



NORTHERN ALBERTA TOURISM SUMMIT

**Be part of an exciting journey to bring to the world what we've
always known is special about Northern Alberta.**

November 17 - 18, 2025

Grande Prairie, Alberta

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ABOUT THE SUMMIT



Grande Prairie Regional Tourism Association, in collaboration with Mighty Peace Tourism and Slave Lake Region Tourism is excited to host the first Northern Alberta Tourism Summit! This event will bring together national and local voices to spark optimism, showcase tangible solutions, and drive tourism in northern Alberta.

This year's theme is "*Destination NEXT: Growing Northern Alberta from an Emerging to Iconic Tourism Destination.*" The Summit will explore the following questions:

- "How can we turn the growing demand for immersive travel into lasting opportunity for our businesses and communities?"
- "How can we blend tradition with innovation to transform from off-the-beaten-path into can't-miss destinations?"

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ABOUT US

Grande Prairie Regional Tourism Association is the destination marketing organization (DMO) for northwestern Alberta serving as a champion for regional tourism that will engage in marketing, advocacy and educational activities.

Mighty Peace Tourism is the DMO for the Peace & Smoky regions of Alberta. It promotes people, places and experiences across Alberta's Peace Region to all visitors. Its mission is to inspire visitor exploration across Alberta's Peace Region by being a destination of choice.

Slave Lake Region Tourism Society is the DMO for north-central Alberta. Its mission is to position the Slave Lake Region as *the* road trip worth taking — a destination where outdoor exploration, connection, and community come together.

SUMMIT PLANNING COMMITTEE



JASMIN GREAVETT

Executive Director
Grande Prairie Regional
Tourism Association



TAMMY BRAUER

Executive Director
Mighty Peace
Tourism Association



SHAUNA FIDDLER

Executive Director
Slave Lake Region
Tourism Society

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SUMMIT AGENDA

PRE-SUMMIT MIX & MINGLE

6 - 9 PM
November 17, 2025

The fun kicks off with a Mix & Mingle Networking Event at the **Philip J. Currie Dinosaur Museum**. Enjoy an evening of regional appetizers, locals brews and cocktails, great prizes and better conversation. Admission is complimentary for Summit ticket-holders and roundtrip transportation from the Delta Hotel is available.

TOURISM SUMMIT

8 AM - 6 PM
November 18, 2025

Join us at the **Delta Hotels Grande Prairie** for a day filled with inspiring keynotes, exciting discussions, hands-on workshops, and plenty of networking. There is more opportunity for tourism operators in northern communities than ever before - and we want to make sure our operators are ready to take the lead! The Summit will explore the following questions:

- *“How can we turn the growing demand for immersive travel into lasting opportunity for our businesses and communities?”*
- *“How can we blend tradition with innovation to transform from off-the-beaten-path into can’t-miss destinations?”*

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SPEAKER LINEUP



MORNING KEYNOTE: SHAUN MAJUMDER

Gemini Award-winning Actor & Comedian

In a few short years, Gemini Award-winning Actor/Comedian Shaun Majumder has blossomed into one of Canada's top comedians. As a former cast member on This Hour Has 22 Minutes, Majumder provided viewers with a volatile mix of parody, sketch comedy, and scathing editorial commentary. Equally at home on stage as he is in front of the camera, Majumder's incessant wit never ceases to entertain. Majumder also starred in his documentary series, Majumder Manor, which told the story of his dreams to transform his home town into a high-end, sustainable tourist destination. It ran for two seasons on the W Network.

Tickets for breakfast and morning keynote only are available!



Afternoon Keynote:

Conner Galway,
President, Junction
Consulting &
eLearningU



Closing Keynote:

Kevin Weidlich, VP,
Destination & Commercial
Development, Travel
Alberta

MARKETING & DIGITIZATION

- + Jason Bacon, Sunstone Strategic
- + Suzanne Trudel, Alberta Magazine Publishers Association
- + Ryan Blais, Nine 10 Digital Marketing
- + Shawn Shmyr, Rogers Sports & Media
- + Kelsey Pelletier, White Lightning Media

EXPERIENCE DESIGN & DEVELOPMENT

- + Charmaine Willier Larsen, Bannock N Bed
- + Lesley Anderson, L Anderson Consulting & Tourism Cafe
- + Tannis Baker, Food Tourism Strategies Inc.
- + James Leppan, Explore Edmonton
- + Tom Babin, Indigenous Tourism Alberta

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SPONSORSHIP PACKAGES

Trailblazer
\$15,000

6 complimentary tickets to breakfast and the opening keynote by Shaun Majumder. Sponsor 3 tourism operators/businesses to attend the Summit (3 tickets total). Opportunity to introduce Opening or Closing Keynote Speaker. Acknowledgement in PPT with logo on a single slide as a Trailblazer Sponsor. 6' booth space & table for promo materials. Solo social media post as Trailblazer Sponsor. Option to contribute promo items for Delegate Welcome Package.

 **Only ~~2~~ 1 available!**

Adventurer
\$7,500

4 complimentary tickets to breakfast and the opening keynote by Shaun Majumder. Sponsor 2 tourism operators/businesses to attend the Summit (2 tickets total). Opportunity to introduce a Speaker. Acknowledgement in PPT with logo on a single slide as an Adventurer Sponsor. 6' booth space & table for promo materials. Solo social media post as Adventurer Sponsor. Option to contribute promo items for Delegate Welcome Package.

 **Only ~~5~~ 3 available!**

Rejuvenator
\$2,500

2 complimentary tickets to breakfast and the opening keynote by Shaun Majumder. Sponsor 1 tourism operators/businesses to attend the Summit (1 ticket total). Acknowledgement in power point with logo and other Rejuvenator Sponsors. 6' booth space & table for promo materials in Networking Space. Group social media post as Rejuvenator Sponsor. Option to contribute promo items for Delegate Welcome Package.

Free Spirit
\$500

Acknowledgement in power point with logo and other Free Spirit Sponsors. 6' booth space to display your own signage in Networking Space. Group social media post as Free Spirit Sponsor. Option to contribute promo items for Delegate Welcome Package.



READY TO SPONSOR? WE'D LOVE TO HEAR FROM YOU!

Please email us with your preferred sponsorship level and invoicing information.

OUR CONTACT



Phone Number:

780-539-7688



Email Address:

admin@gptourism.ca



Location:

Grande Prairie, Alberta



Event Website:



Updated August 29, 2025