PRE-MARKETPLACE · FEBRUARY 1–5, 2027

2027 FAM Guide

American Bus Association Marketplace
Calgary | Feb 6-9, 2027

Alberta Winter Peaks & Powder

February 1–5, 2027
4 Nights — Banff, Alberta

Arrival: Monday, February 1, 2027, by 2:00 p.m. MT — Calgary International Airport (YYC)
Discover the magic of winter in the Canadian Rockies in Banff National Park on this immersive ski and winter adventure experience. From carving fresh powder at Lake Louise, Sunshine Village and Mount Norquay, to exploring snow-covered landscapes through a range of iconic winter activities, this itinerary blends winter wonderland and authentic alpine moments. Guests will experience three days of skiing at Alberta's iconic ski hills, unwind in Banff's renowned hot springs, and enjoy classic après-ski culture.

Urban Adventures, and Stories of the Land: Indigenous Alberta Experience

February 1–5, 2027
2 Nights Edmonton, 2 Nights Calgary

Arrival: Monday, February 1, 2027, by 4:00 p.m. — Edmonton International Airport (YEG)
Explore Alberta's urban side on this Edmonton and Calgary itinerary highlighting culture, cuisine, and local experiences. From Indigenous dining and cultural moments in Edmonton to Calgary's mix of western heritage and modern city life, this program offers a well-rounded introduction to Alberta's cities. Designed with a balance of guided experiences and free time, it provides an authentic and flexible urban winter experience.

Live Like a Local: Alberta Edition

February 2–5, 2027
2 Nights Banff, 1 Night Canmore

Arrival: Tuesday, February 2, 2027, by 4:00 p.m. — Calgary International Airport (YYC)
Experience winter in Alberta like a local on this immersive Banff and Canmore itinerary. Combining iconic landscapes with authentic cultural moments, this program highlights what it means to be Albertan—from exploring frozen canyons and connecting with Indigenous traditions to enjoying hot springs and classic winter experiences. Balanced with time to explore and unwind, this itinerary offers a genuine introduction to Alberta in winter, with a seamless connection to Calgary.

FAM tours are open exclusively to registered Bus & Tour Operator delegates. Registration is first-come, first-served — space is limited.

All tours check in at the Host Hotel in Calgary — Friday, February 5, 2027

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