

# PARTNERSHIP PLANNER

# 2013



# REMINDER: YOU CAN GO FURTHER (remember to breathe)

**TRAVEL ALBERTA** is the tourism marketing organization of the Province of Alberta. It is governed by the *Travel Alberta Act* and Board of Directors, and accountable to the Minister of Tourism, Parks and Recreation.

**MISSION** To grow tourism revenues with compelling invitations to experience Alberta.

**STRATEGY** To grow tourism revenue \$1 billion by 2017 by directing consumer-driven brand and marketing at youthfully spirited travellers in high-yield markets. We will lead with breathtaking experiences that differentiate Alberta and drive visitation throughout the province.





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The Travel Alberta industry website was created for you. Consider it your online portal and first stop for information related to news, events, opportunities, resources and services provided by Travel Alberta.

Here are some of the highlights and where to find them.

**NEWS**

This page presents tourism-related stories generated by Travel Alberta and our partners to keep you informed on recent events and happenings in the tourism industry. If you have news to share, it can be uploaded to the news page when you log on to your ATIS account (see page 4).

**Buzz Weekly and Best of Buzz Monthly** Compilations of the top news stories of the week and month are emailed to subscribers and posted to the news page. You can sign up for our e-newsletters on this page: **industry.travelalberta.com ► News**

**CORPORATE PUBLICATIONS**

This is where you can access information about our corporate strategy, objectives and success measurements.

**Annual Report** Review our annual performance and accomplishments for each fiscal year ending March 31.

**Business Plan** We annually update Travel Alberta’s three year business strategy, which details our plan to fulfill our mission to grow tourism revenues, in accordance with the *Travel Alberta Act*.

**Corporate Scorecard** The Balanced Corporate Scorecard tracks our progress in achieving year-end objectives established to measure performance of the strategic initiatives of our business plan.

**Directions Magazine** *Directions* magazine is published semi-annually to provide you with information about Travel Alberta programs and services and features articles and interviews with industry thought leaders. **industry.travelalberta.com ► About Us ► Corporate Publications**

## ALBERTA TOURISM INFORMATION SERVICE (ATIS)

The Alberta Tourism Information Service (ATIS) is a free service provided by Travel Alberta to help you grow your business. Via this self-service platform housed on **industry.travelalberta.com**, you can promote your business to travellers through a number of online and offline marketing channels, including **travelalberta.com**, our primary consumer channel.

### TOURISM OPERATOR BENEFITS

- Promote your businesses to millions of potential Alberta travellers – free of charge
- Have full control over the information that is displayed about your business
- Work with dedicated Travel Alberta team members who are here to help strengthen your business through your ATIS membership

### GET ATIS WORKING FOR YOU

ATIS is your gateway to **travelalberta.com**. Your travel deals, events and festivals are integral to the content on our consumer website. When you create an account and upload your information, we use it not only to populate the website, but for campaign activities, newsletter content and social media conversations, as well as offline advertising and marketing initiatives.

### TRAVEL DEALS

We continue to hold front and centre our strong commitment to assist you in your marketing efforts. As part of our overall strategy, we look to promote experience-focused travel deals or packages throughout our seasonal campaigns. Once uploaded through ATIS, your travel deals are easy for consumers to find on **travelalberta.com** and can be featured in our marketing e-newsletters.



## EVENTS & FESTIVALS

Whether big or small, we want to help promote your event or festival through our marketing and communication channels. Through ATIS, you can enter information useful to industry as well as consumers.

**Industry Events** uploaded in ATIS populate **industry.travelalberta.com** where they can be easily accessed by your peers. Keep them informed and up to date on networking and learning events, just as we do.

**Consumer Events** can be uploaded in ATIS where the information is automatically sent to the calendar of events section on **travelalberta.com**. This is one of the most effective ways to promote your events on a page heavily used by consumers looking for event and festival listings. And it doesn't cost you a cent.

**industry.travelalberta.com** ► **Events**

## CAREERS

Finding qualified employees with experience in the tourism industry is not always an easy chore. The same can be said about finding the right job. The careers section of the industry website presents job opportunities posted by both Travel Alberta and by you. Positions available within your organization can be uploaded to the careers section through your ATIS account.

**industry.travelalberta.com** ► **Careers**

## GET STARTED – CREATE AN ACCOUNT

Each tourism operator requires an ATIS account. This ensures that you always have complete control over how information about your business is presented to potential travellers. To generate your own account, visit **industry.travelalberta.com** and follow the simple steps to create a unique username and password.

## MANAGE YOUR INFORMATION

Once your account has been created, you will have the opportunity to log in and update your business information, add a business description and add travel deals to promote your product or service offering. As this is a self-service system, you have full control over the information displayed.

## BUSINESS LISTING

Each account holder can submit one business listing and any number of travel deals, events and festival listings, news items and job postings. If you are the owner of multiple businesses, you will need to create a separate account for each business. The email associated with each business can be the same; however, each account username must be unique.

Since its launch in November 2011, ATIS has generated more than 300,000 leads for Alberta tourism operators.





# INDUSTRY RELATIONS KEY CONTACTS

## LEGEND AND CONTACTS

### Director Northern Alberta

Brook Carpenter  
403-648-1091  
brook.carpenter@travelalberta.com

### 1) Northwest

Don Wilson  
780-983-7424  
don.wilson@travelalberta.com

### 2) Northeast

Marianne McKee  
780-689-7172  
marianne.mckee@travelalberta.com

### 3) Edmonton/North Central

Judi Best  
780-986-1418  
judi.best@travelalberta.com

### 4) Calgary/West Central

Lisa Lima  
403-475-8710  
lisa.lima@travelalberta.com

### 5) East Central/Southeast

Anastasia Martin-Stilwell  
403-648-1014  
anastasia.martin-stilwell@travelalberta.com

### 6) Canadian Rockies

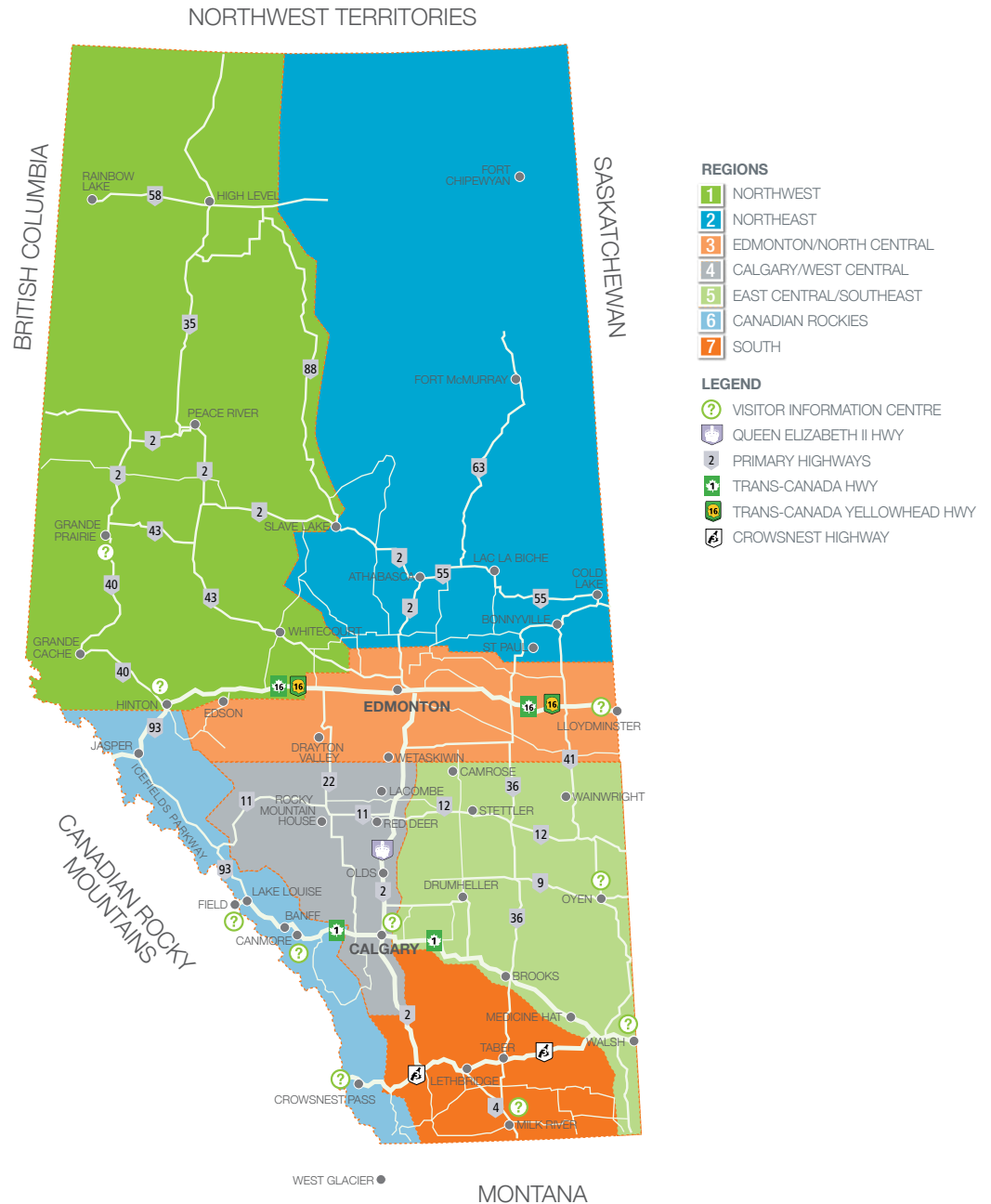
Cameron Spence  
403-612-8397  
cameron.spence@travelalberta.com

