



FOR IMMEDIATE RELEASE - May 28, 2021

**SOUTH CANADIAN ROCKIES TOURISM ASSOCIATION FORMED IN
CASTLE-CROWNSNEST-PINCHER REGION**

The South Canadian Rockies Tourism Association (SCRTA) has received non-profit societal status in Alberta and is working collectively to bring a unified voice for the southwest corner of Alberta's tourism operators. This effort has been underway since 2019 on achieving a collaborative destination management organization (DMO) for the region. The inaugural board of directors includes representatives from some amazing partners: Castle Mountain Resort, Heritage Inns, Beaver Mines General Store, Country Encounters Accommodations, Kootenai Brown Pioneer Village, Heritage Acres Farm Museum and Tamarack Outdoors.

The region unites around its diverse landscapes, outdoor recreation opportunities, and deep history to develop authentic, high quality visitor and guest experiences that attract visitors and drives community prosperity. The SCRTA will assist in facilitating sustainable tourism development that connects regional priorities with existing and emerging market opportunities through research, branding, marketing, training, and product development.

"We live and work in an amazing area with a significant potential for tourism growth. Our organization is very excited to support the SCRTA in creating regional plans and partnerships to take advantage of this economic opportunity in front of us all." – Jeff McLarty, General Manager, Beaver Mines General Store.

"Interest in the Castle-Crowsnest-Pincher region is at an all-time high, especially from those looking to enjoy the abundant outdoor recreation opportunities that exist in our region. There has never been a more important time for tourism focused businesses, within our region, to unite with one voice and work to grow tourism sustainably and responsibly." – Cole Fawcett, Sales & Marketing Manager, Castle Mountain Resort.

SCRTA is keen to start working with all the tourism operators, experiences, and local governments within the Municipality of Crowsnest Pass, Municipal District of Pincher Creek, Town of Pincher Creek, and Castle Provincial Park areas. Development of a regional DMO website and summer campaign is in progress and SCRTA looks forward to a first annual general meeting this November, solidifying this organization. The challenges of the past year with COVID-19 have made this organization even more imperative to the success of our tourism operators and we are thrilled to move forward supporting our partners this summer as restrictions ease for everyone. This is an exciting initiative for our partners and SCRTA is proud to support this area with its endless potential.

General interest sign-up: <https://lp.constantcontactpages.com/su/XZxExvo>

Operator sign-up: <https://lp.constantcontactpages.com/su/gYkhCYv>

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