



TOURISM JASPER WELCOMES NEW CEO TYLER RIOPEL

JASPER, AB – March 1, 2024 - Tourism Jasper proudly announces the appointment of Tyler Riopel as the new Chief Executive Officer. With an extensive background in strategic marketing and business development, Riopel brings a wealth of experience and innovative leadership to the mountain town's destination management organization.

"Tourism Jasper has established itself as an industry leader, and I am honored and excited to lead the next chapter of this great organization," said Tyler Riopel. "Jasper holds a special place in the hearts of travelers worldwide, and I am committed to working collaboratively with our team, partners, and community to continue driving sustainable growth in the tourism industry while preserving the integrity of this place we call home."

Tyler Riopel originally joined Tourism Jasper in August 2022 as the Director of Destination Development. Since moving to the mountain town with his wife and two daughters, Riopel has demonstrated remarkable dedication and vision in enhancing Jasper's appeal as a premier travel destination.

"The Board of Directors of Tourism Jasper feels truly fortunate to have Mr. Riopel leading our organization," said board chair Douglas Goss. "Tyler has demonstrated terrific leadership in his time with the team."

Riopel's strategic approach and passion for promoting Jasper as a world-class destination align perfectly with Tourism Jasper's mission to showcase the Canadian Rockies' natural beauty and the unique experiences available here. Under his leadership, Tourism Jasper is poised to embark on new initiatives and partnerships that will further solidify its position as a leading tourism destination in Canada.



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About Tourism Jasper

Tourism Jasper is the official marketing organization of Jasper and Jasper National Park, Canada's base of adventure. As the keepers of the Jasper brand, our role is to present Jasper as it really is: an awe-inspiring and authentic Rocky Mountain destination -- the entry point to Canada's most epic adventures. Welcome those prepared to Venture Beyond. For more information about travel to Jasper visit www.jasper.travel.