GOING DIGITAL TO DISCOVER NORTHERN ALBERTA'S TOURISM GEMS

A digital, mobile-friendly application is helping people discover northern attractions, services, heritage, and cultural sites. Using GPS location, users can find sites and points of interest through the community menus, "near me" location services, or keyword searches.
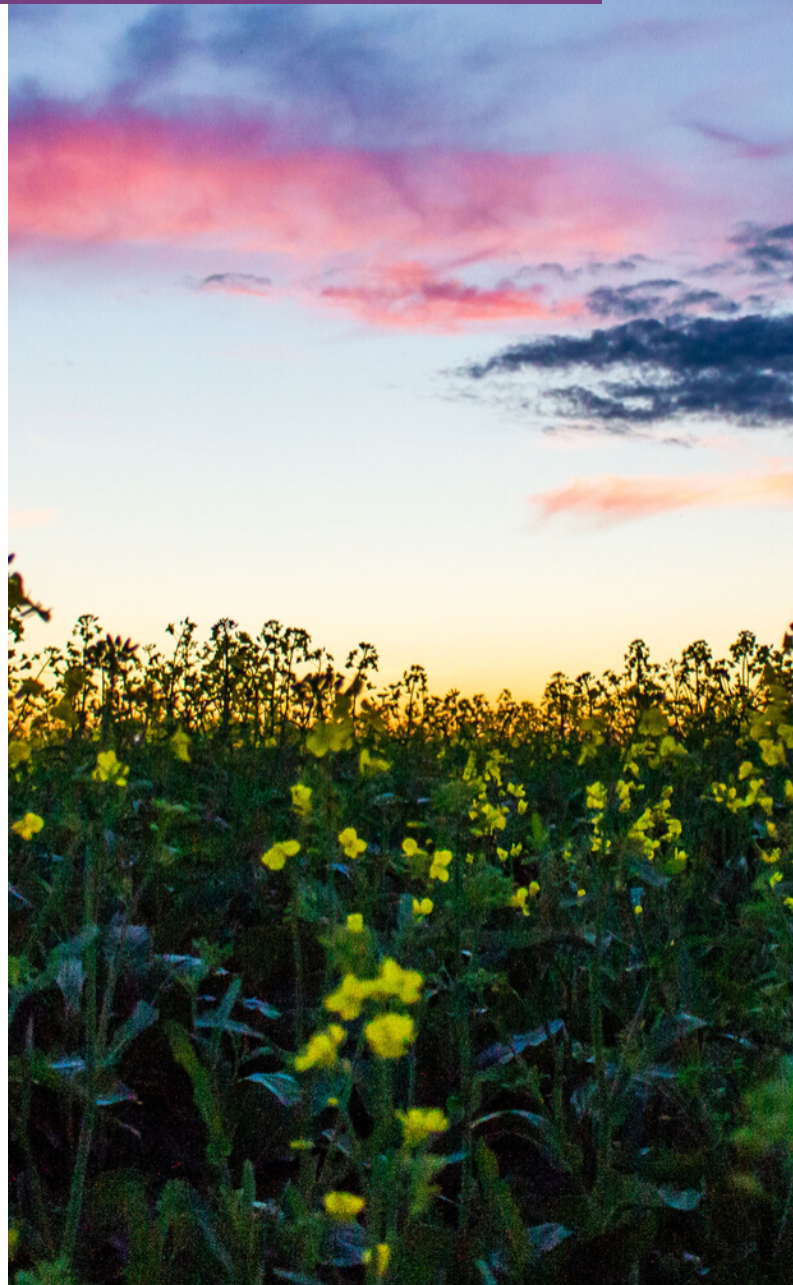
PROJECT:
HISTORY CHECK APP

The History Check app is helping Albertans discover sites of historical and cultural significance across the north. With over 200 community profiles in northern Alberta, the app recently expanded province-wide in summer 2019. The app is particularly innovative for rural regions, as travelers can use the app to find services and lesser known attractions in smaller communities.

Content is added to the app through partnerships with municipalities, tourism organizations, and individual listings from non-profit organizations and businesses. Marketing for the app is a collaborative effort, using multiple websites, printed travel guides and attraction maps. These tools provide a link that enables users to download and start using the app.

The initiative began as a heritage app run by a non-profit society that wanted to share the history of northern Alberta. As the concept developed and gained popularity, it became apparent that the app could also support tourism in the region. In November 2018, Impact Tourism, a company based in northern Alberta, took over the operation of the app and continues to develop the product.

Northern Alberta Development Council

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Northern Trailblazers highlights stories of innovation and development in northern Alberta by showcasing initiatives, programs, and approaches undertaken by communities and businesses across the region.

Explore the North

How the History Check App works:

Non-profit organizations and businesses are offered free site listings. Keyword Target Marketing is complimentary to non-profits, while businesses are charged an annual fee.

Users can search for local attractions, services, points of interest, or amenities. The "near me" feature allows users to select the nearest community for a complete menu of its offerings.

Designed for both Apple and Android devices, the app allows users to access thousands of sites across northern Alberta for travel, research, education and more!

FIND OUT MORE ONLINE AT: HTTPS://HISTORYCHECK.CA/