon Ski Resort owner David Martel is excited to welcome visitors to Alberta's first and only alpine coaster.

The new Canyon Coaster at Red Deer's Canyon Ski Resort, partially funded by Travel Alberta's Tourism Investment Program, features a luge track that spans more than 1.2 kilometres, weaving carts in and out of the ski slope and forest trails with picturesque views of the Red Deer River valley below.

Rene Rondeau, Executive Director of Tourism Red Deer, says this one-of-a-kind experience will help attract visitors to the area, and will hopefully inspire other businesses to think outside the box when considering their offerings.

[Read more](#)



## How to leverage high-profile film releases in your marketing strategy

Alberta has set the stage for some of the most beloved and successful films in history. This vibrant and growing industry provides significant opportunities to promote travel and investment in the province by showcasing our brave, bold and down-to-earth spirit.

The Alberta Film Promotion Playbook helps guide tourism businesses, municipalities and DMOs in amplifying awareness of the province's role in made-in-Alberta film and television projects, and provides tips on how you can leverage high-profile releases in your marketing strategy.

[View the playbook](#)



## Upcoming Indigenous tourism events

Indigenous Tourism Alberta invites you to attend its upcoming events:

### Cultural Awareness Training

This free, full-day immersive workshop takes participants through aspects of history and cultural understanding, with a focus on Indigenous tourism and responsibility in the promotion of authentic Indigenous tourism experiences. Upcoming dates include:

- September 28: Crowsnest Pass
- October 5: Grande Prairie
- October 19: Drumheller

[Register](#)

### Entrepreneur Start-Up Workshop

Are you new to tourism, have a business idea, or want to learn more about owning your own Indigenous tourism business? These free full-day workshops will include panel discussions with Indigenous tourism business owners, a start-up tool kit, and more!

- September 27: Kainai
- October 4: Grande Prairie
- October 18: Red Deer

[Register](#)

### Indigenous Tourism Alberta Gathering

The fourth annual Indigenous Tourism Alberta Gathering will bring together the people, stories and ideas that are building Indigenous tourism into a key component of Alberta's visitor economy. This year's gathering will take place **November 23 to 25** at River Cree Resort and Casino, hosted on Enoch Cree Nation on Treaty 6 Territory and Métis Region 4.

[Buy tickets](#)

## Reminder: Follow @TravelAlberta on Twitter for industry updates

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