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Lethbridge Celebrates Tourism Week April 15th - 19th 2024!

LETHBRIDGE, Alta - Tourism Lethbridge is thrilled to announce that April 15-19, marks National Tourism Week in our city joining communities across Canada in celebrating the impact of tourism.

As part of this celebration, Tourism Lethbridge encourages residents and visitors to explore the city's rich cultural heritage, breathtaking landscapes, and vibrant community spirit. Whether it's a stroll through one of our scenic parks, a bike ride on our over 200kms of trails, visiting one of our many attractions, or indulging in our diverse culinary scene, there's something for everyone to enjoy in Lethbridge.

In addition to celebrating the growth of tourism in our city, Tourism Lethbridge continues to actively promote various parts of our tourism industry. By fostering partnerships and implementing strategic initiatives, Tourism Lethbridge aims to position our city as a diverse and inclusive destination that caters to a wide range of interests and preferences. Whether it's hosting conferences and conventions, showcasing our sporting facilities and events, or honouring indigenous cultures and traditions, we are committed to driving sustainable growth and enriching experiences within the tourism sector. These efforts not only contribute to our local economy but also enhance the overall visitor experience, ensuring that Lethbridge remains a dynamic and welcoming destination for all.

Reflecting on the remarkable growth of tourism in our city, we are excited to release our 2023 Power of Tourism Document which highlights the contributions of tourism to our city's growth. In 2023, Tourism Lethbridge directly engaged with 4,273 visitors, representing a notable increase in interaction by 3.5% compared to the previous year. Additionally, our airport experienced a surge in passenger volume, with an impressive 32.8% increase, showcasing Lethbridge's growing appeal as a premier destination.

Erin Crane, CEO of Tourism Lethbridge, emphasized the importance of tourism to our city, stating, "Tourism serves as a driving force for economic development, job creation, and cultural enrichment in Lethbridge. It not only supports local businesses but also fosters a sense of pride and community identity."

For more information on the Power of Tourism Document, visit www.tourismlethbridge.com.

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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.