



FOR IMMEDIATE RELEASE

One Region, One Message: Global Researcher Reveals New Findings on Northwestern Alberta Tourism

Grande Prairie, Alberta — September 24, 2026 Grande Prairie Regional Tourism Association (GPRTA), with the Grande Prairie & District Chamber of Commerce as a promotional and networking partner, is bringing tourism providers, industry leaders and residents together for **One Loud Voice** on Monday, October 19, 2026, at the Pomeroy Hotel & Conference Centre in Grande Prairie.

The event features keynote speaker David Allison, global researcher, two-time bestselling author, and founder of [Valuegraphics Research Company](#), who will share findings from GPRTA's regional research initiative, conducted in partnership with JLL Canada (JLL) and Valuegraphics.

INVITATIONS

For media wanting to arrange an interview with David Allison ahead of the event, [book a time directly through his calendar](#). For interview requests with GPRTA leadership, please contact communications@gptourism.ca.

The research introduces new insight into what motivates people to choose Northwestern Alberta as a destination, giving tourism providers findings they can use to inform their experiences, marketing, and business decisions.

"The data doesn't lie, and it rarely says what you'd expect," said David Allison, founder of Valuegraphics Research Company. "Here, it shows exactly what drives people to choose Northwestern Alberta, and how this region can put that to work."

The public is invited to join us from 7:45 to 9:30 am for breakfast, connection, conversation, and an engaging keynote presentation. [Learn more and reserve your seat here](#).

Tourism providers are invited attend the morning workshop facilitated by David Allison, from 10:00am – 11:30am, where the research will move from insight to practical application. The workshop will focus on putting the findings to work by exploring how to apply the research to visitor experiences, positioning and marketing. Participants will identify what matters most to potential visitors and test ideas before making significant investments.

"This research gives our region something we've never had before: a clear, data-backed understanding of why people choose us," said Jasmin Greavett, Executive Director of GPRTA. "I see this as valuable for everyone with a stake in this region's future, from the businesses that welcome visitors to the leaders who shape where we invest and grow."

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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