



Get to know: Three women making a difference in tourism

Happy International Women's Day! Today is about celebrating and amplifying the achievements of women across the world.

Alberta's tourism industry is full of powerful women. And for Brenda Holder (Mahikan Trails), Jenna Walsh (Elevated Escapes) and Kelsey Baldwin (Kelsey's Caravan), tourism is a tool to empower others within their own communities.

[Watch the video](#)



Research insights: Latest tourism expenditures forecast predicts an early recovery

According to the latest Tourism Economics forecasts, Alberta's tourism expenditures are expected to return to \$10 billion in 2023, a year earlier than previously forecasted.

[Learn more](#)



How-to: Capitalize on the success of The Last of Us to promote your business

As major productions like The Last of Us direct the world's attention onto Alberta's beautiful landscapes, you can promote your business. Check out our article about ways you can build off this great momentum.

[Read more](#)



Results are in: What we learned from the tourism town halls

The results are in! We received and reviewed hundreds of responses from Alberta's tourism operators at our town halls and have some valuable insights to share. Discover the five most discussed topics and what tools are available to you by reading our article.

[Read more](#)

Latest industry research and news

- Be sure to monitor our [Tourism Indicators](#) dashboards as they are updated regularly.
- The [market size](#) dashboard has been updated (annually) and provides estimates for the number of potential travellers to Canada and Alberta from core markets.
- Tourism Industry Association of Alberta (TIAA) has released an article on the [state of the industry](#).
- Indigenous Tourism Alberta (ITA) is hosting a Cultural Awareness Workshop on March 28 in Fort McMurray. [Register here](#).

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