Cathie Orchin  
403-760-1915  
cathie.orchin@travelalberta.com

### 7) South

#### Director Southern Alberta

Marty Eberth  
403-820-1700  
marty.eberth@travelalberta.com





## INDUSTRY RELATIONS

Think of our Industry Relations team as your foremost resource for marketing intelligence, education and information. We keep you up to date on industry best practices and leading edge marketing programs, including our newly streamlined Cooperative Marketing Program, and offer workshops we believe will be of value to you.

### COMPLIMENTARY COACHING & CONSULTATION SERVICES

Industry Relations team members work with you to create innovative marketing programs based on research, sound marketing principles and the needs of the tourism industry regions. We do this through consensus building, networking opportunities, decision making, problem solving, marketing and partnership development.

Through one-on-one and group consultation, each Industry Relations team member works toward enhancing marketing efforts and improving business outcomes by providing community assessments and cooperative funding. We are also here to help you build marketing plans for your business, community or tourism consortium. [industry.travelalberta.com](http://industry.travelalberta.com) ►

**Marketing Toolbox ► Working with Travel Alberta**

### COOPERATIVE MARKETING PROGRAM

Travel Alberta's Cooperative Marketing Program is designed to assist marketing partnerships in extending their marketing activities. The program provides support for new or enhanced activities led by Alberta based private sector tourism operators, non-profit or public sector organizations working together to market tourism experiences. Talk to your Industry Relations team member about your proposed marketing activities for advice on which activities are eligible, setting achievable objectives and measuring your return on investment. Application forms and guidelines for Travel Alberta's Cooperative Marketing Program are available at [industry.travelalberta.com](http://industry.travelalberta.com) ► **Programs ►**

**Cooperative Programs**

For assistance, email [cooperativemarketing@travelalberta.com](mailto:cooperativemarketing@travelalberta.com)



### CONNECTING WITH ALBERTA'S TOURISM LEADERS

An invitation to a **Regional Round Table** is an opportunity to interact with Alberta's rural tourism leaders and influencers. This event provides a platform that encourages collaboration and communication with Travel Alberta. The one day affair is hosted annually and includes a half day of presentations, facilitation or education with open round table discussion on current and upcoming rural/regional topics.

Contact your Industry Relations team member to discuss your region or business needs. **[industry.travelalberta.com](http://industry.travelalberta.com)** ►  
**Marketing Toolbox** ► **Working with Travel Alberta**



### FREE WORKSHOPS

**Tourism Marketing Learning Series** These interactive workshops are dedicated to providing you with the tools to enrich your tourism marketing skills, knowledge and abilities. Workshops are scheduled annually throughout the province, October through May. To book workshops for your community or region, contact your Industry Relations team member.

### Current Modules

- Cooperative Marketing Funding
- Marketing Communications
- Marketing on a Shoestring
- Media Relations 101: We Are Storytellers
- Online Marketing
- Partnering, Packaging & Programming
- Pricing, Principles & Strategies
- Segmentation, Targeting & Positioning
- Tourism Marketing: Travel Alberta Model Software
- Understanding Branding

For detailed course descriptions: [industry.travelalberta.com](http://industry.travelalberta.com) ►

### Marketing Toolbox ► Workshops

For detailed course locations, schedules and updates:

[industry.travelalberta.com](http://industry.travelalberta.com) ► **Events ► Workshops**

To book a workshop for your community or region, contact your Industry Relations team member. [industry.travelalberta.com](http://industry.travelalberta.com) ►

### Marketing Toolbox ► Working with Travel Alberta

### SEMINARS

**Speakers Series** Leading edge keynote speakers and industry experts deliver informative seminars on topics relevant to you and your business. Seminars provide you with an opportunity to share learning and network with your colleagues. Cost for these sessions is a modest \$25 per person. To be added to our email list for upcoming seminars, email

[industryevents@travelalberta.com](mailto:industryevents@travelalberta.com)

**Social Media Summit** This summit is for those of you with an advanced level of understanding of applying social media practices. For more information, contact your Industry Relations team member or our Manager, Social Media, email [socialmedia@travelalberta.com](mailto:socialmedia@travelalberta.com)

**Social Media Webinar Wednesdays** Travel Alberta is pleased to introduce a series of six webinars for the 2012-2013 season. These two-hour webinars run the second Wednesday of every month, October through March.

- Facebook Strategy and Design
- Facebook Engagement and Insights
- Twitter
- Pinterest
- Google+/Places and YouTube
- LinkedIn and location based networks foursquare and Yelp

Check the industry site regularly for updated and new event information.

[industry.travelalberta.com](http://industry.travelalberta.com) ► **Events ► Speaker Series**

## OPEN HOUSES AND CONFERENCES

Travel Alberta hosts a number of events where we can connect with our peers and stakeholders to discuss trends, needs and ideas, and learn from each other. We also come together to celebrate our successes.

### 2012-2013 OPEN HOUSES

Don't miss this complimentary opportunity to connect with us face-to-face in round-table unit discussions and hear abbreviated presentations of our three year business and marketing strategies. Visit the industry site for details on this year's schedule. [industry.travelalberta.com](http://industry.travelalberta.com) ► **Events** ► **Open Houses**



### ALTO AWARDS – SUBMISSIONS

The Alto Awards recognize individuals and organizations committed to enriching Alberta's tourism industry and who by their actions inspire others and demonstrate what can be achieved by working together. You are all encouraged to nominate your organizations in the various categories offered. For Alto applications and details: [industry.travelalberta.com](http://industry.travelalberta.com) ► **Events** ► **Alto Awards**



### CONFERENCES

**Travel Alberta Industry Conference** October 26-29, 2013

The Travel Alberta Industry Conference is a key component of Travel Alberta's strategy to become the pre-eminent tourism marketing agency in Canada. It provides the Alberta tourism industry with an opportunity to network, learn and celebrate individuals and organizations excelling in and enhancing our tourism industry together. This conference is the premier professional and personal development opportunity available anywhere in Alberta tourism. For detailed information and registration:

[industry.travelalberta.com/conference](http://industry.travelalberta.com/conference)

**Growing Rural Tourism** April 8-10, 2013, Camrose

This Alto Award winner for tourism excellence is a "must attend" for rural tourism operators, municipal councillors, economic development officers, administrators and agricultural society representatives wanting to inspire and innovate. This conference delivers take-home information that you will find both valuable and applicable to your own rural tourism initiatives. For detailed information and registration: [growingruraltourism.ca](http://growingruraltourism.ca)



## BRAND

The Brand team is dedicated to assisting your business by providing suggestions, tools and tips to help you align your marketing initiatives with Travel Alberta's brand. We are the stewards of brand-aligned images, video, graphics and text. We have developed some new resources, which are at your disposal.

