

Press Release

For Release:
November 1st, 2023,

Tourism Lethbridge Selected as Finalist for National Tourism Award!

Lethbridge, Alta — Tourism Lethbridge has been selected as a finalist for the Culinary Tourism Alliance Culinary Tourism Experience Award, presented by the Tourism Industry Association of Canada as part of the Canadian Tourism Awards for 2023.

The award celebrates national accomplishments in the Canadian tourism industry, focusing on the positive impacts organizations have made locally and nationally. The Tourism Industry Association of Canada and the Canadian Tourism Awards recognize organizations across Canada that have made themselves leaders in the Canadian tourism industry by providing excellent services and creating outstanding tourism experiences in Canada.

Tourism Lethbridge is incredibly honoured to have been selected for this award and recognized for their efforts to lead the industry in creating engaging, exciting, and locally sourced Agri-Food experiences for the rest of Canada to fill their plate with.

“We know what makes Agri-Food tourism in Lethbridge so special, and it’s exciting that the rest of Canada sees it too. We are fortunate to be sitting at the heart of Canada’s Premier Food Corridor, and we are excited to continue to share our incredible local producers with the rest of the world for years to come!” said Michelle Day, Board Chair of Tourism Lethbridge.

Tourism Lethbridge is working closely with regional businesses to create initiatives like Canada’s Food Tours, Cluster Development Training with Open Farm Days, the Light Up Local Long Table Dinner, the Brighter Together Food Journey and Sip, Taste, Explore! A Southern Alberta AgriVenture! The primary goal of all the initiatives is to generate greater visibility for businesses and locations and to stimulate economic activity and job growth in the local Agri-Food tourism industry.

Culinary tourism is a popular and fast-growing segment of the global tourism industry. Many communities are exploring how they can capture additional visitation opportunities while sharing their unique taste of place.

“Being recognized as a finalist in this category is a real honour. We talk a lot about Agri-Food tourism and differentiate ourselves because our region is focused on food production and feeding the world. We have an opportunity to share this with the rest of the world and showcase not only the great products produced in our region but also our way of life.” said Erin Crane, CEO of Tourism Lethbridge.

A second Cluster Development Workshop will be held on November 28th from 9:00 AM – 4:30 PM in the Garden Court at Lethbridge College. Those interested in learning more about the Agri-Food tourism work Tourism Lethbridge is doing can find more information at www.TourismLethbridge.com and are encouraged to connect with the team by email or in person at the Visitor Information Centre.

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About Tourism Lethbridge:

Tourism Lethbridge is the destination management organization for Lethbridge. We work to promote vibrant, and diverse tourism offerings in Lethbridge, Alberta. Through collaborative efforts with industry partners we showcase the region's attractions, events, and experiences, to attract visitors from far and wide.