



## **AMPPE's Monthly Membership Newsletter**

### ***Your source for up-to-date information in the Mountain Parks***



Dear Members,

The tourism industry in our Mountain Parks is at a pivotal point of opportunity. Increased tourism funding and marketing focus in the 2015 Budget, paired with the up-coming provincial elections and low price of oil have poised the travel sector to become a point of focus in the current economy. Moving forward, AMPPE will continue working to ensure that the potential impact supports the success of our members. Please feel free to contact us anytime to express your comments or concerns. Sincerely, *Casey Peirce, Executive Director*

## **AMPPE Advocacy in Action – Federal funding for tourism**



Earlier this month, the 2015 Budget announced measures to benefit the travel and tourism industry and improve Canada's global competitiveness. Highlights from the Budget include attracting US visitors, promoting Canadian tourism and Canada's 150th anniversary, as well as facilitating travel to Canada. AMPPE continues to work with our tourism industry partners—Travel Alberta, Tourism Calgary, Banff Lake Louise Tourism and Banff Lake Louise Hotel Motel Association—to further support these initiatives.

[Visit Our Website for More Details](#)

## **Proposed Jasper Tour of Alberta route brings marketing opportunities**



The Tour of Alberta's Jasper stage has been proposed and is awaiting final approval. Meanwhile, race organizers are rallying the community to cash in on possibly the biggest marketing opportunity Jasper has ever seen. The Tour of Alberta, with its HD camera-wielding helicopter TV coverage, reaches up to 40 million viewers. The opportunity will be for Jasperites to create unique visuals as the peloton speeds over the landscape. The Jasper Brewing Company is the first community sponsor of the Tour of Alberta, contributing \$10,000 toward the local organizing committee (LOC).

[More Details](#)

## **Human-caused grizzly deaths in Alberta decreased in 2014**



A total of 19 grizzly bears were killed at the hands of humans in Alberta last year. The numbers, released by Alberta Environment and Sustainable Resource Development, only account for reported bear mortalities. The figure is down from 31 known grizzly bear deaths in 2013, and compares to 15 in 2012 and 18 in 2011. "We hate to lose any grizzly bears. One is too many, but we'll realistically never eliminate all (human-caused deaths)," said Duncan MacDonnell, public affairs officer for Sustainable Resource Development. Grizzly bears are considered a threatened species in Alberta.

[More Details](#)

## **Woonerf concept approved for three-year trial on Banff's Bear Street**



The summer months will see Bear Street transformed into a pedestrian woonerf-land in a three-year trial, complete with patio-like seating, lush greenery and street performers. The Woonerf concept, which means shared-use street in Dutch, is meant to draw in more pedestrian and cyclist traffic and create a sense of place for the downtown core, and is largely supported by Bear Street business owners. Part of the proposal is to use the Bear Street parking lot as the location of the weekly Farmer's Market. Additional event programming is also planned for the street this summer.

[More Details](#)

## **#AlignedWithAMPPE Member Feature – Brewster Family**



This month AMPPE is proud to profile the Brewster family—real life mountain pioneers and cowboys. This historic family has been bringing authentic experiences to visitors in the Canadian Rockies for over 100 years, and is currently run by fifth generation descendants. The Brewster family businesses partnering with AMPPE include [Brewster Adventures](#), [Brewster's Mountain Lodge](#), [Brewster Kananaskis Guest Ranch](#), [Brewster's Kananaskis Ranch Golf Course](#), [Brewster Mountain Pack Trains](#), [Brewster's MountView BBQ](#) and [Brewster's Shadow Lake Lodge](#).