### BRAND WORKBOOK

This resource helps to illustrate the connection points between the Canada brand, the Travel Alberta brand and the experiences that you provide. It includes tools and worksheets that will allow you to audit the decision-making process for your business. This book will prove to be an invaluable tool to help your business grow. [industry.travelalberta.com](https://industry.travelalberta.com) ► **Marketing Toolbox** ► **Brand Workbook**

### MULTIMEDIA LIBRARY

Travel Alberta's new multimedia library is designed to share brand-aligned resources including photography, video, maps and stories with our marketing partners, free of charge. This library is a key resource for DMOs, travel media,

tourism operators and other industry looking to promote Alberta's authentic experiences in breathtaking landscapes.

To access, visit [industry.travelalberta.com/multimedia](https://industry.travelalberta.com/multimedia)

### ALBERTA STORIES

Our Alberta Stories video initiative aims to deepen the emotional connection with our audiences by highlighting the variety and diversity of Alberta experiences and sharing them with the world. These stories help answer the question "what are the unique experiences I can have in Alberta?"

Following the enthusiastic response to our initial request for story ideas, we will once again be asking you to submit suggestions for a new series of Alberta Stories videos to be shot this winter. Find out how to submit your story idea at the Travel Alberta Industry Conference and watch the industry site for further details.

When you have brand questions, email [brand@travelalberta.com](mailto:brand@travelalberta.com)





## CANADA MARKETING OPPORTUNITIES

We've all seen the benefits of working together on our marketing initiatives. Travel Alberta values its industry partnerships and is always striving to help leverage your marketing dollars. Take advantage of the success of our brand campaign using any of the unique marketing opportunities outlined in the following pages.

### REGISTRATION

The open registration date allows all industry members an equal opportunity to participate in these marketing programs. Opening date for 2013-14 registration will be **November 13, 2012**. No registration forms will be accepted before this date.

Registration is on a first come, first served basis, and space is limited. Please send in your registration forms on or shortly after this date to guarantee your spot in our programs.

### Registration forms should be emailed or faxed to:

email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)

fax: **780-784-0065**

2013-14 CANADA MARKETING OPPORTUNITIES	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
SUMMER MAGAZINE												
WINTER MAGAZINE												
WESTWORLD MAGAZINE												
AVENUE MAGAZINE												
CANADIAN GEOGRAPHIC TRAVEL MAGAZINE												
DAILY NEWSPAPER ADVERTORIALS												
THEMED NEWSPAPER ADVERTORIALS												
COMMUNITY NEWSLETTERS												
CUSTOM eBLASTS												
ONLINE ADVERTISING												
FACEBOOK												

\* In-market schedule

# SUMMER MAGAZINE

Participating in our Summer Magazine program can help your business reach 500,000 potential visitors in Alberta, Saskatchewan and British Columbia. It is delivered primarily as a daily newspaper insert in urban centres. A full version will also be available to download online as a flip-book, complete with hyperlinks. We also run reminder ads in the Calgary Herald and Edmonton Journal to let readers know they can access the Summer Magazine online at [travelalberta.com](http://travelalberta.com) or request their own copy.

**Booking deadline:** January 14, 2013

**Material deadline:** February 5, 2013

**Scheduled distribution date:** Week of May 13, 2013

**Finished size:** 8.25" x 10.75"

**Quantity:** 500,000 printed



## SUMMER MAGAZINE BOOKING INFORMATION\*

	Quantity		
<b>Back Cover Ad</b>		\$ 6,000	= \$ _____
<b>Full Page Ad</b>	_____ x	\$ 4,500	= \$ _____
<b>1/2 Page Ad</b>	_____ x	\$ 2,300	= \$ _____
<b>1/3 Page Ad</b>	_____ x	\$ 1,550	= \$ _____
<b>1/4 Page Ad</b>	_____ x	\$ 1,150	= \$ _____
<b>Package</b>	_____ x	\$ 875	= \$ _____
<b>Total Cost</b>		\$	_____
<b>GST @ 5%</b>		\$	_____
<b>GRAND TOTAL</b>		\$	_____

**Ads:** Artwork must be supplied as a high resolution PDF. Specification sheet will be emailed out upon receipt of registration form.

**Packages:** Design included based on package template.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBMIT TO** Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)  
 Phone: 780-784-0069  
 Fax: 780-784-0065

## WINTER MAGAZINE BOOKING INFORMATION\*

	Quantity			
<b>Back Cover Ad</b>		\$ 6,000	= \$	_____
<b>Full Page Ad</b>	_____ x	\$ 4,500	= \$	_____
<b>1/2 Page Ad</b>	_____ x	\$ 2,300	= \$	_____
<b>1/3 Page Ad</b>	_____ x	\$ 1,550	= \$	_____
<b>1/4 Page Ad</b>	_____ x	\$ 1,150	= \$	_____
<b>Package</b>	_____ x	\$ 875	= \$	_____
Total Cost			\$	_____
GST @ 5%			\$	_____
<b>GRAND TOTAL</b>			<b>\$</b>	_____

**Ads:** Artwork must be supplied as a high resolution PDF. Specification sheet will be emailed out upon receipt of registration form.

**Packages:** Design included based on package template.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**SUBMIT TO** Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)  
 Phone: 780-784-0069  
 Fax: 780-784-0065

# WINTER MAGAZINE

Participating in our Winter Magazine can help your business reach 500,000 potential visitors in Alberta, Saskatchewan and Ontario. It is delivered primarily as a daily newspaper insert in urban centres. A full version will also be available to download online as a flip-book, complete with hyperlinks. We run ads in the Calgary Herald and Edmonton Journal to let readers know that they can access the Winter Magazine online at [travelalberta.com](http://travelalberta.com) or request their own copy.

**Booking deadline:** July 15, 2013

**Material deadline:** August 6, 2013

**Scheduled distribution date:** Week of November 12, 2013

**Finished size:** 8.25" x 10.75"

**Quantity:** 500,000 printed





# WESTWORLD MAGAZINE INSERT

Travel Alberta's *Westworld* Magazine Insert connects you with over half a million AMA members and almost as many BCAA members in British Columbia. Promote your event or unique Alberta experience to this affluent, travel savvy audience through a full-page advertorial. Writing and design are included. For the first time we are also featuring a package section in the insert that will allow you to present your own travel package to this opulent market. These features run in BC *Westworld* in May and Alberta *Westworld* in June.

## Reader Profiles:

- Circulation: Alberta 581,000, British Columbia 478,000
- Male-Female Split: 53/47
- Median Age: 53
- Average HHI: \$75,000<sup>†</sup>
- Travelled in western Canada in past year: 65%
- Vacationed in Alberta in past year: 44%

<sup>†</sup>detailed breakdown of statistics available upon request.

## BC MAY INSERT

### Booking Deadline:

December 10, 2012

### Story Direction Due:

December 21, 2012

### Ad Materials Due:

January 7, 2013

## AB JUNE INSERT

### Booking Deadline:

January 7, 2013

### Story Direction Due:

January 21, 2013

### Ad Materials Due:

February 4, 2013



# WESTWORLD MAGAZINE BOOKING INFORMATION\*

## BRITISH COLUMBIA 8-PAGE MAY INSERT

	Quantity			
<b>Full Page Advertorial</b>	_____ x	\$ 5,300	= \$	_____
<b>Package</b>	_____ x	\$ 1,000	= \$	_____
<b>Back Cover Ad</b>		\$ 6,000	= \$	_____

## ALBERTA 8-PAGE JUNE INSERT

	Quantity			
<b>Full Page Advertorial</b>	_____ x	\$ 5,300	= \$	_____
<b>Package</b>	_____ x	\$ 1,000	= \$	_____
<b>Back Cover Ad</b>		\$ 6,000	= \$	_____
<b>Total Cost</b>			\$	_____
<b>GST @ 5%</b>			\$	_____
<b>GRAND TOTAL</b>			\$	_____

**Ads:** Writing and design are included. Back Cover ad must be supplied as a high resolution PDF. Specification sheet will be emailed out upon receipt of registration form.

