

# Tourism, Parks and Recreation

**Annual Report**  
2011-2012

*Alberta* 

**Note to Readers:**

Copies of the annual report are available on the website or by contacting:

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# Tourism, Parks and Recreation

## Annual Report 2011-12

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# Preface

The Public Accounts of Alberta are prepared in accordance with the *Financial Administration Act* and the *Government Accountability Act*. The Public Accounts consist of the annual report of the Government of Alberta and the annual reports of each of the 21 ministries.

The annual report of the Government of Alberta contains the ministers' accountability statements, the consolidated financial statements of the province and the *Measuring Up* report, which compares actual performance results to desired results set out in the government's strategic plan.

On October 12, 2011, the government announced new ministry structures. The 2011-12 ministry annual reports and financial statements have been prepared based on the new ministry structure.

The October 12, 2011 Ministry of Tourism, Parks and Recreation transferred responsibility for Enforcement Activities to the Ministry of Solicitor General and Public Security.

**This annual report of the Ministry of Tourism, Parks and Recreation contains the minister's accountability statement, the audited consolidated financial statements of the ministry and a comparison of actual performance results to desired results set out in the ministry business plan. This ministry annual report also includes:**

- the financial statements of entities making up the ministry including the Department of Tourism, Parks and Recreation and provincial agencies for which the minister is responsible; and
- other financial information as required by the *Financial Administration Act* and *Government Accountability Act*, either as separate reports or as a part of the financial statements, to the extent that the ministry has anything to report.

# Minister's Accountability Statement

The ministry's annual report for the year ended March 31, 2012, was prepared under my direction in accordance with the *Government Accountability Act* and the government's accounting policies. All of the government's policy decisions as at May 30, 2012, with material economic or fiscal implications of which I am aware have been considered in the preparation of this report.

Original signed by

*Christine Cusanelli*

*Minister of Tourism, Parks and Recreation*

## Message from the Minister

The Ministry of Tourism, Parks and Recreation is proud to contribute to the high standard of living we enjoy in Alberta. We support Albertans participating in recreation and sport, preserve our natural heritage through an extensive provincial parks system, and invite the world to experience all of the wonder and beauty Alberta has to offer.

Encouraging all Albertans to lead healthy, active lives is a priority for our ministry and a sound investment in our future. We worked with stakeholder groups, other Alberta government ministries, educational institutions, nonprofit agencies and the private sector to create the *Active Alberta* policy, a comprehensive 10-year blueprint that will guide the direction for recreation, active living and sport outcomes. The ministry will continue to work with these partners to develop an implementation plan.

An example of how we are using partnerships to increase youth participation in sport and recreation is the Alberta Future Leaders Program. This collaboration with private industry and local community services allowed more than 6,000 young people in eight communities to develop leadership skills through sport last summer. By learning these skills, youth gain confidence and discover that they can make a difference by contributing to stronger, healthier communities.

Another priority for our ministry is protecting invaluable natural environments and promoting outdoor recreation through our provincial parks system. Glenbow Ranch, our newest provincial park, opened in August 2011. Glenbow Ranch is a popular destination that helps to meet the growing demand for recreation in the Calgary region, build appreciation for our natural spaces, and ensure foothills fescue parkland is preserved for generations to come.

As we work to support a healthy, active Alberta that values and enjoys our natural spaces, we also strive to share this incredible province with visitors from across Canada and around the world. Tourism is vital to our economy. Attracting visitors helps support thousands of jobs and billions in economic benefits across the province.

Inviting visitors to explore Alberta is the responsibility of Travel Alberta, the province's tourism marketing agency. This past fall, Travel Alberta unveiled a new brand that appeals to travellers' emotions and highlights our authentic experiences in breathtaking landscapes. Tourism industry partners have shown tremendous support for the new brand, and the "remember to breathe" commercials have become a hit with potential visitors on YouTube.

Ensuring we have the attractions and amenities visitors are looking for in a holiday destination is critical to our success in the global marketplace. That's why we re-established the Tourism Investment Forum, working with developers and more than 70 communities to encourage investment in tourism-related projects ranging from RV parks to four-season resorts.

