



FOR IMMEDIATE RELEASE

New Initiative Helps Shape Northwestern Alberta's Tourism Future

Grande Prairie, Alberta — August 17, 2026 — The Grande Prairie Regional Tourism Association (GPRTA) has partnered with Jones Lang LaSalle Canada (JLL Canada) and Valuegraphics Research Company on an initiative exploring not only who visits Northwestern Alberta, but what motivates people to choose the region. The project is scheduled to conclude in October 2026.

Using pillar attraction analysis and Valuegraphics' proprietary methodology, the project has identified experiences that set Northwestern Alberta apart and explored how they can form a stronger visitor proposition. Engagement with GPRTA member communities, elected officials and residents has helped ensure the findings reflect the region's authentic strengths.

"Tourists don't stop at municipal boundaries, and neither should the way we think about growing tourism in our region," said Jasmin Greavett, Executive Director of GPRTA. "This work is about understanding what makes Northwestern Alberta special and creating long-term opportunities that benefit residents, businesses and visitors alike."

JLL Canada visited the region in early August to explore tourism sites, speak with operators and host two community workshops. Residents can continue to contribute their perspectives by completing the [Resident Sentiment Survey](#) by Friday, September 18, 2026. To receive updates about this project and other tourism initiatives in Northwestern Alberta, sign up for GPRTA's community newsletter [here](#).

"This project represents an opportunity to identify experiences that can become stronger drivers of regional tourism while strengthening connections between communities," said Shirin Jafari and Mary Isgro of JLL Canada. "Combining market analysis with community engagement helps ensure those opportunities are rooted in the strengths and aspirations of the communities themselves."

Valuegraphics provides insight into the shared values that influence the decisions of residents and visitors, adding another dimension to the project's community engagement and market analysis.

"Traditional demographics tell us the characteristics of people, but shared human values help us understand why they make decisions and what they're looking for," said David Allison, founder of Valuegraphics Research Company. "For Northwestern Alberta, that means uncovering what already makes the region special and connecting with the people who value those experiences most."

The findings will give Northwestern Alberta a stronger, more compelling story—one that celebrates what makes the region remarkable, inspires new reasons to visit and creates lasting opportunities for communities and tourism operators across the region.



About 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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