\*Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

## SUBMIT TO

Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)

Phone: 780-784-0069

Fax: 780-784-0065

# AVENUE MAGAZINE BOOKING INFORMATION\*

**Booking Deadline:** Three months prior to your selected run date(s)

**Material Deadline:** Two months prior to your selected run date(s)

**Cost:** \$450 per ad space, per run date. \$800 for both publications in the same month.

Run Dates Requested:	Calgary	Edmonton	Both Publications
May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
June	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Quantity			
<b>Ad Space Cost</b>	x	\$ 450	= \$	_____
<b>Ad Space Cost – Both Publications</b>	x	\$ 800	= \$	_____
GST @ 5%			\$	_____
<b>GRAND TOTAL</b>			\$	_____

**Ad space:** Writing and page design costs are included. Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.

# BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBMIT TO** Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)  
 Phone: 780-784-0069  
 Fax: 780-784-0065

# AVENUE MAGAZINE

With its pages filled with reviews and trendy guides, *Avenue Magazine* is where young and young-at-heart readers go to find the latest top picks. In keeping with this theme, our *Avenue Magazine* inserts present your experience as part of a list of must do Alberta experiences. Full colour, double page spreads showcase the most distinctive and memorable tourism experiences across the province. Create a compelling platform to promote your Alberta event, attraction or activity. Design is included.

### Reader Profile:

- Circulation: 300,000 (Calgary & Edmonton)
- Male-Female Split: 30/70
- Median Age: over 80% in 25-59 range
- Average HHI: \$109,000
- Will recommend a featured product or service: 31%
- Intend to travel for leisure in the next 12 months: 94%

**TOP WAYS TO ENJOY YOUR SUMMER**

**CALGARY ZOO**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.calgaryzoo.com](http://www.calgaryzoo.com) | 403-241-9192

**CALGARY PARK & SHERATON CAVALIER**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.calgaryparkandsheraton.com](http://www.calgaryparkandsheraton.com) | 403-241-9192

**STAMPEDE**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.stampede.com](http://www.stampede.com) | 403-997-0332

**ALBERTA PRAIRIE RAILWAY EXCURSIONS**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.albertaprairierailway.com](http://www.albertaprairierailway.com) | 403-241-9192

**WARNER GUIDING & OUTFITTING**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.warnerguiding.com](http://www.warnerguiding.com) | 403-241-9192

**CHARLTON'S CEDAR COURT**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.charltonscedarcourt.com](http://www.charltonscedarcourt.com) | 403-241-9192

**PYRAMID LAKE RESORT**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.pyramidlake.com](http://www.pyramidlake.com) | 403-241-9192

**LOREM IPSUM DOLOR**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.loremipsum.com](http://www.loremipsum.com) | 403-241-9192

**DELTA BANFF LODGE**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvis lectus ut ut diam. [www.deltabanff.com](http://www.deltabanff.com) | 403-241-9192

For more information, visit [travelalberta.com](http://travelalberta.com)

# CANADIAN GEOGRAPHIC TRAVEL MAGAZINE

This key publication attracts people who live for travel and rich, immersive experiences. By participating, you'll be able to present your business to this valued niche audience across Western Canada in a full colour, double page advertorial spread that showcases great experiences in Alberta.

## Reader Profile:

- Circulation: 72,000
- Male-Female Split: 55/45
- Average Age: 47
- Average HHI: \$82,594
- Visited provincial/national park: 14.3%
- Hiking/adventure tours: 15.7%
- Skiing/snowboard vacation: 11.9%
- Attended cultural events: 15.6%

# CANADIAN GEOGRAPHIC TRAVEL MAGAZINE BOOKING INFORMATION\*

**Booking Deadline:** February 4, 2013

**Material Deadline:** February 19, 2013

**Run Date:** May

**Cost:** \$1,000 per ad space

<b>Ad Space Cost</b>	Quantity			
	_____ x	\$ 1,000	= \$	_____
GST @ 5%			\$	_____
<b>GRAND TOTAL</b>			\$	_____

**Ads:** Design costs are included. Content and imagery must be supplied by partner. Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

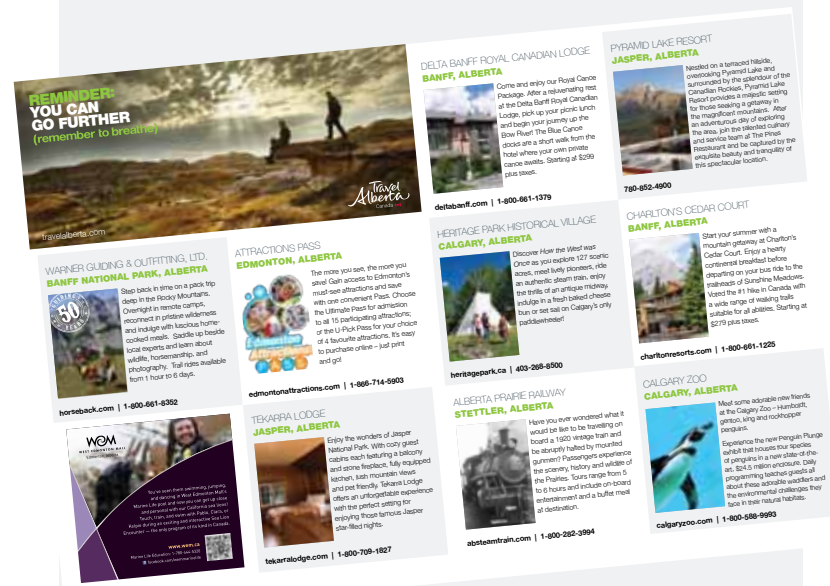
Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBMIT TO** Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)

Phone: 780-784-0069

Fax: 780-784-0065





# DAILY NEWSPAPER ADVERTORIAL BOOKING INFORMATION\*

**Booking Deadline:** Minimum two months prior to requested run date(s)

**Material Deadline:** One month prior to requested run date(s)

**Newspaper:**       Edmonton Journal       Calgary Herald

**Run Date(s) Requested:** \_\_\_\_\_

	Quantity			
<b>Full Page Black &amp; White Ad</b>	_____ x	\$ 5,000	= \$	_____
<b>Full Page Colour Ad</b>	_____ x	\$ 6,500	= \$	_____
Total Cost			\$	_____
GST @ 5%			\$	_____
<b>GRAND TOTAL</b>			\$	_____

**Ads:** Limit of 2 full page ad insertions per partner. Writing and page design costs for these advertorials are included. Artwork for the bottom portion must be supplied as a high resolution PDF. Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBMIT TO**      **Email:** canadamarketing@travelalberta.com  
**Phone:** 780-784-0069  
**Fax:** 780-784-0065

# DAILY NEWSPAPER ADVERTORIALS

## EDMONTON JOURNAL & CALGARY HERALD

This is an ideal opportunity to create and deliver your own exclusive full-page message to hundreds of thousands of urban consumers. Available year round, you can choose the best publication dates in the Calgary Herald or Edmonton Journal to suit your promotional needs.

An advertorial format is intriguing and functional, as well as adaptable to your business needs. Half of the page is devoted to content that provides consumers with valuable travel information such as feature holiday stories and photos. The balance of the page will be filled with your own advertising/promotional message. This can take the form of a single ad or a series of partner ads.

### Reader Profiles:

- Total Reach 500,000+
- Male-Female Split: 56/44
- Age: over 63% in 25-54 range
- Average HHI: \$75,000†

†detailed breakdown of statistics available upon request.

