



## FOR IMMEDIATE RELEASE

### Residents Invited to Share Their Voice on Tourism in Northwest Alberta

**Grande Prairie, Alberta — January 16, 2026** — The Grande Prairie Regional Tourism Association (GPRTA) is inviting residents across the Grande Prairie region to share their voice in the 2026 Resident Sentiment Survey. Residents are encouraged to tell us what makes their communities special and how tourism impacts their everyday lives.

This short survey asks residents to highlight favourite local spots and experiences, and reflect on the benefits and challenges tourism brings to everyday life. Participants are also invited to share ideas for new tourism experiences, events, or attractions, helping shape a future that celebrates the unique character and pride of communities across northwest Alberta.

“Tourism thrives when our residents feel proud of the place we call home. Every piece of feedback helps shape the facilities, experiences, and infrastructure that define our community identity. When we invest in what matters to locals, we create a destination others want to discover and that momentum fuels new opportunities, stronger amenities, and long-term growth across the region.” — Jasmin Greavett, GPRTA Executive Director.

The survey results will be analyzed against Travel Alberta’s 2021 Resident Sentiment Survey and the 2022 Resident Sentiment Summer Pulse Report to help guide future tourism marketing and development across the Grande Prairie region and northwest Alberta.

Residents are encouraged to complete the survey by January 31, 2026. This is a great opportunity to share feedback and help shape the future of tourism in their communities and across the region. Residents can share their feedback by completing the survey at [gptourism.ca](https://gptourism.ca).

### 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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