These are just some of the accomplishments from the past year that demonstrate our ongoing commitment to Albertans to help make our province a great place to live, work and visit. We look forward to building on these achievements in the coming year.

Original signed by  
*Christine Cusanelli*  
*Minister of Tourism, Parks and Recreation*

# Management's Responsibility for Reporting

The Ministry of Tourism, Parks and Recreation includes the Department of Tourism, Parks and Recreation; Travel Alberta; and the Alberta Sport, Recreation, Parks and Wildlife Foundation.

The executives of the individual entities within the ministry have the primary responsibility and accountability for the respective entities. Collectively, the executives ensure the ministry complies with all relevant legislation, regulations and policies.

Ministry business plans, annual reports, performance results and the supporting management information are integral to the government's fiscal and strategic plan, annual report, quarterly reports and other financial and performance reporting.

Responsibility for the integrity and objectivity of the consolidated financial statements and performance results for the ministry rests with the Minister of Tourism, Parks and Recreation. Under the direction of the minister, I oversee the preparation of the ministry's annual report, including consolidated financial statements and performance results. The consolidated financial statements and the performance results, of necessity, include amounts that are based on estimates and judgments. The consolidated financial statements are prepared in accordance with the Canadian public sector accounting standards. The performance measures are prepared in accordance with the following criteria:

- Reliability – information used in applying performance measure methodologies agrees with underlying source data for the current and prior years' results.
- Understandability – the performance measure methodologies and results are presented clearly.
- Comparability – the methodologies for performance measure preparation are applied consistently for the current and prior years' results.
- Completeness – goals, performance measures and related targets match those included in the ministry's Budget 2011.

As deputy minister, in addition to program responsibilities, I am responsible for the ministry's financial administration and reporting functions. The ministry maintains systems of financial management and internal control which give consideration to costs, benefits, and risks that are designed to:

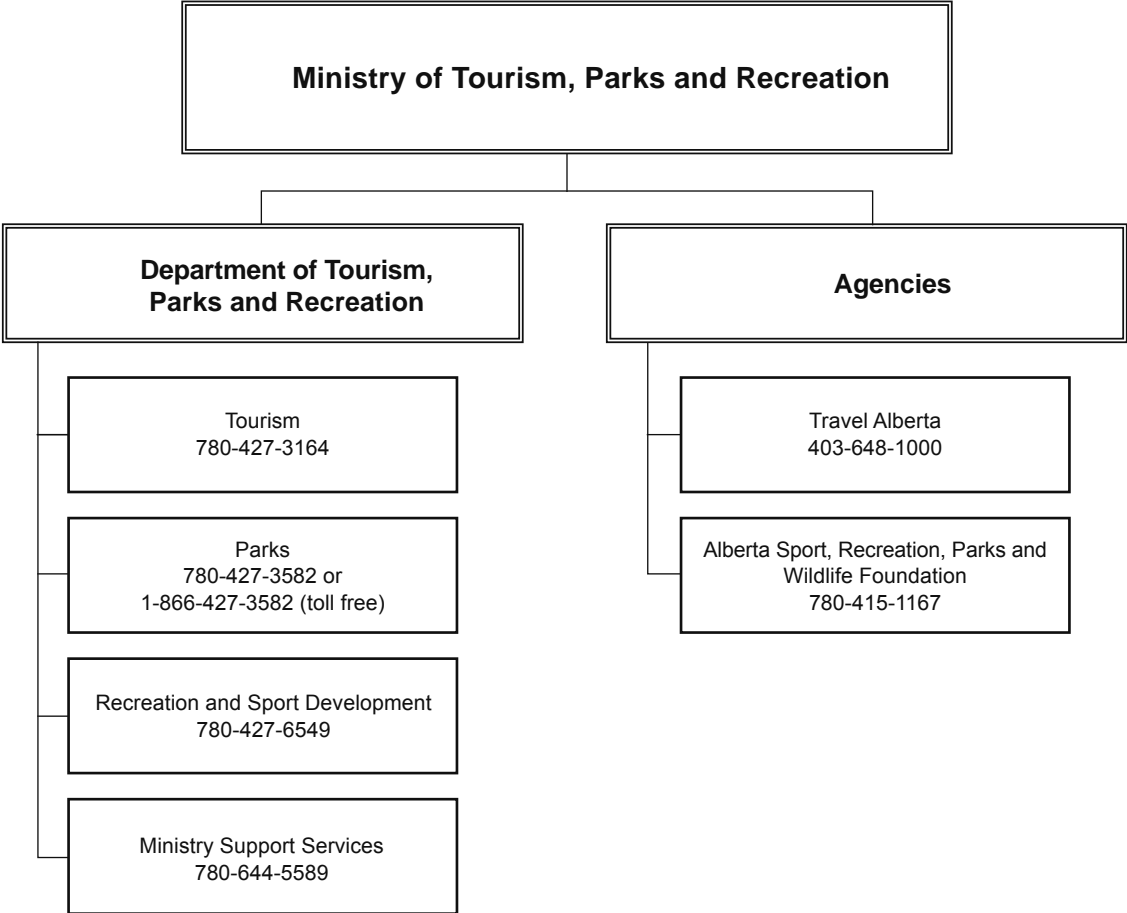
- provide reasonable assurance that transactions are properly authorized, executed in accordance with prescribed legislation and regulations, and properly recorded so as to maintain accountability of public money;
- provide information to manage and report on performance;
- safeguard the assets and properties of the province under ministry administration;
- provide Executive Council, the President of Treasury Board and Minister of Finance and the Minister of Tourism, Parks and Recreation information needed to fulfill their responsibilities; and
- facilitate preparation of ministry business plans and annual reports required under the *Government Accountability Act*.