Source: Calgary Herald, Edmonton Journal.

### Advertorial Run Dates:

Monday through Thursday



# THEMED NEWSPAPER ADVERTORIALS

## EDMONTON JOURNAL & CALGARY HERALD

New this year, our themed advertorials are a cost-effective way to reach consumers in Alberta's two major urban centres. These full-page, full colour ads will run in the Calgary Herald and Edmonton Journal. You can participate in one or both newspapers at the time of year that best suits your promotional needs.

The top half of the page will contain advertorial content and photos relevant to a seasonal theme. Don't miss the opportunity to participate as one of six partners featured on the page.

### Reader Profiles:

- Total Reach: 500,000+
- Male-Female Split: 56/44
- Age: over 63% in 25-54 range
- Average HHI: \$75,000<sup>†</sup>

<sup>†</sup>detailed breakdown of statistics available upon request.

Source: Calgary Herald, Edmonton Journal.

**Ads:** Writing and page design costs for themed advertorials are included. Artwork for the bottom portion must be supplied as a high resolution PDF. Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.



## THEMED NEWSPAPER ADVERTORIAL BOOKING INFORMATION\*

**Booking Deadline:** Minimum two months prior to requested run date(s)

**Material Deadline:** One month prior to requested run date(s)

**Cost:** \$800 per paper, per run date. \$1,500 for both papers on the same date

**Newspaper:** Calgary      Edmonton      Both Newspapers

### Themed Run Dates:

- |   |  |
|---|--|
| <input type="checkbox"/> May Long Weekend—week of May 13, 2013      | <input type="checkbox"/> Christmas—week of December 9, 2013  |
| <input type="checkbox"/> School's Out—week of June 24, 2013         | <input type="checkbox"/> Family Day—week of February 3, 2014 |
| <input type="checkbox"/> Last Bit of Summer—week of August 12, 2013 | <input type="checkbox"/> Spring Break—week of March 17, 2014 |
| <input type="checkbox"/> Halloween—week of October 21, 2013         |  |

	Quantity			
<b>Ad Space Cost</b>	_____ x	\$ 800	= \$	_____
<b>Ad Space Cost—Both Newspapers</b>	_____ x	\$ 1,500	= \$	_____
GST @ 5%			\$	_____
<b>GRAND TOTAL</b>			\$	_____

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBMIT TO** Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)  
 Phone: 780-784-0069  
 Fax: 780-784-0065

## COMMUNITY NEWSLETTER BOOKING INFORMATION\*

**Booking Deadline:** Three months prior to your selected run date(s)

**Material Deadline:** Two months prior to your selected run date(s)

**Cost:** \$650 per city, per run date

<b>Run Dates Requested:</b>	Calgary	Edmonton
May	<input type="checkbox"/>	<input type="checkbox"/>
June	<input type="checkbox"/>	<input type="checkbox"/>
November	<input type="checkbox"/>	<input type="checkbox"/>
	Quantity	
<b>Total Cost</b>	_____ x	\$ 650 \$ _____
GST @ 5%		\$ _____
<b>GRAND TOTAL</b>		\$ _____

**Ads:** Partner coupon must have a compelling offer that includes either a value add offer, or a dollar or percentage discount. Partner to provide content, imagery and logo. Partner coupon design included based on coupon template. Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**SUBMIT TO** Email: [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)  
 Phone: 780-784-0069  
 Fax: 780-784-0065

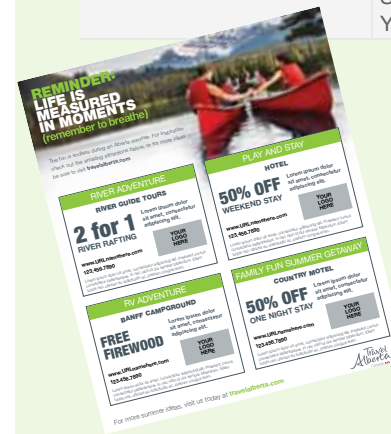
# COMMUNITY NEWSLETTERS

Our full colour campaign ads really stand out on the pages of community newsletters distributed in Calgary and Edmonton neighbourhoods. It's a great way to reach the suburban family market. We provide engaging imagery in the top third of the page with the remainder of the space featuring four partner coupons. Coupons must present a strong offer.

CALGARY NEWSLETTERS	COMMUNITIES
Around the Bay	Auburn Bay, Cranston
The Inside Edge	Edgemont
Evergreen Edge	Evergreen
Lake Bonavista Bugle	Lake Bonavista
Tuscany Sun	Tuscany
Your Woodcreek Chronicle	Woodlands, Woodbine

EDMONTON NEWSLETTERS	COMMUNITIES
Castle News	Baturyn, Caernarvon, Carlisle, Cumberland/Oxford, Dunluce, Lorelei/Beaumaris, Garrison Aldergrove, Elmwood, La Perle
Community News West	Blackmud, Blue Quill, Heritage
Community Views	Point, MacEwan, Rutherford, Skyrattler, Southbrook, Sweet Grass, Twin Brooks, Yellowbird East



For more summer ideas, visit us today at [travelalberta.com](http://travelalberta.com)



# CUSTOM eBLASTS

Customized eBlasts are ideal for delivering your offer as part of an exclusive Travel Alberta eBlast. These are delivered to online subscribers of either Chatelaine (Canada's highest circulated women's magazine) or Today's Parent (Canada's #1 parenting magazine) to better target the vacation decision makers in affluent homes. Six partners are included per Travel Alberta eBlast and the packages advertised will link directly to your website. Design costs are included.

## Chatelaine Reader Profile:

- #1 reach of women 18-49
- Canada's highest circulated women's magazine
- #1 reach of affluent households – 1.1 million women with a household income of \$75,000+

## eBlast stats for Chatelaine:

- Subscribers (EN): 181,546
- Open Rate: 15.10%
- Click to Open Rate: 12.20%

## Today's Parent Reader Profile:

- Canada's #1 parenting magazine
- Editorial for parents of children from birth to 14 years of age
- Reaches more than one in three Canadian moms with children under age 12

## eBlast stats for Today's Parent:

- Subscribers: 112,077
- Open Rate: 12.80%
- Click to Open Rate: 11.10%

# CUSTOM eBLAST BOOKING INFORMATION\*

**Booking Deadlines:** Two months prior to run date(s)

**Material Deadlines:** One month prior to run date(s)

**Cost:** \$500 per eBlast, per month

<b>Run Dates Requested:</b>	MAY	JUN	NOV	MAR 2014
Chatelaine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Today's Parent		<input type="checkbox"/>	<input type="checkbox"/>	
	Quantity			
<b>Total Cost</b>	_____ x	\$ 500	\$ _____	
GST @ 5%			\$ _____	
<b>GRAND TOTAL</b>			\$ _____	

**Ads:** Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.

# BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**SUBMIT TO** **Email:** canadamarketing@travelalberta.com  
**Phone:** 780-784-0069  
**Fax:** 780-784-0065

## ONLINE ADVERTISING BOOKING INFORMATION\*

**Booking Deadlines:** Three months prior to run date(s)

**Material Deadlines:** Two months prior to run date(s)

**Ad Formats:** Standard big box display ad units (300X250)

**Cost:** \$1,100 per partner per month

<b>Run Dates Requested:</b>	MAY	JUN	JUL	AUG
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Quantity			
<b>Total Cost</b>	_____ x	\$ 1,100	\$ _____	
GST @ 5%			\$ _____	
<b>GRAND TOTAL</b>			\$ _____	

**Ads:** Ads will be designed based on a banner ad template.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**SUBMIT TO** **Email:** [canadamarketing@travelalberta.com](mailto:canadamarketing@travelalberta.com)

**Phone:** 780-784-0069

**Fax:** 780-784-0065

# ONLINE ADVERTISING

For travellers, the digital world is a huge resource for information and inspiration. Consider online interactive advertisements as part of your marketing mix – a great opportunity to showcase your business as integral to the Alberta experience. We can help you into this space through eye-catching and click-motivating big box ads to generate awareness and drive traffic to your website. These online ads are a great way for you to present your business as part of the amazing variety of experiences that Alberta offers.

