

GPRTA PILLAR ATTRACTION IDENTIFICATION PROJECT

WHAT WE HEARD

Sexsmith Community Workshop . August 4, 2026

Thank you for giving us your evening. Every sticky note, dot vote, and table conversation is going straight into **the region's tourism strategy**. Here is what you told us, in your words.

WHAT'S ALREADY BEST ABOUT THIS PLACE



The Great Outdoors

Rivers, foothills and "untouched" wilderness. The theme you raised more than any other.



Festivals & Events

Bear Creek Folk Fest, the Stompede, the air show: real pride in this region's hosting culture.



People & Community

Deep Indigenous roots, culture and neighbours who show up for one another.



History & Heritage

The dinosaur museum, grain elevators and small-town museums: underappreciated gems.



Agriculture & Local Food

Farmers markets and farm-to-table experiences, seen as core to this region's identity.

WHICH IDEAS EXCITED YOU MOST

Listed in rank order, most to least enthusiasm.

- 1 Unfiltered Wilderness & Backcountry Trails**
"Why I live here."
- 2 Agri-Tourism & Culinary Experiences**
"Key to saving small farms and communities."
- 3 Festivals, Entertainment & Event Hosting**
"Great facilities, great events."
- 4 Historical Arts & Heritage Districts**
"The living story of this region."
- 5 World-Class Experiential Paleontology**
"A world-class dig site, right here."
- 6 Indigenous Cultural Immersion & Truth**
"Enormous potential, built the right way."
- 7 Motorized Off-Highway Vehicle (OHV) Tourism**
"Brings real dollars to local business."

WHAT YOU'RE ASKING FOR



More places to stay

The single most-repeated word of the night. Beds near the events and trails you already love.



A reason to visit year-round

Dark skies, fall colour, winter trails: every season deserves its own promotion.



Local people at the centre

Local guides, local operators, and financing that helps neighbours build the next idea.



An easier way in

Packaged itineraries, better wayfinding, and one place to find what's actually happening.

Thank you for being part of this.

Your input joins the Grande Cache workshop to shape the GPRTA regional tourism pillar strategy. Have more to share? Reach out to GPRTA. Your voice still matters here.