



Destination Professional Day Press Release Template

FOR IMMEDIATE RELEASE

Grande Prairie Regional Tourism Association Celebrates Destination Professional Day

Grande Prairie, Alberta, February 19, 2025 – Grande Prairie Regional Tourism Association (GPRTA) the organization dedicated to promoting the Grande Prairie region as a visitor destination, is proud to celebrate February 19, 2025, as **Destination Professionals Day** to honour the people and organizations that drive tourism, economic growth and community vitality worldwide.

The date holds special significance: on February 19, 1896, members of the Detroit Chamber of Commerce and the Detroit Manufacturers Club came together at the Cadillac Hotel in Detroit, Michigan, to form the world's first destination organization, the Detroit Convention and Businessman's League. With a mission of "hustling for conventions," this group laid the foundation for an industry that has since grown into a global driver of economic and social progress.

Today, there are more than 10,000 destination organizations around the world representing a broad spectrum of entities, including destination marketing organizations (DMOs), convention and visitor's bureaus (CVBs), tourism boards, sports commissions and film offices. These organizations are a cornerstone of the travel and tourism industry, which employs almost 348 million people and was expected to contribute about 10% of global GDP – more than \$11 trillion – to the global economy in 2024, according to the World Travel & Tourism Council.

In the Grande Prairie region, the GPRTA and its members are active participants that show the community, the province and the country the beauty and possibility the area holds with passion and purpose. The work of GPRTA includes developing the annual Visitor Guide with over 15,000 copies distributed and operating the Visitor Information Centre with staff providing hundreds of consults to visitors to the region each year. GPRTA also spearheads initiatives to enhance connectivity and collaboration among operators in the region with the goal of building out the tourism experiences offered in the region, such as the Agri-Culinary tourism initiative aimed at sharing the story of Grande Prairie and the Region with visitors and locals through its deep roots in Agriculture. As the voice for tourism in the region, GPRTA also works to highlight the region to prospective partners. It is currently working with Destination Canada and Tourism Yellowknife on development of a Northern Sky Corridor, an initiative that will invigorate the tourism landscape of Alberta and the Northwest Territories, enticing visitors to discover the area's diverse regions and contributing to a more dynamic and competitive tourism industry.



Why February 19th Matters

Recognizing February 19 as Destination Professionals Day aims to raise awareness by highlighting the vital contributions of destination professionals in enriching community life and driving economic development; celebrate the achievements and recognize the hard work and dedication of destination professionals across all roles and organizations; and inspire future destination leaders by showcasing the diverse and rewarding career opportunities available in the sector to attract the next generation of professionals.

The selection of February 19 as Destination Professionals Day pays homage to the founding of the first destination organization 129 years ago that sparked a global movement that continues to transform destinations like the Grande Prairie region into ideal places to visit, live, work, play and invest.

Join Us in Celebrating the Inaugural Destination Professionals Day

GPRTA invites our partners and community stakeholders to join in recognizing Destination Professionals Day on February 19, 2025. Share your stories, celebrate your teams and help us shine a spotlight on the incredible work being done to make our northern region thrive. A social media kit is available at: destinationsinternational.org/destination-professionals-day-toolkit

Quotes

- “The entrepreneurial spirit of the Grande Prairie region spans all industries, including tourism. GPRTA is proud to work alongside these professionals to showcase the opportunities and adventure that awaits everyone here – from wilderness experiences to comforts and culture of the city.” – Jasmin Greavett, GPRTA Executive Director

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About the Grande Prairie Regional Tourism Association

Grande Prairie Regional Tourism Association is a non-profit organization dedicated to increasing local business revenue by promoting the Grande Prairie area through every possible marketing avenue. We continually seek new partnerships and opportunities to showcase the region, working in conjunction with Travel Alberta to promote tourism by negotiating and investing in marketing programs and partnership proposals.

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