**Media:** Online ad campaign results will be based on click-throughs, with the goal of generating 500 per month on each participant's web banner. Our online advertising strategy allows for five partners to participate in each ad unit category, per month. Ads will be designed based on a banner ad template.

**STAY LONGER ON US!**  
in partnership with  
*Travel Alberta*  
CLUBBY 2016

**DISCOVER DINOSAURS IN ALBERTA'S BADLANDS**  
in partnership with  
*Travel Alberta*  
CLUBBY 2016

**RECEIVE THE SECOND NIGHT FREE WHEN YOU PAY RATE OF THE DAY**  
**Radisson**  
HOTELS & RESORTS  
CENTRE LIVING  
[VIEW DETAILS +](#)

**FAMILY ADMISSION ONLY \$30!**  
**ROYAL TYRRELL MUSEUM**  
[VIEW DETAILS +](#)

# FACEBOOK ADS

Social media is becoming a popular method for travellers to share their adventures and recommendations. Adding to our online advertising services, we take advantage of one of the most popular social media platforms. The goal is to create simple, effective clickable ads designed to raise awareness and generate visits to your website. These online ads will place your business on one of the most visited websites on the internet and profile you as one of the feature experiences Alberta has to offer.

**Media:** Online ads will be displayed on Facebook with the objective of generating up to 500 clicks per month from each participating partner's Facebook ad. Ads will include an image and limited copy, based on Facebook's ad unit requirements.

**Reader Profiles:**

- Age: 25-54 range
- Reach: 1,590,780
- Audience: Facebook members in Alberta

**Specs:**

Title: Maximum 25 characters  
 Copy: Maximum 90 characters  
 Image: 99 pixels wide by 72 pixels high (maximum size 4MB)

**Your Headline Here**

travelalberta.com



Place your copy here. Offer can be up to 90 characters long, including spaces.

## FACEBOOK BOOKING INFORMATION\*

**Booking Deadlines:** Two months prior to run date(s)

**Material Deadlines:** One months prior to run date(s)

**Cost:** \$675 per partner per month

<b>Run Dates Requested:</b>	MAY	JUN	JUL	AUG
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Quantity			
<b>Total Cost</b>	_____ x	\$ 675	\$ _____	
GST @ 5%			\$ _____	
<b>GRAND TOTAL</b>			\$ _____	

**Ads:** Content and image must be supplied by partner. Design included based on Facebook ad unit requirements. Specification sheet will be emailed out upon receipt of registration form.

\* Please note that programs are subject to change.

## BILLING INFORMATION (all fields must be completed)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**SUBMIT TO** **Email:** canadamarketing@travelalberta.com  
**Phone:** 780-784-0069  
**Fax:** 780-784-0065



## TRAVEL MEDIA RELATIONS

The Media Relations team works closely with our industry partners and visiting journalists to generate awareness of and exposure to Alberta as a preferred travel destination. Media coverage affords third-party endorsement and provides a strong return on investment. By building enduring relationships with journalists and travel media outlets, we have the ability to increase awareness of your business and the unique experiences your operation provides to visitors. We tell them the stories that paint the picture of the authentic adventures you have to offer.

### HOW THE MEDIA RELATIONS TEAM CAN SUPPORT YOUR BUSINESS

Consider us a resource that can support your media outreach efforts in a number of ways:

- Creating interesting and relevant story ideas
- Pitching your stories to key journalists
- Media recruitment for special events, experiences or press trips
- Development of press trip themes and itineraries
- Media material distribution
- Writing, editing, critiquing, distributing press materials (press releases, media advisories, media kits, images and online media materials)
- Media Relations workshops for DMOs, communities, and tourism consortia

When you have news, story ideas or media-related questions, contact your Industry Relations team member or Travel Media Relations, email

**[media@travelalberta.com](mailto:media@travelalberta.com)**

### THE VISIT ALBERTA MEDIA PROGRAM

We are available to assist with marketing your region, destination or tourism product. Our Visit Alberta media program can be a valuable addition to your marketing mix. It presents opportunities for travel media from our target markets to experience firsthand the unparalleled adventures that Alberta has to offer. In turn, these journalists share Alberta's stories with the world through print, broadcast and online channels. Our key markets include Canada, the United States, the United Kingdom, Germany, the Netherlands, Australia, China, Japan and Korea. We also engage with emerging markets such as Brazil and India on a case-by-case basis.

Last year, we hosted 200 media visits. We supported over 50 international broadcast and online media productions reaching more than 500 million viewers globally. These influencers serve as advocates for Alberta travel experiences globally. The media coverage that resulted from these visits garnered more than \$244 million worth of earned media value (EMV) for the province. EMV refers to positive publicity gained through promotional efforts as opposed to paid advertising. Value is based on the dollar amount of what that media coverage would be worth if purchased.

### PARTNERSHIPS

We look to you to help sustain these media visits by providing information support and maintaining an \$85 media rate on accommodation, hosted meals and experiences where possible. In turn, we report back to you the resulting coverage and feed the content out to consumers on a variety of our own channels.

**[media.travelalberta.com](http://media.travelalberta.com)**



## SOCIAL MEDIA

Our Social Media program focuses on stimulating conversations about Alberta through key platforms including Facebook, Twitter, Tumblr, YouTube, Google+, Pinterest and Instagram. Our Facebook page has a high level of engagement and concentrates on showcasing beautiful and unique images from all over Alberta. We also post user generated content, which encourages fans to continue sharing their own stories and experiences on an ongoing basis.

Travel Alberta's Instagram profile showcases the best shots from Alberta, which are submitted from followers who upload and tag their photos with #explorealberta. Our Twitter and Tumblr accounts and Google+ profiles provide interesting news, photos, updates and facts about Alberta, and our Pinterest profile organizes stunning photos from all around Alberta into location and subject categories.

**To get involved with our social media activities be sure to follow us on any of these:**


 [facebook.com/travelalberta](https://www.facebook.com/travelalberta)

 [twitter.com/travelalberta](https://twitter.com/travelalberta)

 [pinterest.com/travelalberta](https://www.pinterest.com/travelalberta)

 [tumblr.travelalberta.com](https://tumblr.travelalberta.com)

 [youtube.com/travelalbertacanada](https://www.youtube.com/travelalbertacanada)

 Instagram (@travelalberta)

### Tips for Using Social Media:

- Upload your photos directly from your business Facebook profile to our Facebook page and participate in fan conversations on our wall
- Hashtag your Instagram photos and twitter posts with #explorealberta for the opportunity to be featured on our Travel Alberta profiles
- Tweet your news or any interesting images to @travelalberta on Twitter

When you have Social Media questions, email [socialmedia@travelalberta.com](mailto:socialmedia@travelalberta.com)

## INTERNATIONAL MARKETING

The International team at Travel Alberta, including our in-market representatives overseas, is devoted to promoting the Alberta experience around the world. We are here to help ensure your product or experience meets international market-ready criteria so that our foreign guests can have the best possible time when they come to visit us.

### WORKING IN THE INTERNATIONAL MARKETS

When working with different cultures, it is important to ensure you can meet their diverse needs and expectations. We recommend you use this checklist to develop your products/services for the international markets you would like to target.

