



International Business & Sporting Events Strategy Press Release

FOR IMMEDIATE RELEASE

Grande Prairie Regional Tourism Association Awards Contract to Develop International Business & Sporting Events Attraction Strategy

Grande Prairie, Alberta, September 15, 2025 – The Grande Prairie Regional Tourism Association (GPRTA), with financial support from both the City of Grande Prairie and County of Grande Prairie, has awarded a contract to *Connection Awaits* to develop an International Business and Sporting Events Attraction Strategy.

This collaborative initiative is designed to position the region as a competitive and attractive destination for hosting international business and sporting events. *Connection Awaits* will engage multiple stakeholders across sectors to assess the region's capacity based on hosting infrastructure and facilities, marketing and promotion, dedicated financial and human resources, and collaboration with industry partners.

With a focus on regional growth priorities, the comprehensive strategy will also deliver a directory of targetable events and aligned bid timelines.

Quote

"Development of this strategy reflects the strength of collaboration across our region. By working together with our municipal and industry partners, we are building a stronger foundation for international event attraction, ensuring that Grande Prairie continues to grow as a hub for commerce, culture, and sport." – Jasmin Greavett, GPRTA Executive Director

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GPRTA looks forward to leveraging this strategy to elevate the region's profile on the global stage, bringing new opportunities that foster community pride, attract investment, and drive sustainable growth for years to come.

About the Grande Prairie Regional Tourism Association

The Grande Prairie Regional Tourism Association (GPRTA) serves as the Destination Marketing and Management Organization for northwest Alberta. In partnership with Travel Alberta, regional municipalities, and local tourism operators, GPRTA drives economic growth through tourism. The organization represents a membership of approximately 150 businesses and municipalities across the region.

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