

# GPRTA Operational Update

April 29, 2025



# THE WORK OF A DESTINATION ORGANIZATION

## 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

## 2. LIVE

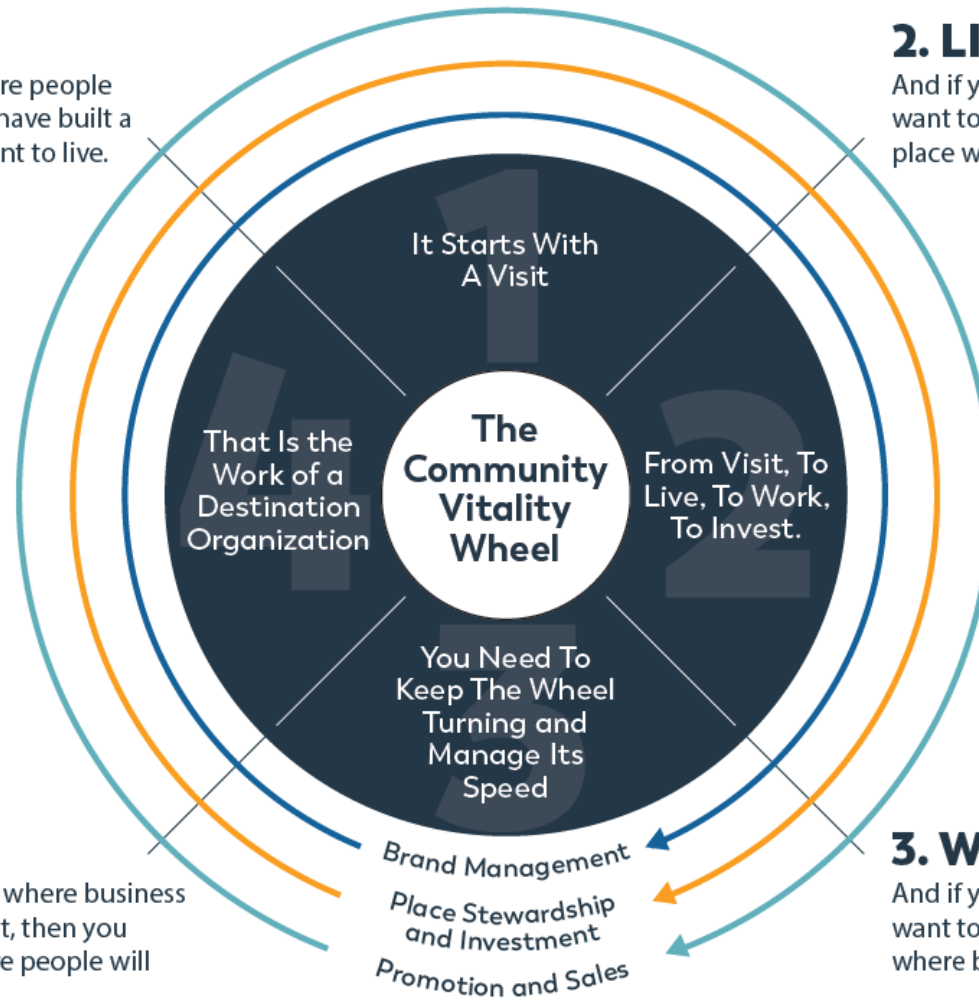
And if you built a place where people want to live, then you have built a place where people want to work.

