

# PRODUCT PROFILE DESTINATION





### North and South Alberta

Imagine a journey through rolling ranchlands, mysterious hoodoos, mountain forests, prairie landscapes and dusty Wild West towns.

#### THE NORTH

Hop on a float plane to a remote fishing lodge, see the world's largest herd of free-roaming bison, discover aboriginal culture and history, trace the steps of the early fur traders, and watch the northern lights dance across the night skies.

THINGS TO DO:

Northern lights viewing

Fort McMurray is one of the best places on earth to experience these surreal natural phenomena.

Wildlife viewing and bird watching There's wildlife and birdlife abound throughout northern Alberta. On the water

With an abundance of lakes & rivers, canoeing, jet boating and whitewater rafting are popular activities.

#### THE SOUTH

Southern Alberta is rich in culture and history. The key destinations are ideal for day or multiday road trips from Calgary.

**KEY DESTINATIONS:** 

Dinosaur Provincial Park has unearthed some of the most important dinosaur discoveries in the world. Alberta Parks offers a variety of hands-on activities for visitors.

Drumheller is home to the Royal Tyrrell Museum of palaeontology as well as Hoodoos - sandstone pillars that take millions of years to form.

Writing-on-stone Provincial Park contains the largest collection of rock art in North America. Petroglyphs and pictographs carved and painted on sandstone walls date back 8,000 years.

Head-smashed-in Buffalo Jump was for thousands of years the most effective way for Plains Indians to hunt buffalo. Visit the interpretive centre, hike to the ancient drive lanes with Blackfoot guides, listen to the drumming and hear stories from the elders.

Waterton Lakes National Park is the stunning home to a rich variety of wildlife. Cruise along the shoreline and cross the U.S. border to Goat Haunt, Montana. Enjoy high tea with a panoramic view at the iconic Prince of Wales Hotel.

## LEARN MORE & WIN!

Travel Alberta has created the Alberta Specialist Program for you, the travel trade professional. Complete your training AND attend an Alberta webinar training session by 31 March 2017 to be entered into a prize draw for one of THREE \$250 Coles Myer gift vouchers.