In fulfilling my responsibilities for the ministry, I have relied, as necessary, on the executive of the individual entities within the ministry.

Original signed by  
*Brad Pickering*  
*Deputy Minister of Tourism, Parks and Recreation*  
*May 30, 2012*

# Results Analysis

## Ministry Overview





The ministry consists of the department; Travel Alberta; and the Alberta Sport, Recreation, Parks and Wildlife Foundation. The following description of the ministry's structure provides an overview of the range of programs and services available.

## Department

### 1. Tourism

The Tourism Division facilitates the growth and expansion of marketable tourism products and destinations. It supports the tourism industry and other provincial stakeholders in developing policy and planning initiatives, conducts research, collects and distributes tourism data and market intelligence to the tourism industry, provides access to images and footage showcasing Alberta's beauty, and supports product development and visitor services. The division also provides advisory services and information to tourism operators and stakeholders to facilitate the development and improvement of Alberta's private and public sector tourism products and assets. Additionally, the division encourages private sector investment in Alberta's tourism industry from domestic and international sources, and works with Parks Canada on tourism product development and tourism resource management on federal park lands. The division also encourages the federal government to adopt policies that enhance air service to Alberta. Public information and travel counselling services are provided through the 1-800-ALBERTA Travel Alberta Contact Centre, Travel Alberta visitor information centres, and community and regional visitor information centres.

### 2. Parks

The Parks Division is responsible for the management of Alberta's parks system, which includes wilderness areas, ecological reserves, natural areas, heritage rangelands, provincial parks, wildland provincial parks, provincial recreation areas and Willmore Wilderness Park. The parks system is managed to conserve Alberta's natural heritage, while offering a diversity of recreation opportunities for Albertans and visitors to the province. Provincial parks also serve as natural laboratories for scientific research, provide a venue for environmental education, and support primary, secondary and post-secondary education. The division also maintains the Alberta Conservation Information Management System, which is a key part of the province's biodiversity database, and coordinates Alberta's involvement in the Canadian Heritage Rivers Program. Alberta's provincial parks offer 250 campgrounds and nearly 14,000 campsites.

### 3. Recreation and Sport Development

The Recreation and Sport Development Division collaborates with communities and organizations to promote active and healthy lifestyles through participation in recreation, active living and sport. The division ensures the strategic priorities and outcomes from the *Active Alberta* policy are met and supports leaders who play a key role in the delivery of programs and services that promote the health, social and economic benefits of recreation, active living and sport. The division supports athlete training, development of coaches and the pursuit of athletic excellence through interprovincial and international games. The Recreation and Sport Development Division also encourages recreation opportunities by assisting in the development of trails and supporting groups who build trails. The division also provides consultative and administrative support to the Alberta Sport, Recreation, Parks and Wildlife Foundation.

