

Canada announces USD 3m funding for Jasper's tourism recovery

- A Monitor Desk Report

Date: 22 October, 2024



Dhaka: Wildfires this summer had a devastating impact on one of Canada's most iconic destinations—Jasper—and the region's economy, which stands on the foundation laid by tourism. Therefore, the Government of Canada is taking steps to support Jasper's recovery and bring back its tourism industry even stronger.

That is why, Soraya Martinez Ferrada, Minister of Tourism and Minister responsible for the Economic Development Agency of Canada for the Regions of Quebec; alongside Marsha Walden, President and CEO of Destination Canada; Joseph Schow, Alberta Minister of Tourism and Sport; Richard Ireland, Mayor of the Municipality of Jasper; David Goldstein, CEO of Travel Alberta; and Tyler Riopel, CEO of Tourism Jasper; on October 18, announced USD 3 million in support from the Government of Canada to help Jasper and the region's tourism industry recover.

“This summer’s wildfires across Western Canada were devastating to communities like Jasper that depend on tourism to drive their economy. I know that through concerted efforts with partners like Destination Canada and Travel Alberta, the municipality and region will bounce back, ready to once again host world-calibre events and welcome visitors from near and far,” said Soraya Martinez Ferrada, Minister of Tourism and Minister responsible for the Economic Development Agency of Canada for the Regions of Quebec.

Treasured by Canadians and renowned worldwide due to its proximity to majestic mountains and clear blue lakes, Jasper draws over two million visitors from across Canada and around the world every year.

This is made possible through collaboration between Destination Canada and Travel Alberta, which are integrating their marketing strategies to showcase one of Canada’s most sought-after experiences.

Key marketing initiatives delivered by Destination Canada include: investing in Destination Canada-led seasonal marketing campaigns, in collaboration with Travel Alberta, with a focus on the United States—Canada’s top international arrivals market; co-investing in opportunities for targeted Destination Canada-led marketing programs in additional key markets such as the United Kingdom, France, Germany, Japan, South Korea, Australia and Mexico; hosting Canada’s largest global tourism media event in Jasper in September 2025, which will be organised in collaboration with Travel Alberta and Tourism Jasper and will serve as a platform to foster relationships between over 80 top-tier travel media outlets from around the world and Canadian tourism industry representatives; and leveraging Destination Canada’s USD 50 million International Convention Attraction Fund.

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