- Be in business for at least one year, with a proven track record for safe and professional operation
- Hold appropriate licences and/or insurance and have the ability to prove upon request
- Have a tourism-based website and keep it up to date
- Ensure you have an efficient booking system in place for changes in reservations
- Have the ability to accept payment from overseas clients (cheque, wire or credit card)
- Demonstrate an adequate budget and marketing plan that includes international distribution channels
- Be in a position to confirm pricing 12 to 18 months in advance to accommodate operator planning cycles
- Be able to confirm allocation of services 6 to 12 months in advance
- Establish purchase options and cancellation dates for your products and services, including penalties that may apply
- Provide an accurate description of the product and any required joining instructions: pick up locations, timing and clothing requirements.  
This information will be used to promote your product and set the expectations of the customer

- Ensure you can provide the products/services as promised. Consumer protection laws, particularly in the international markets, stipulate that the customer must receive what has been promised
- Have language capability to service an international target market(s)
- Have the willingness to adapt to the needs of the overseas clients (e.g. serving culturally desired foods)
- Demonstrate a commitment to enter and stay in an international market(s) for a minimum of three years

### TRADE SHOWS

#### Canada's West Marketplace (CWM)

This is Western Canada's premier travel trade show. It brings together a select group of international and domestic tour operators to meet with tourism industry suppliers from Alberta and British Columbia in a proven business exchange of pre-scheduled appointments, open sessions and networking functions over a three day, four night period. Each year, more than 550 delegates attend this exclusive event. The 2013 CWM trade show takes place in late November in British Columbia and we invite interested new sellers to find out more at [canadaswestmarketplace.com](http://canadaswestmarketplace.com)

#### Rendez-Vous Canada (RVC)

Led by the Canadian Tourism Commission and held annually in different Canadian cities, Rendez-vous Canada brings together international buyers with Canadian sellers of tourism products and services. Buyers include tour operators and wholesalers from the Asia-Pacific region, Europe, Latin America and North America, all eager to find new products, services and packages during pre-arranged 12 minute appointments with sellers. RVC 2013 takes place May 12-15 at the Ottawa Convention Centre. Registration opens in November and interested new sellers can apply for participation at [rendezvouscanada.travel](http://rendezvouscanada.travel)

For information, email [internationalmarketing@travelalberta.com](mailto:internationalmarketing@travelalberta.com)



	Trend	Average spent per trip	Average length of stay	Travel purpose	Travel season	Economy	Other
<b>Australia</b>	There were 202,200 overnight trips to Canada from Australia in 2010, up 7.5%	\$1,779	9.1 nights	Pleasure (58%) Visiting Friends and Relatives (26%)	Quarter 3 (39%) Quarter 2 (31%)	Australia is the thirteenth largest economy in the world	Winter non-ski and "White Christmas" products are making a comeback in the market with FIT and group programs being offered.
<b>Canada</b>	Pent up demand and a strong economy/dollar encourage consumers to explore vacation options outside their home province/country	Intraprovincial \$351 Interprovincial \$619	2.4 nights 4.9 nights	Visiting Friends and Relatives VFR (52%) Pleasure (28%)	Summer is the most popular season for overnight domestic travel	Canada is the tenth largest economy in the world	The regional market represents the largest person-visits to Alberta. Of the 23M visits 18.6M or 81% were Albertans.
<b>China</b>	There were 193,300 overnight trips to Canada from China in 2010, up 21.2%	\$1,105	16.7 nights	Pleasure (28%) Visiting Friends and Relatives (52%)	Quarter 3 (49%) Quarter 4 (23%) Quarter 2 (23%)	China is the second largest economy in the world	Interest in visiting nature in Canada has been waning. Chinese travellers want to savour the local culture and experience daily life. Skiing and winter activities in Canada are also areas of interest.
<b>Germany</b>	There were 315,400 overnight trips to Canada from Germany in 2010, up 8.1%	\$1,998	10 nights	Pleasure (73%)	Quarter 3 (57%) Quarter 2 (26%)	Germany is the fourth largest economy in the world	German travellers are interested in nature. Visiting national parks and seeing wildlife are both among top ten vacation experiences. Products gaining interest include resorts in natural settings and major events.
<b>India*</b>	There were 139,213 overnight trips to Canada from India in 2010, up 9%	\$1,337	16.7 nights	Visiting Friends and Relatives (53%)	Quarter 3 (36%) Quarter 2 (34%)	India is the ninth largest economy in the world	Top vacation experiences for Indian travellers include seeing beautiful scenery, visiting national parks and observing wildlife in natural habitats. City activities such as sightseeing and shopping also top the list.
<b>Japan</b>	There were 215,400 overnight trips to Canada from Japan in 2010 – a significant increase of 19.5%	\$1,989	7.3 nights	Pleasure (78%)	Quarter 3 (50%) Quarter 2 (33%)	Japan is the third largest economy in the world	Canada has been enjoying year-on-year growth out of the Japan market. Much of this is as a result of the development of new Canadian winter itineraries and increased efforts to market Canadian winter experiences. The year-round Air Canada non-stop Calgary-Tokyo Narita flight will continue to increase inbound growth.
<b>Mexico*</b>	In 2010, the number of Mexico overnight visitors to Canada fell 28.1% to 115,900 trips	\$1,479	15.6 nights	Pleasure (34%) Visiting Friends and Relatives (32%)	Quarter 3 (37%) Quarter 2 (29%)	Mexico is the fourteenth largest economy in the world	With the economic situation more stable, Mexican travel to Canada is growing again. Visitors are more sophisticated and interested in more upscale and exclusive experiences.
<b>Netherlands</b>	There were 39,000 overnight visitors from the Netherlands in 2010, an increase of 10%	\$1,310	8.3 nights	Pleasure (64%)	Quarter 3 (48%) Quarter 2 (33%)	Netherlands is the sixteenth largest economy in the world	For the Dutch, important motivators for choosing Western Canada are the need for nature, wildlife and the need for rest and relaxation.
<b>South Korea</b>	There were 157,500 overnight trips to Canada from South Korea in 2010 – a significant increase of 20%	\$1,261	10.3 nights	Visiting Friends and Relatives (38%), Pleasure (37%)	Quarter 3 (41%) Quarter 2 (29%)	Korea is the fifteenth largest economy in the world	Korean travellers are interested in activities focused on health, revitalization and wellness including winter sports, water sports and hiking. Nature, culinary, city and culture products also top the list.
<b>United Kingdom</b>	In 2010, the number of UK overnight visitors to Canada fell 3.8% to 659,400 trips	\$1,770	10.7 nights	Pleasure (55%) Visiting Friends and Relatives (31%)	Quarter 3 (36%) Quarter 2 (32%)	United Kingdom is the sixth largest economy in the world	British visitors want to experience the Canadian way of life, see Canada's unique cultural attractions, try soft-adventure activities and socialize with Canada's friendly people.
<b>United States</b>	Although demand is expected to slightly increase; rising travel costs, exchange rates and unfavourable inflation rates still pose significant challenges	\$698	5 nights	Pleasure (47%) Visiting Friends and Relatives (22%)	Americans visit Canada year-round but summer is still the most popular season Quarter 2 (29%)	The U.S. is the largest economy in the world	California and Texas provide high visitation as well as the highest yield travellers and great direct air access for Alberta target traveller.

\*Trend" Source: Statistics Canada, International Travel Survey, unless otherwise indicated. All Statistics Canada numbers are preliminary.

\*Other" Source: <http://en-corporate.canada.travel/markets/where-we-market-canada>

\*These statistics are for Alberta, except for India and Mexico, where the statistics are for all of Canada.

## NORTH AMERICA TRAVEL TRADE

The job of the Travel Trade team is to reach out to tour operators, travel agents and receptive tour operators (RTOs) based in our key markets who typically package a range of vacation components and sell to the consumer through a variety of channels. Members of the travel trade provide a simple one-stop shopping solution for travellers. They present an additional outlet for consumers to purchase their travel needs and offer a further reach into specific markets for destinations and suppliers. Unless consumers book directly with you, they are using the travel trade. A significant percentage of visitors to Alberta book using the travel trade, meaning considerable visitation and revenues are coming into Alberta this way.

### TOUR OPERATORS

There are many types of tour operators. Group Tour Operators are companies that operate multi-day group tours with set itineraries. They could have multiple departure dates or one or two departure dates each year. These groups typically travel by motor coach in groups of 35-45. Some will do smaller groups of 15-20. FIT Operators are companies that provide Fully Independent Travel (FIT) options for consumers to travel on their own. The vacationers travel by car or other independent means but have booked components through FIT operators such as accommodation, transportation and potentially some activities.