## 4. INVEST

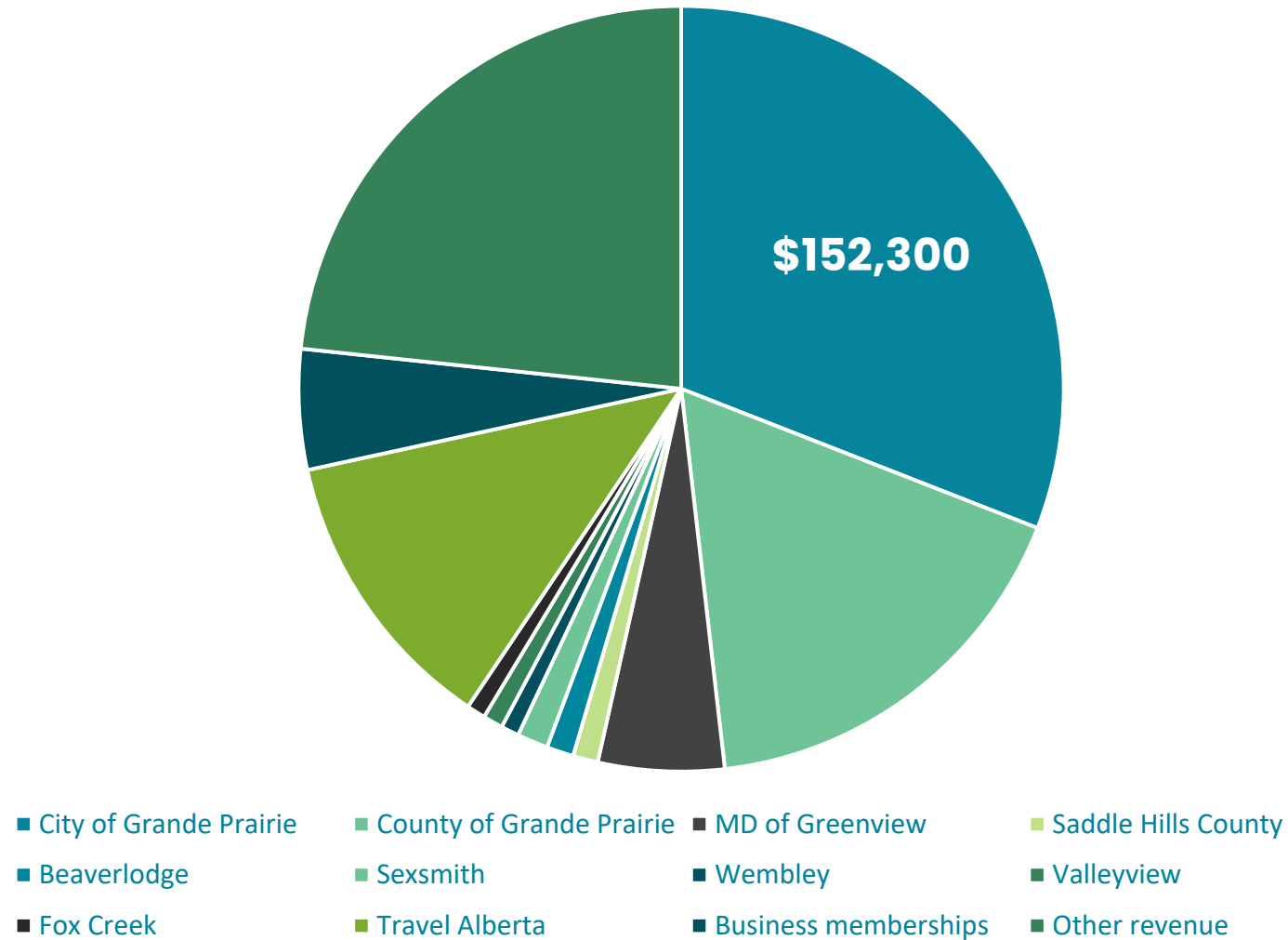
And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

## 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



## GPRTA Funding (cash), 2024





# Activities

2024



## Innovative efficiencies and economic readiness

*Developing and executing actions that foster a strong and resilient local economy.*



Agri-Culinary Tourism Development project

Northern Sky Tourism Corridor initiative



## Engaging relationships

*Fostering deep and sincere inclusiveness throughout all social and economic dimensions of the community.*



# Activities

2025



# Innovative efficiencies and economic readiness

## Destination development

- Summit
- Workshops
- International Business Events Attractions Strategy
- Northern Sky Tourism Corridor initiative

400%

Increase in market-ready agri-culinary operators

60%

Net promoter score

2

Bids submitted



# Engaging relationships

## Destination promotion and consumer events

- Marketing
- Visitor Information Services
- Curated experiences and itineraries
- Resident education

1,708

Visitor consults

75

Conversions facilitated

10%

Positive change in resident sentiment

# Value Creation for the City of Grande Prairie

Brand awareness



Community pride

Industry support



Thriving businesses

Industry expertise



Responsive governance

**Grande Prairie is a destination of choice.**



GRANDE  
PRAIRIE  
REGIONAL  
TOURISM ASSOCIATION

THANK YOU