



#### 2023-2026 Business Plan: Recovery to Resilience

The 2023-26 Business Plan: Recovery to Resilience **outlines our plan to drive tourism growth** so all Albertans can experience the benefits of a robust visitor economy.

Read the full plan



# Tourism Week 2023: Get ready to amplify Alberta's tourism sector!

Tourism Week (April 24-30, 2023) provides the opportunity to celebrate the value of tourism across Canada. **Be a tourism ambassador** and use our social media toolkit!

Download toolkit



#### Investment story: Alberta's gateway to Japan

As Alberta prepares to welcome an influx of Japanese visitors, thanks to the new direct flight from Tokyo to Calgary, the Nikka Yuko Japanese Garden in Lethbridge brings a unique taste of Japanese culture to southern Alberta.

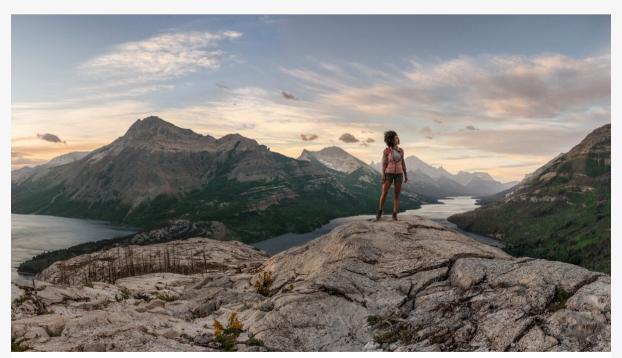
Read more



## How-to: The path to becoming export-ready

The key ingredient to selling in international markets is ensuring you have an export-ready product. Read our article and **learn how to become export-ready.** 

Read article



## A message from our Chief Marketing Officer

When you visit travelalberta.com, you'll notice that things look a little different.

We just rolled out some major updates to our consumer website.

Read more

## Latest industry research and news

- Be sure to monitor our **Tourism Indicators** dashboards as they are updated regularly. This data can help inform your marketing strategies!
- Last week, Alberta's government announced funding to grow rural tourism.
  WestJet's new direct flight to Tokyo from Calgary is set to take off on its inaugural
- flight on April 2023.
  Tourism HR Canada's new campaign, Discover Tourism, aims to fill the talent gap within the tourism industry.
- Alberta's government is helping make the province a magnet for film and television projects, creating jobs and boosting awareness of Alberta.

## FOLLOW US











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