

Tourism Lethbridge
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Press Release

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Southern Alberta Advances Highway 3 Tourism Corridor, Aligning with National Travel Strategy

LETHBRIDGE, AB – Southern Alberta is taking a significant step toward building a coordinated tourism corridor, as partners across the Highway 3 region align around a \$120,000 regional investment supported through the Government of Alberta’s Northern and Regional Economic Development (NRED) program. Built on modest contributions from partners across the region, the project demonstrates how collaboration can unlock greater investment and scale efforts to compete with larger markets.

“Through the Northern and Regional Economic Development program, Alberta’s government is giving communities across the province the tools they need to attract investment, grow local economies and create jobs for hard-working Albertans,” said Joseph Schow, Minister of Jobs, Economy, Trade and Immigration. “We look forward to seeing how Tourism Lethbridge uses this funding to unlock new opportunities for economic development and employment in an Alberta tourism corridor.”

The Highway 3 Alberta Tourism Corridor Development Project brings together communities and organizations from Medicine Hat to the South Canadian Rockies, marking a shift toward a more connected, investment-ready regional tourism approach.

This work aligns with broader national strategies, including Destination Canada’s Prairies to Pacific Corridor, positioning southern Alberta as part of a larger, connected travel experience that can better compete for domestic and international visitors. It also supports Travel Alberta’s Tourism Destination Zone (TDZ) framework, reinforcing the region’s focus on collaboration, product development and a more coordinated approach to destination development.

Together, this type of regional alignment is critical to supporting Alberta’s long-term goal of growing the visitor economy to \$25 billion in annual spending by 2035.

Led by the Taber Community Improvement Society, in partnership with Tourism Lethbridge, Tourism Medicine Hat, South Canadian Rockies Tourism, Waterton Lakes National Park and the Town of Taber, the project reflects a growing trend of destinations working collaboratively to compete in a more global and experience-driven travel market.

“This investment allows us to move from concept to coordinated action,” said Amy Allred, Economic Development Manager at Taber Economic Development. “We’ve always had strong tourism assets across the region, but this project gives us the structure to connect them and create a better experience for our visitors.”

The initiative will focus on developing a unified Highway 3 AB tourism brand, launching a centralized website and creating curated three-, five- and seven-day itineraries designed to encourage longer stays and increased visitor spending. These efforts position the corridor as a connected destination rather than a collection of individual communities, making it easier to market, sell and invest in southern Alberta tourism experiences.

“This is what destination development looks like in practice,” said Dominika Wojcik, Senior Director of Communications at Tourism Lethbridge. “By working across communities, we’re opening the door to new opportunities for our businesses, our partners and future investment in the region.”

The Highway 3 corridor features a wide range of tourism experiences, including agritourism, culinary offerings, outdoor recreation, cultural and heritage attractions, Indigenous tourism and unique accommodations. By connecting these assets, the project aims to support longer stays, stronger market positioning and create new opportunities across the region.

The corridor will also prioritize the inclusion and growth of Indigenous tourism experiences, with ongoing collaboration and relationship-building with Indigenous communities, including the Blackfoot Confederacy, Destination Blackfoot, to ensure these stories and experiences are meaningfully represented.

This project builds on existing regional successes such as the Highway 3 Ale Trail, Highway 3 Ice Cream Trail and Savour Alberta’s South, bringing them together under one coordinated strategy to increase visibility, improve travel trade readiness and support regional growth.

The work also draws inspiration from the success of British Columbia’s Highway 3 corridor and reflects a longer-term opportunity to strengthen travel connections across provincial borders, supporting a more cohesive westward travel experience.

Project work will begin in May 2026, with completion targeted for March 2027.

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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.

About the Highway 3 Alberta Tourism Corridor

The Highway 3 Alberta Tourism Corridor is a regional collaboration connecting communities across southern Alberta through tourism development, storytelling, and investment attraction. Led by the Taber Community Improvement Society and supported by regional partners, the initiative aligns destinations, experiences, and communities to create a seamless visitor journey and drive economic growth across the corridor.

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