



FOR IMMEDIATE RELEASE

Western Canadian Brand Canalta Hotels Expands with Two New Locations and Launch of New Loyalty Initiative

Canalta introduces new hotels in Cochrane and High River and a new sustainability initiative titled the "Million Trees Movement"

CALGARY – April 2, 2025 – Canadian-owned hotel brand Canalta Hotels (Canalta) is continuing its growth in Western Canada with two new hotel locations in Alberta, as well as a new loyalty initiative for its guests, centred around encouraging sustainability.



The Main Lobby at the new Canalta Hotel in Cochrane.

The Canalta Brand is Growing

Canalta is expanding with two new locations opening today in the towns of Cochrane and High River. Both hotels are approximately 30 minutes outside of Calgary, and just a short drive to the Rocky Mountains and Banff National Park, making them an ideal choice for travelling sports teams, tourists and visiting family and friends.



The new Canalta Hotel in Cochrane features a recreation facility for kids and kids-at-heart staying at the hotel.

“It is our pleasure to welcome the Cochrane and High River hotels to the Canalta brand,” says Brooke Christianson, Vice President, Canalta Hotels. “Canalta is a great choice for Canadians staying local and travelling Western Canada this summer and we’re thrilled to now offer our exceptional service to guests at these two additional locations. ”

Both the Canalta Cochrane and the Canalta High River boast over 80 rooms and suites, featuring Canalta’s signature amenities including a heated indoor pool, hot tub and waterslide, free high-speed Wi-Fi and a complimentary deluxe breakfast.

Canalta’s “Million Trees Movement”

Canalta’s *Million Trees Movement* aims to plant one million trees on behalf of guests by the end of 2027. A one night stay at a Canalta hotel now earns enough points to plant one tree through Canalta’s partnership with [Wearth](#), an organization that plants trees on conserved land in Canada. Canalta’s guests will contribute to planting jack pines, white spruce and black spruce on a large plot of land in Smeaton, Northern Saskatchewan.

“We are creating an opportunity for our guests to use the points they earn to make a positive sustainable difference,” says Ryan Semchuk, Director of Marketing & Technology, Canalta Hotels. “This new initiative underscores Canalta’s commitment to



sustainability in a tangible way where guests will see the meaningful benefits of being a Canalta Rewards member after just one stay.”

This unique offering is aimed at reaching people who may not traditionally make use of hotel loyalty programs. The program will allow travelers to offset their carbon footprint created by driving or flying to their destination by giving back to the environment through the tree planting program.

Guests can also use their points to redeem gift cards, earn free stays, and enjoy exclusive perks like late checkout, VIP parking, and more. To learn more about Canalta Rewards or to book a stay, visit canaltahotels.com.

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About Canalta Hotels

Since 1974, Canalta Hotels’ founders, Cam and Sharlene Christianson, along with their sons Blair and Brooke Christianson, have dedicated their professional lives to building a genuine company based on the principles of hard work and service excellence. What began as one motor inn in Stettler, Alberta, gradually grew into a wider network and today, Canalta Hotels owns and operates more than 40 properties across Western Canada. For more information, visit canaltahotels.com.

Media Relations Contact

Rachel Redmond
For Canalta Hotels
(403) 305-0503
redmond@worthingtonpr.com

Cassie Martin
For Canalta Hotels
(519) 807 8920
cassie@worthingtonpr.com