

PRESS RELEASE

**Official launch of the Northern Alberta Bilingual Tourism Network**

EDMONTON, Monday, March 29, 2021 – It is with great pride and partner support that the Conseil de développement économique de l'Alberta (CDÉA) is officially launching the Northern Alberta Bilingual Tourism Network today. Thanks to funding from Western Economic Diversification Canada (WD) for its project, *Developing Francophone and Indigenous Tourism Experiences in Northern Alberta*, the Community and Regional Economic Support (CARES) program, and the collaboration of several regional partners, the CDÉA is unveiling the new [routes-ab.ca](http://routes-ab.ca) website where visitors can choose from among some 200 attractions in Northern Alberta and use an interactive map to create a personalized itinerary.

The value of such a project for our small and medium-sized tourism businesses at a pivotal moment in the industry is immense in terms of visibility and promotion, according to CDÉA president Amélie Caron.

Incorporated into the [tourismealberta.ca](http://tourismealberta.ca) digital platform which provides information on the province in French, the section dedicated to northern Alberta bilingual tourism routes also offers internet users the opportunity to select a thematic circuit offering a variety of cultural, heritage, agritourism and family experiences, to name just a few. Equipped with this new, entirely bilingual tool, visitors from across the country can now access an infinite combination of points of interest and email their selection or share it on social media. An intuitive experience combining accessibility and autonomy awaits them with just a few clicks.

This initiative has been a collective endeavour from its earliest stages as evidenced by the current involvement of some thirty regional partners, according to CDÉA Executive Director Étienne Alary. The arrival of this tool is timely, since local tourism will certainly be favoured in the summer of 2021.

The CDÉA has been working closely with Paradis Valley Honey in Watino and Healing à la Source in Lac la Biche in collaboration with the ÉCONOMUSÉE Network Society (ENS) to enable these emerging ECONOMUSEUM businesses to develop their service offerings in French and become part of the Network.

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