

Why Join SCRTA?

As a member of the South Canadian Rockies Tourism Association, you'll gain access to exclusive marketing opportunities, collaborative partnerships, and a powerful collective voice for sustainable tourism growth in our region. Connect with industry leaders, amplify your reach, and unlock regional business success.



**GROW YOUR
TOURISM BUSINESS.
CONNECT WITH
YOUR REGION.**

Exclusive Member Benefits

Expanded Marketing Reach

Access regional marketing campaigns including influencer partnerships, asset photography, videography, and Highway 3 promotions like Savour the Alberta South and the Highway 3 Ale Trail. Members have an opportunity to become an exclusive stop on one of our many, promoted travel itineraries.

Collaborative Partnerships

Connect with regional businesses to form joint marketing initiatives, shared events, and strategic collaborations that amplify your promotional impact.

“Heads in Beds” Campaigns

Exclusive campaign opportunities designed specifically for regional accommodation providers to drive occupancy and fill rooms through coordinated, high-impact regional initiatives.

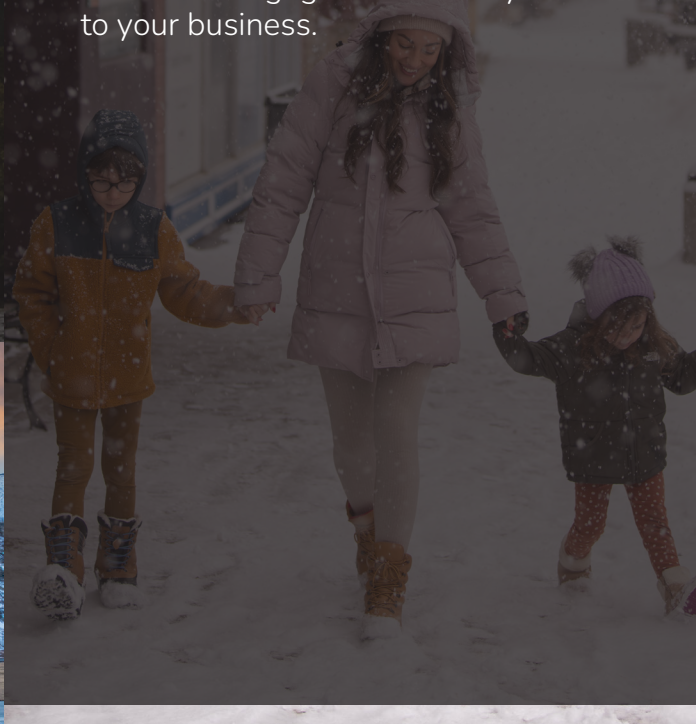


Advocacy & Visibility

Leverage SCRTA's advocacy work through TIAA, TIAC, and Destination Canada to gain increased exposure to government, media, and tourism stakeholders, strengthening destination awareness. We are the primary voice for tourism in the South Canadian Rockies and a member of the Tourism Industry Association of Alberta —advocating for your business at every level.

Members-Only Collaborative Online Campaigns

Participate in exclusive, high-impact digital campaigns available to SCRTA members only—driving targeted traffic and engagement directly to your business.



Networking & Professional Development

Connect with peers through monthly connection emails, workshops, and exclusive events. Access training on digital marketing, export readiness, and cultural awareness.

Members-only Grants

Leverage your membership by qualifying for one of our two annual grants: Shoulder Season Enhancement or Event Enhancement programs for up to \$2500 in non-matching dollars towards destination development & promotion of your business, event, or marketing efforts.

Ready to Grow Your Tourism Business?

Join SCRTA and become part of a regional network driving sustainable tourism growth and collaborative success.

Join SCRTA Today by contacting our Executive Director at info@southcanadianrockies.ca