#### **4. Ministry Support Services**

Ministry Support Services includes the minister's office; deputy minister's office; communications; human resource services; financial services; policy, planning and legislative services; and information management and technology services. These services are provided to the entire ministry to optimize operating efficiency.

### Agencies

#### **1. Travel Alberta**

Tourism marketing initiatives are carried out through Travel Alberta, the tourism marketing agency of the Government of Alberta. Travel Alberta manages regional, national and international tourism marketing programs and also provides cooperative tourism marketing support to industry. Travel Alberta also administers TravelAlberta.com, the province's official information web portal to assist with vacation planning and offer links to attractions, events and tourist destinations across Alberta.

#### **2. Alberta Sport, Recreation, Parks and Wildlife Foundation**

The Alberta Sport, Recreation, Parks and Wildlife Foundation is committed to helping people lead active, healthy lives and enhancing the quality of life in Alberta's communities. The foundation provides provincial leadership in inspiring wellness, celebrating achievements, guiding stewardship and enabling participation for all Albertans. It offers a wide variety of programs and services from grant programs that assist local clubs, organizations, communities, and provincial sport and recreation organizations; to the support provided to provincial and interprovincial games, and the preservation of natural land and wildlife habitat throughout Alberta.

## Review Engagement Report

To the Members of the Legislative Assembly

I have reviewed the performance measures identified as “Reviewed by Auditor General” in the *Ministry of Tourism, Parks and Recreation’s 2011-12 Annual Report*. The reviewed performance measures are the responsibility of the Ministry and are prepared based on the following criteria:

- Reliability - information used in applying performance measure methodologies agrees with underlying source data for the current and prior years’ results.
- Understandability - the performance measure methodologies and results are presented clearly.
- Comparability - the methodologies for performance measure preparation are applied consistently for the current and prior years’ results.
- Completeness - goals, performance measures and related targets match those included in the Ministry’s Budget 2011.

My review was made in accordance with Canadian generally accepted standards for review engagements and accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to me by the Ministry.

A review does not constitute an audit and, consequently, I do not express an audit opinion on the performance measures. Further, my review was not designed to assess the relevance and sufficiency of the reviewed performance measures in demonstrating Ministry progress towards the related goals.

Based on my review, nothing has come to my attention that causes me to believe that the “Reviewed by Auditor General” performance measures in the Ministry’s 2011-12 Annual Report are not, in all material respects, presented in accordance with the criteria of reliability, understandability, comparability, and completeness as described above.

[Original signed by Merwan N. Saher, FCA]

Auditor General

May 18, 2012

Edmonton, Alberta

Performance measures reviewed by the Auditor General are noted with a double asterisk (\*\*)  
on the Performance Measures Summary Table

## Performance Measures Summary Table

Goals/Performance Measure(s)	Prior Years' Results				Target	Current Actual	
<b>1. Alberta's tourism products are developed and expanded, and tourism from targeted domestic and international markets is increased</b>							
1.a	Percentage of tourism industry clients satisfied with tourism development services*	73.5% 2007-08	71.6% 2008-09	76.6% 2009-10	79.3% 2010-11	78.0%	Not Available 2011-12
1.b	Total tourism expenditures in Alberta (\$billion)	5.6 2007	5.7 2008	5.4 2009	5.5 2010	5.9	5.7 <sup>e</sup> 2011
1.c	Percentage of clients satisfied with their overall experience at Travel Alberta visitor information centres**	99.1% 2007	99.8% 2008	97.0% 2009	98.2% 2010	98.0%	97.5% 2011
1.d	Percentage of clients satisfied with the overall service received through the Travel Alberta Contact Centre	98.2% 2007	97.7% 2008	97.4% 2009	98.9% 2010	98.0%	99.4% 2011
<b>2. The provincial parks system provides opportunities for outdoor recreation and tourism, and conserves Alberta's natural heritage</b>							
2.a	Percentage of adult Albertans who visited a provincial park in the last 12 months	35.9% 2007-08	32.8% 2008-09	30.2% 2009-10	31.5% 2010-11	33.0%	33.4% 2011-12
2.b	Percentage of visitors satisfied with the quality of services and facilities at provincial parks **	89.5% 2007-08	93.3% 2008-09	94.7% 2009-10	93.1% 2010-11	95.0%	93.8% 2011-12
<b>3. Albertans increasingly choose physically active lifestyles through participation in recreation and sport, and athletes excel through sport development opportunities</b>							
3.a	Percentage of adult Albertans who participated in recreational activities and sport **	78.6% 2007-08	85.6% 2008-09	80.4% 2009-10	88.2% 2010-11	83.0%	84.8% 2011-12
3.b	Percentage of Albertans age 12-19 who are active or moderately active in their leisure time*	72.3% 2007	73.1% 2008	75.5% 2009	74.7% 2010	76.0%	Not Available 2011

