

Calgary SHiFTs into Gear to Develop New Tourism Experiences

TOURISM CALGARY AND TRAVEL ALBERTA BRING TOURISM EXPERIENCE DEVELOPMENT AND TRAINING PROGRAM TO CALGARY

BY BRIDGETTE SLATER

SHiFT, Travel Alberta's sought-after experiential travel training program, is coming to Calgary March 9-12, 2020. Hosted in a different Alberta community each year, this three-and-a-half-day course brings destination marketing professionals and tourism businesses together to develop year-round, export-ready tourism experiences that support the visitor economy.

As part of Tourism Week, which took place at the end of May, Tourism Calgary and Travel Alberta made a joint announcement that Calgary will be the next city to benefit from the SHiFT program.

"Guided by Calgary's Destination Strategy, Tourism Calgary's aspiration is to make ours the Ultimate Host City," says Cindy Ady, CEO, Tourism Calgary. "Participating in the SHiFT program will bring Calgary one step closer to achieving this vision by supporting the development and marketing of tourism products that create year-round activity and vibrancy for the benefit of visitors and Calgarians."

As Ultimate Hosts, members of Calgary's tourism industry are focused on providing visitors and Calgarians with shareable, memorable experiences. By combining classroom training and in-person experiences with new tourism products, SHiFT teaches tourism businesses and host communities about experience development best practices and ensures they are equipped with the tools, resources and investment required to succeed.

"Travel Alberta is delighted that Calgary will host SHiFT 2020, which will expand on the unique experiences already available in this dynamic city," says Shelley Grollmuss,

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vice president, industry development, Travel Alberta. "The ongoing development of new experiences makes Alberta an even more desirable destination and is vital to the continued growth of the industry and provincial economy."

Since launching in 2015, the SHiFT program has been hosted in Drumheller, Jasper, Edmonton, Banff and most recently in Sylvan Lake. Each time, over 20 tourism businesses and destination marketing and development organizations from around the province immersed themselves in the sold-out program. These efforts have resulted in over 50 new Alberta-based tourism experiences being developed.

To learn more about the initiatives Tourism Calgary is undertaking to make Calgary the Ultimate Host City, see visitcalgary.com. **B**

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