

FOR IMMEDIATE RELEASE

Grande Prairie Regional Tourism Association Celebrates National Tourism Week: April 7-11, 2025

The Grande Prairie Regional Tourism Association (GPRTA) is proud to celebrate National Tourism Week, taking place from April 7-11, 2025. This annual event, led by Destination Canada, highlights the vital role tourism plays in Canada's economy and communities, and GPRTA is eager to showcase the incredible experiences, attractions, and businesses that make the Grande Prairie region a must-visit destination.

"GPRTA is dedicated to promoting our region as a vibrant tourism hub," said Jasmin Greavett, Executive Director of the GPRTA. "National Tourism Week is an opportunity to recognize the contributions of our local tourism businesses, celebrate our diverse landscapes, and encourage both residents and visitors to explore the unique experiences our region has to offer."

Experience Grande Prairie & Region

From breathtaking outdoor adventures to rich cultural attractions, the Grande Prairie region is full of unforgettable experiences. Whether hiking the trails of Muskoseepi Park, exploring the prehistoric wonders at the Philip J. Currie Dinosaur Museum, enjoying live performances at Grande Prairie Live Theatre, or discovering the charm of our local cafes, shops, and historical sites, there's something for everyone to enjoy.

During National Tourism Week, GPRTA will be engaging the community through:

Media Spotlights: Daily features on local tourism businesses, attractions, and experiences across our social media platforms. Special Hyperdrive Podcast, sponsored by GPRTA, highlighting female hoteliers leading our local accommodation and event industry.

Tourism Trivia: Attend *Tourism Trivia Night at the Great Northern Casino, April 8 at 7 pm. Test your knowledge of the regions past and present, landmarks, and unique experiences for a chance to win great prizes from regional tourism operators.*

Community Engagement: Residents are encouraged to share a picture of themselves enjoying their favourite place to go or thing to do in the greater Grande Prairie area using the hashtags: #GPTourism and #TourismWeekCanada2025

Industry Advocacy: Collaborating with local businesses and government partners to highlight the economic impact of tourism and advocate for continued support and investment.

Tourism: A Key Economic Driver

Tourism is a major contributor to Alberta's economy, contributing \$12.7 billion in 2023. With a target of \$296 million in visitor spending in 2026 in the Grande Prairie region, tourism plays a critical role in supporting local businesses and job creation. As a non-profit Destination Marketing Organization (DMO), GPRTA works alongside operators and Travel Alberta to invest in business support and marketing programs that enhance the visibility of the region as a travel destination.

Residents and visitors can participate by:

- Following GPRTA on Facebook, Instagram, and LinkedIn for daily tourism highlights.
- Using the hashtags #TourismWeekCanada2025 #GPTourism to share photos and experiences.
- Visiting local attractions and businesses to support the region's tourism industry.

For more information on National Tourism Week and how to get involved contact: Helen Beaulieu, Marketing Coordinator

About GPRTA

The Grande Prairie Regional Tourism Association (GPRTA) is a non-profit organization committed to promoting the Grande Prairie region as a premier travel destination. Through marketing, advocacy, and strategic partnerships, GPRTA helps drive economic growth and elevate the profile of local tourism businesses.