\* The last actual is not available at time of print.

\*\* Indicates performance measures that have been reviewed by the Office of the Auditor General. The performance measures indicated with \*\* were selected for review by ministry management based on the following criteria established by government:

- Enduring measures that best represent the goal and mandated initiatives,
- Measures for which new data is available, and
- Measures that have well established methodology.

e – Estimate, as final data from Statistics Canada are not available at time of print.

For more detailed information see Performance Measures: Data Sources and Methodology on pages 125 - 127.

## Discussion and Analysis of Results

### Goal One

Linked to Core Business One – Tourism development, research and marketing

Alberta's tourism products are developed and expanded, and tourism from targeted domestic and international markets is increased

### Overview

Tourism, Parks and Recreation supports this goal by working collaboratively with industry stakeholders and all levels of government to facilitate the expansion of Alberta's tourism sector and increase awareness of the economic significance of tourism. The ministry provides travel information and counselling through the Travel Alberta Contact Centre, Travel Alberta visitor information centres, community and regional visitor information centres and the Travel Alberta website. The ministry researches, collects, interprets and distributes tourism data and market intelligence for industry stakeholders to identify business and collaborative opportunities.

### Results

The ministry provided support for the development of the Canadian Badlands as an iconic tourism destination by working with 64 municipal government shareholders. Funding and advisory support were provided to assist Canadian Badlands Limited with the implementation of its tourism development strategy, including assisting municipalities with their tourism master plans, establishing artist cooperatives, enhancing major attractions and expanding outdoor recreation opportunities in the region. These developments will help achieve stronger, sustainable communities in the region, create job opportunities and contribute to both the regional and provincial economy.

The ministry worked with the Alberta Culinary Tourism Alliance to become an official, incorporated organization to help grow and enhance culinary tourism experiences in Alberta. Culinary tourism supports Alberta's producers, farmers' markets, restaurants and hotels. The formation of this new organization will help increase the awareness of Alberta as a culinary destination and provide support to the industry to increase culinary experiences. These activities will help increase tourism visitation and spending in all areas of the province.

The ministry worked closely with motorized and non-motorized trail groups such as Alberta TrailNet, Alberta Snowmobile Association, the Alberta Off-Highway Vehicle Association, as well as municipalities and local groups, to inventory, map and develop regional trails. The Grande Alberta South map was developed covering an area west of Edmonton and Red Deer up to the Rocky Mountains. On-the-ground trail development continued on the Rocky Mountain Legacy Trail, Peace River Trail and historic Athabasca Landing Trail. Continued trail mapping and development responds to increased interest by Albertans and visitors to explore regions in a more in-depth manner through the use of trails and enables all regions of the province to benefit from tourism (e.g., the 300 kilometre multi-use Iron Horse Trail links numerous municipalities and communities helping increase tourism visitation in the area).

In 2011-12, the ministry relaunched the Tourism Investment Forum in Edmonton, which had previously been held annually from 2005 to 2009. More than 70 community representatives, developers and investors attended the event on November 9, 2011. A total of 16 tourism investment opportunities were featured by the nine communities and two regional organizations participating in the event. Opportunities ranged from RV campground, cabin and hotel developments to four-season resorts. As a result of the forum, some communities are in direct discussions with investors and developers who are exploring potential tourism investment opportunities.

