

Tourism Lethbridge
2805 Scenic Drive South
Lethbridge, Alberta, T1K 5B7



Press Release

For Release:
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Pack your bags: Tourism Lethbridge promotes Lethbridge Airport with trip-for-two prize

LETHBRIDGE, Alta – Tourism Lethbridge is promoting the Lethbridge Airport (YQL) this December with a contest offering one trip for two to Victoria, departing from YQL in partnership with Inspired Vacations. Details and official rules: tourismlethbridge.com/yql.

Tourism Lethbridge is also launching a new airport marketing campaign anchored by a four-part video series produced locally by a Lethbridge-based creative team. The first 30-second spot released this month, targets visiting friends and relatives (VFR) over the holidays. Three additional videos (Sport Tourism, Business Events and Leisure) will support Tourism Lethbridge's sales missions at external industry events, including Sport Event Congress, Go West, Destination Direct Canada and Rendez-Vous Canada in early 2026.

"We're using this campaign to encourage consideration of YQL flights" said Erin Crane, CEO Tourism Lethbridge. "A short YQL flight can make visits easier and more convenient. VFR is one of Lethbridge's largest tourism markets, and we want locals to tell their friends and family how simple YQL is to use."

Running across connected TV, streaming and digital channels, the promotion highlights the ease of flying to and from YQL during the holiday season. The campaign focuses on the practical advantages of using the Lethbridge Airport such as shorter highway drives, faster check-ins and security, easy parking and a new and comfortable terminal. This effort is part of a broader push to grow use of the airport.

"When more people fly from YQL, airlines see the demand and it helps us make the case for more flight options," said Cameron Prince, airport manager at Lethbridge Airport. "By choosing YQL, you're not only supporting growth at your local airport, but also simplifying your travel experience by removing the long drive and big-city congestion."

To navigate airport security constraints and accelerate timelines, the team used AI for select creative elements. This enabled realistic airport visuals without accessing secure areas, reduced production costs, and shortened delivery, supporting responsible use of funds.

Contest essentials: No purchase necessary. Closes December 21, 2025, at 12am. Odds depend on number of entries. Organizer: Tourism Lethbridge, 2805 Scenic Drive South, Lethbridge, Alta., T1K 5B7. Full rules at tourismlethbridge.com/yql.

About Tourism Lethbridge

Tourism Lethbridge is the city's official Destination Management Organization, promoting the culture, businesses, and attractions that make Lethbridge a premier destination for residents and visitors.

Media Contact:

Dominika Wojcik

Senior Director, Communications, Tourism Lethbridge

Phone: 403-394-2403

Email: Dominika@tourismlethbridge.com