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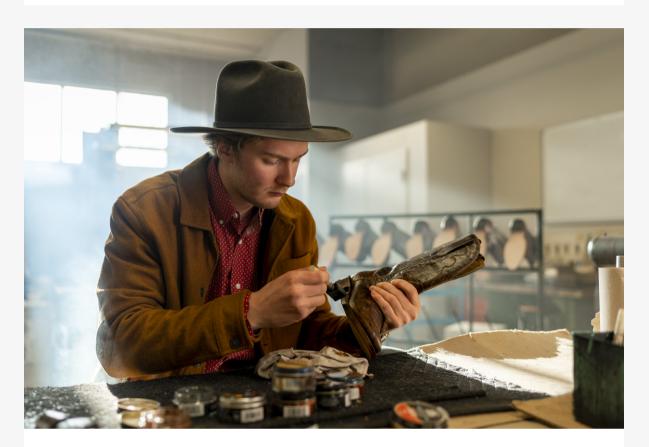




Keeping Calgary's Stampede spirit alive: Sam Centre

The Calgary Stampede brings a surge of energy to the city and surrounding communities. But how do we keep the energy alive beyond those ten days? **The new Sam Centre may be the answer.**





Investment Story: On route to becoming a western-wear staple

Alberta Boot has become the go-to store for western-wear and is quickly making its stamp in larger markets. Learn how they're sharing a piece of western culture through their new experiential tours.





How Edmonton Folk Festival fosters community year-afteryear

Since 1980, the Edmonton Folk Festival has created an inclusive community that is passionate about music, food, and art. **Discover how the festival also creates a sense of family for those who work the event.**

Read more

Latest industry research and news

- Happy K-Days! Discover the festival in Edmonton this week.
- Read the mandate letter to Alberta's Minister of Tourism and Sport, outlining the priorities and goals set forth by the Premier.
- Stampede 2023 wraps up as the second largest turnout in its history.
- Did you know that Alberta's direct seat capacity is on track to exceed prepandemic numbers this summer? We expect flights to Alberta from France to nearly double compared to 2019. Check out the tourism indicator dashboards to see more insights.
- Alberta film workers received Emmy nominations for their part in

producing The Last of Us!



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