## DID YOU KNOW?

Information on starting and investing in a tourism business in Alberta can be found on the ministry's website. This includes a series of publications to assist those interested in starting or investing in a tourism business.

To enhance air services and travel to and from key international tourism markets, a development mission was undertaken to meet with air carriers in Qatar and the United Arab Emirates interested in pursuing direct air service between those nations and Alberta. This region is identified by stakeholders as a priority market for air service due to its growth in outbound leisure and business travel. The ministry commissioned the development of air service development strategies for India, Latin America and China in partnership with the Edmonton Airports, Calgary Airport, Travel Alberta and other provincial ministries. These strategies identify opportunities and approaches for enhancing air service between Alberta and these growing markets in support of tourism, trade and investment.

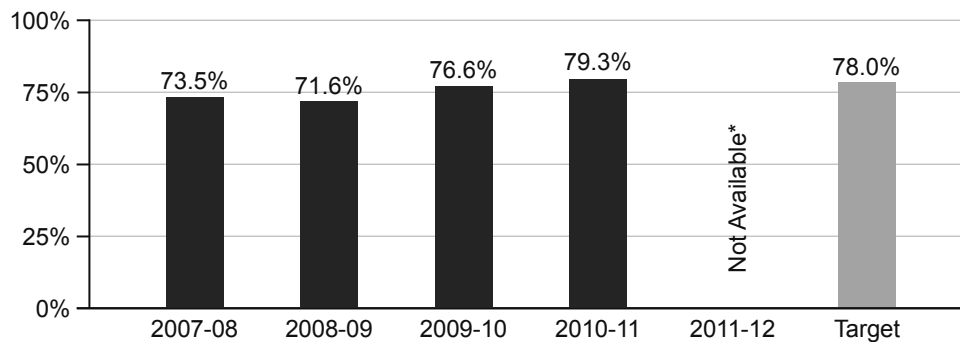
In October 2011, Travel Alberta launched a new tourism brand to generate awareness and preference for Alberta as a vacation destination. By appealing to traveller emotions and by highlighting Alberta's authentic experiences in breathtaking landscapes, the brand was designed to motivate and influence travel decisions with a strong and consistent story of Alberta. Tourism industry partners showed overwhelmingly positive support for the new brand. The TravelAlberta.com website was redesigned to better serve the needs of travellers and the site features new and improved content and functionality for users. Travel Alberta's new brand video was also recognized as the best tourism video in the world at the annual International Tourism Fair in Berlin, the world's largest tourism trade show. The new brand commercials (remember to breathe) posted to YouTube.com received more than one million views with overwhelmingly positive comments from around the world.

## DID YOU KNOW?

A new Festivals and Events Tourism Growth Program was established. The program provides funding to festival and event organizations to help them grow the visitor experience, tourism revenues, and visitation and organizational capacity.

## Performance Measures

### 1.a Percentage of tourism industry clients satisfied with tourism development services



Source: Tourism Division Client Satisfaction Survey

\* The 2011-12 result is not available at the time of print. Following guidelines established for conducting government activity during an election, the evaluation of tourism development services is planned for June 2012. The online version of this report will be updated when available.

