



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

