



## 2025 Northern Alberta Tourism Summit Press Release

### FOR IMMEDIATE RELEASE

#### Grande Prairie Regional Tourism Association Hosts 2025 Northern Alberta Tourism Summit

**Grande Prairie, Alberta – November 4, 2025** – The Grande Prairie Regional Tourism Association (GPRTA), is proud to announce the 2025 Northern Alberta Tourism Summit, taking place November 17–18, 2025. The Summit is designed to educate, connect and inspire tourism operators, community leaders, and entrepreneurs to seize the growing business and investment opportunities in the regional tourism sector.

The Summit will feature an impressive lineup of regional, provincial, and national speakers who will share insights, trends, and success stories from across the industry. Highlights include keynotes by Gemini Award-winning actor and comedian Shaun Majumder, and Travel Alberta's Vice President of Experience and Commercial Development, Kevin Weidlich. The program also includes a mix of micro and immersive breakouts all designed to empower participants with actionable tools and ideas to strengthen their tourism offerings and enhance visitor experiences.

"With new provincial supports for destination development taking shape and strengthened collaboration across the sector, tourism is becoming a promising economic driver for our region. This Summit is about helping our operators and partners see what's possible and connecting them with the knowledge and inspiration they need to grow sustainably" – Jasmin Greavett, GPRTA Executive Director

The Summit kicks off on Monday, November 17, at 6:00pm with a pre-summit mixer at the Philip J. Currie Dinosaur Museum, sponsored by the Hampton by Hilton Grande Prairie, with the full day Summit program happening Tuesday, November 18 at the Delta Hotel in Grande Prairie.

Don't miss this opportunity to gain insights, explore new trends, and grow your network with Northern Alberta's tourism leaders. Tickets for the [Northern Alberta Tourism Summit](#) are available online at Eventbrite.

#### 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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