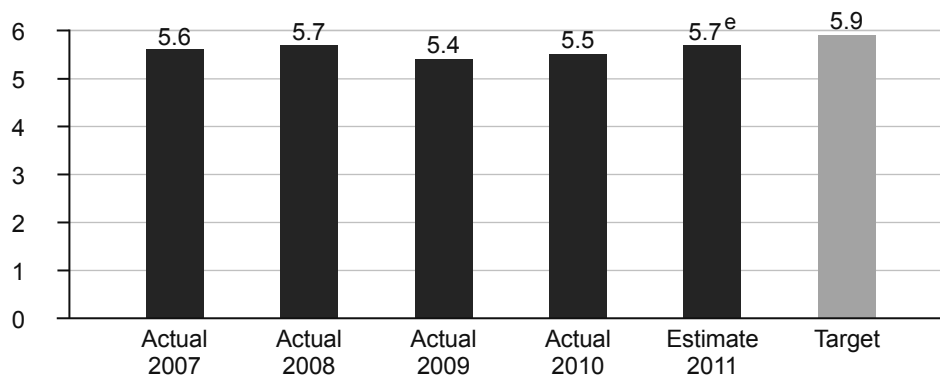
#### Description

This measure indicates the percentage of public and private sector tourism industry clients who were satisfied with their contact with the Tourism Division. The division provides a range of information and advisory resources for new and expanded tourism development projects throughout Alberta. Services are organized under three distinct program areas: resource management and development; destination development and product enhancement; and tourism business development and investment.

#### Results

The 2011-12 result was not available at the time of print.

## 1.b Total tourism expenditures in Alberta (\$billion)



Source: Statistics Canada: Travel Survey of Residents of Canada and International Travel Survey, and Tourism, Parks and Recreation  
Note: Measured in current dollars (billion) and includes expenditures made by residents and non-residents.  
e – Estimate. Results may be revised based on new data from the Travel Survey of Residents of Canada or the International Travel Study.

### Description

This measure indicates the annual value of all tourism-related expenditures in Alberta. This includes expenditures made in Alberta by visitors from overseas, the United States, other Canadian provinces and Albertans.

### Results

It is estimated that the 2011 result will be \$0.2 billion less than the target.

### Analysis

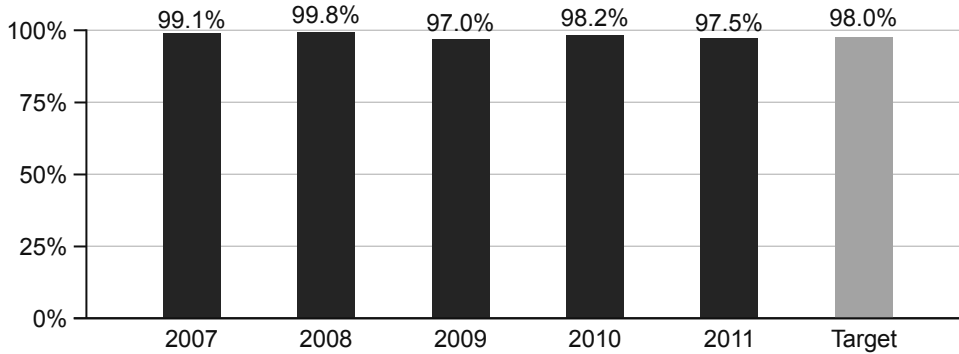
The estimate for 2011 is \$0.2 billion more than the 2010 result of \$5.5 billion. In 2010, residents of Alberta accounted for 53.2 per cent of tourist expenditures and residents from the rest of Canada accounted for 24.2 per cent. Visitors from the United States accounted for 10.2 per cent and other international visitors accounted for 12.4 per cent of total tourist expenditures.

The global economy is still recovering from the recession. Economic performance in industrialized countries, such as the United States, the United Kingdom and other European countries is expected to have a negative impact on travel volume and spending in Alberta in 2011. External influences that may also have an impact on results include economic conditions in Alberta's key tourism markets, the value of the Canadian dollar, disease, natural disasters, implementation of border crossing procedures, and increased competition from other tourism destinations.

Tourism marketing strategies, such as Travel Alberta's Stay marketing campaign and the launch of the new brand, including the new website and other initiatives like the "remember to breathe" series of commercials, helped make Alberta a destination of choice for travellers.



### 1.c Percentage of clients satisfied with their overall experience at Travel Alberta visitor information centres



Source: Visitor Information Centre Satisfaction Survey

#### Description

This measure indicates the satisfaction of clients with their overall experience at Travel Alberta visitor information centres.

