



### Alberta's tourism industry leaps ahead of goals

Alberta's tourism sector is two years ahead of our recovery goal! In 2022, tourism spending was \$600 million higher than pre-pandemic levels.

Dive into the data: [Check out our tourism dashboards!](#)

[Learn how we got here](#)



### Investment story: Watch the sky dance from the comfort of a luxury tipi

Aurora Borealis Indigenous Village offers authentic Indigenous experiences under open skies and dazzling Auroras. [Learn about this authentic Indigenous experience and how they are growing with support from Travel Alberta and Indigenous Tourism Alberta.](#)

[Get inspired](#)



### Culinary tourism: How "taste of place" is driving travel

Food has a way of bringing people together and expressing the diversity of the people and landscape around us. It's no wonder that culinary tourism is on the rise. [Read about the benefits of the culinary experience and how we are capitalizing on it to attract high-value travellers.](#)

[Discover culinary tourism's value](#)

### Latest industry research and news

- Indigenous Tourism Alberta is looking for a passionate consultant to develop an Indigenous tourism strategy that will guide the sustainable addition of major attractions, activities, events, and visitor experiences across Alberta. [Get more details here.](#)
- Economic development organizations, municipalities and Indigenous communities could receive up to \$200,000 to fund tourism planning, capacity building and infrastructure in their region. [Learn more and apply here.](#)
- On November 29, Destination Canada is hosting a free webinar to foster innovation and collaboration in destination development among communities. [Register now.](#)
- Great news! WestJet's summer schedule includes stops between Edmonton and Atlanta, Nashville and San Francisco. Increased air access is key to boosting visitation in the province. [Learn more about the announcement.](#)
- The Purposeful Travel Summit, hosted by the Banff Centre in February 2024, is a three-day event that embraces sustainability, education and a passion for tourism done right. [Learn more about the speakers and workshops here.](#)
- We partnered with a variety of vendors to offer you tourism marketing resources at a discounted rate. [Register today and access a wealth of information.](#)

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