**TRAVEL AGENTS** may deliver customers in a variety of ways.

- Packages are often purchased by a variety of tour operators as described above
- May be part of a tour operator company and sell only its product
- May also put together a holiday and book each component directly with each supplier (hotel, air, activity)



### OUR MISSION

We attend a number of tour and leisure marketplaces and tradeshows throughout the year. We meet with tour operators and travel agents to discuss what Alberta provides as a travel destination, suggest itineraries throughout the province for new tour operators or build new itineraries for existing operators. We discuss new products and services and review marketing plans with key operators. During some specific shows, we are given the opportunity to arrange a caucus with those of you attending the show. This enables us to provide insights to the show and review leads or operator information prior to the start of your meetings.



Here are some of the key **North America Travel Trade** events we typically attend.

- National Tour Association Travel Exchange (NTA)
- American Bus Association Marketplace (ABA)
- United States Tour Operator Association Conference and Marketplace (USTOA)
- Rendezvous Canada (RVC)
- Ontario Motor Coach Association (OMCA)
- Canada's West Marketplace (CWM)
- Ensemble Conference
- Signature Travel Network

There are additional events we may attend every other year, with other marketplaces under consideration.

We also provide training on the Alberta destination to a large number of tour operator reservations/sales staff and travel agents. We attend the meetings and receptions of travel trade associations in a variety of key locations.

In addition, we look to lead sales and training missions into key marketplaces with active DMO partners.

When you have North America Travel Trade questions, email **[nataveltrade@travelalberta.com](mailto:nataveltrade@travelalberta.com)**

## MEETINGS, CONVENTIONS & INCENTIVE TRAVEL

The Meetings, Conventions & Incentive Travel (MC&IT) market is a high-yield market accounting for over \$23 billion in revenue in Canada. The meetings market is also one of the most competitive, with many Canadian cities highly invested in attracting this business to their destination. The most effective way to market to this channel is through business to business marketing and relationship building at regional meetings events that are affiliated with the meetings industry.

### MC&IT TEAM

Our team reaches out to bring business events large and small to the province. We work closely with you to offer assistance to this market in site selection, attendance building, itinerary and activity ideas. As well, we help decision makers by providing information on the logistics of travelling to Alberta, including Customs and Immigration and tax reimbursement policies. We advocate for incentive travel – where an organization's top performers are rewarded with a unique vacation experience – with the promise of all that Alberta has to offer.

### MC&IT RESOURCES

- Canadian Society of Association Executives (CSAE) **[case.com](http://case.com)**
- Professional Convention Management Association (PCMA) **[pcma.org](http://pcma.org)**
- Meeting Professionals International (MPI) **[mpiweb.org](http://mpiweb.org)**
- International Special Events Society (ISES) **[ises.com](http://ises.com)**
- Society of Incentive Travel Executives (SITE) **[siteglobal.com](http://siteglobal.com)**

For more information, contact Meetings, Conventions & Incentive Travel, email **[meetings@travelalberta.com](mailto:meetings@travelalberta.com)**



# ALBERTA TOURISM, PARKS & RECREATION

Alberta Tourism, Parks and Recreation's Tourism Division works with other government departments and the tourism sector to support the sustainability, competitiveness and growth of Alberta's tourism industry. To ensure Alberta grows as a tourism destination, the Tourism Division:

- conducts research and collects and distributes tourism data and market intelligence
- measures the performance of Alberta's tourism industry and forecasts the number of visitors and their expenditures in Alberta
- represents the tourism industry in key policy areas, such as air access and positioning crown land for tourism development
- works with the tourism sector to grow and expand marketable tourism products and destinations in Alberta
- encourages private sector investment from domestic and international sources
- provides public information and travel counselling services through the 1-800 ALBERTA Contact and Distribution Centre, visitor information centres and community and regional visitor information centres
- provides access to high resolution images and footage of Alberta for use by the travel trade, travel media and tourism industry

We offer the following programs and services to help you grow and promote your tourism business, product and destination.

For detailed information visit [tpr.alberta.ca/tourism](https://tpr.alberta.ca/tourism)

## ALBERTA VISITOR INFORMATION PROVIDERS PROGRAM

Looking to deliver high quality, professional travel counselling services at your community or regional visitor information centre? The Alberta Visitor Information Providers program provides travel counsellor training, support, tools and access to official Travel Alberta publications. Learn more at [industry.travelalberta.com](https://industry.travelalberta.com) ►

**Programs ► Visitor Information Centres**

## ATTRACTING AND PROMOTING INVESTMENT

Showcase your market-ready, land-based tourism development opportunity (e.g., hotel, resort, golf course) to potential investors, developers and franchisors at the annual [Tourism Investment Forum](#).

## BUSINESS DEVELOPMENT

Looking for information to start or expand your tourism business? We provide resources, facilitate access to capital, and provide advice on [Economic Impact Analysis](#) for tourism. Our three [Tourism Business Guides](#) will assist you with land-based tourism development, writing business plans, and identifying potential sources of funding.

## DESTINATION DEVELOPMENT

Are you a tourism organization, industry group or municipality looking to grow your destination? We can work with you to assess your community or region, identify opportunities and set clear strategies and actions to grow your destination.

## FESTIVALS AND EVENTS

Grow tourism with festivals and events. We offer a [planning manual](#) and event tourism [workshop](#) to help you increase the tourism impact of festivals and events. Established festivals/events are invited to apply for development funding through the [Festivals and Events Tourism Growth program](#).

## HIGHWAY SIGNAGE PROGRAM

Looking to direct highway traffic to your services or attractions? Check out the Tourism Highway Signage Program administered on behalf of the Government of Alberta by Guide Signs Industries. For more information visit [signupalberta.com](https://signupalberta.com)

## INVESTMENT OPPORTUNITIES

Are you an investor or developer looking for tourism business opportunities in Alberta? Do you have an investment opportunity and want to connect with investors? Tap into our [Investment Services](#) to help meet your goals.

## LAND AND REGULATORY PROCESSES

Need assistance in navigating the regulatory process? Our [Tourism Development Guide](#) provides information on federal, provincial and municipal regulatory and permitting processes related to land-based tourism development in Alberta. For information on the regulatory process for private sector development on public land, ask us about [Alberta Tourism Recreation Leasing](#).

## NICHE PRODUCT DEVELOPMENT

Looking to develop your tourism product, connect with industry partners and networks and access niche product research and resources? We can work with you to grow your portfolio of compelling tourism products and visitor experiences.

## PHOTOS AND FOOTAGE

Recently upgraded, the [Alberta Tourism Digital Assets Library](#) provides free access to over 6,000 high-resolution photographs and hours of high quality digital footage of the extensive tourism products and experiences throughout Alberta. These digital assets are available to use in marketing and advertising material that promotes Alberta as a world-class destination. To access, visit [industry.travelalberta.com/multimedia](https://industry.travelalberta.com/multimedia)

## RESEARCH AND STATISTICS

Enhance your understanding of market and consumer trends with the latest [tourism statistics and research reports](#). Sign up for the [Alberta Tourism Market Monitor](#) for monthly updates on Alberta's tourism industry with data on key indicators such as accommodation and restaurant receipts.

## VISITOR FRIENDLY COMMUNITIES

Are you a municipality committed to making your town welcoming to visitors? We offer municipal governments [Visitor Friendly Community Assessments](#) that identify ways to improve your community's visual appeal, signage, visitor services and amenities.

## VISITOR INFORMATION CENTRES AND 1-800 ALBERTA CONTACT AND DISTRIBUTION CENTRE

Take advantage of our [Brochure Distribution Program](#) to display your tourism brochures at Travel Alberta Visitor Information Centres and accredited community and regional information centres. Tourism operators are invited to make product presentations to the 1-800 ALBERTA Contact and Distribution Centre agents.

[industry.travelalberta.com](https://industry.travelalberta.com) ► [Programs](#) ► [Visitor Information Centres](#)





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