



FOR IMMEDIATE RELEASE

Northwestern Alberta Takes Centre Stage for National Tourism Week 2026

Grande Prairie, Alberta — April 20, 2026 — The Grande Prairie Regional Tourism Association (GPRTA) is proud to join tourism organizations, operators, and communities across Canada in celebrating National Tourism Week 2026, April 20–24. Led by the Tourism Industry Association of Canada (TIAC), National Tourism Week is an annual advocacy movement shining a light on tourism's vital contribution to Canada's economy, culture, and identity. This year, GPRTA is marking the week with a series of industry mixers at member businesses and municipalities across the region, connecting operators and stakeholders while celebrating the places that make northwest Alberta worth exploring.

And there's a lot to celebrate. In 2025, Alberta's visitor economy reached \$15.2 billion in visitor spend, growing by more than six per cent and outperforming the national average of approximately four per cent — and the Grande Prairie region is a meaningful part of that momentum. It's no surprise: northwestern Alberta is a destination that surprises, then keeps you. From the fossil beds of Kleskun Hills Provincial Park and the roar of Kakwa Falls to the Philip J. Currie Dinosaur Museum, backcountry adventures in Grande Cache, and a growing agri-culinary scene rooted in Peace Country agriculture, this region has a depth that rewards every visit.

"Tourism thrives when residents feel proud of where they live, and in northwestern Alberta, that pride runs deep. This region has a story worth telling from world-class attractions and wild landscapes to welcoming communities, and experiences that genuinely surprise people. National Tourism Week is our opportunity to turn up the volume on that story and invite Canada and the world to come experience it for themselves."

— Jasmin Greavett, Executive Director, Grande Prairie Regional Tourism Association

According to Travel Alberta, 81 per cent of Albertans believe tourism contributes positively to the province's economy, and two-thirds say it matters to their local community. In northwestern Alberta, that rings true every day.

This Tourism Week, GPRTA invites residents to experience their own backyard in a new way. Explore a local attraction, try a new restaurant, attend an event, or venture just a little farther than usual. Start your journey at the Grande Prairie Visitor Information Centre, where the team can help you uncover hidden gems, plan your next outing, and connect you with the businesses and experiences that make this region truly unforgettable.

Plan your trip at gptourism.ca | Learn more about National Tourism Week at tiac-aitc.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.

About National Tourism Week National Tourism Week is an annual initiative led by the Tourism Industry Association of Canada (TIAC) that celebrates tourism's role in Canada's economy and identity. Taking place April 20–24, 2026, the week invites communities, businesses, and travelers across the country to recognize the people, places, and experiences that make Canada a world-class destination. Learn more at tiac-aitc.ca.

Contact:

Janelle Friend, Communications & Media Relations
communications@gptourism.ca