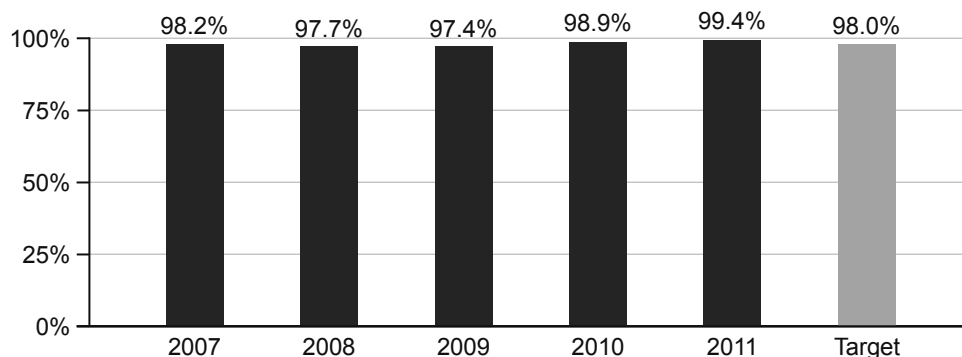
#### Results

In 2011, 97.5 per cent of clients were satisfied with their experience, essentially meeting the target.

#### Analysis

Factors influencing results could include the age and condition of facilities, a client's prior experiences at other sites/venues and the level of staff training and knowledge of Alberta. Consistent, high-quality staff training, as well as good working conditions and effective teamwork, contribute to achieving and maintaining a high level of visitor satisfaction. Visitors were most satisfied with Travel Alberta visitor information centre staff in the following areas: being knowledgeable (98.6 per cent), doing everything to meet service needs (98.3 per cent), providing appropriate information/recommendations (98.4 per cent), being courteous (99.0 per cent), and going the extra mile to help (96.4 per cent). Approximately 61.3 per cent of clients indicated that they would make another trip to Alberta because of the information they gained from visiting the centre and another 26.0 per cent indicated they would consider it.

### 1.d Percentage of clients satisfied with the overall service received through the Travel Alberta Contact Centre



Source: Travel Alberta Interactive Voice Response Survey

#### Description

This measure indicates the overall satisfaction of callers to the Travel Alberta Contact Centre (1-800-ALBERTA).

#### Results

In 2011, 99.4 per cent of clients were satisfied with the overall service, exceeding the target by approximately one per cent.

#### Analysis

External factors that can influence satisfaction include the amount and quality of information available from other travel sources, clients' expectations and current knowledge, and call volume. Consumer use of the Internet for travel planning and research purposes results in higher expectations from clients. Continued monitoring and consultation with the service contractor resulted in consistently high satisfaction ratings. When asked about their experience with the specialist at the contact centre, 99.5 per cent of clients responded that the Travel Alberta specialist was courteous, 97.7 per cent responded that they were knowledgeable and 97.9 per cent responded that the Travel Alberta specialist did everything necessary to assist them with their service need.

## Goal Two

Linked to Core Business Two – Management of Alberta's provincial parks

The provincial parks system provides opportunities for outdoor recreation and tourism, and conserves Alberta's natural heritage

### Overview

The ministry manages more than 27,600 square kilometres of land as a legacy for future generations while providing opportunities for outdoor recreation and nature-based tourism. Interpretation and environmental education help to foster an understanding of Alberta's natural heritage and promote experiential, lifelong learning.

### Results

Glenbow Ranch Provincial Park officially opened on August 9, 2011. The park, located in the Bow River valley between Cochrane and Calgary, has a land area of 13 square kilometres with more than 28 kilometres of walking and cycling trails. It also offers kiosk, viewpoint, washroom and picnic table services.

To ensure linkages with the *Plan for Parks* and the *Land-use Framework*, a program charter was developed to coordinate the drafting of regional park plans for the seven *Land-use Framework* regions. This was done in an effort to engage Albertans in park planning; provide direction for the management and protection of park lands; and to provide additional recreational opportunities.

To increase the appeal of provincial parks, further research was completed to broaden and enhance

#### DID YOU KNOW?

The Alberta Parks online reservation service, [www.Reserve.AlbertaParks.ca](http://www.Reserve.AlbertaParks.ca), has expanded.

The service now accepts online reservations at 59 campgrounds and 78 group camping sites.

the range of services available to visitors in parks that are significant tourism destinations. Additional work that supported resource development included a review of current permit terms for commercial trail riding operations. This was completed as part of the joint review of commercial trail riding being done in partnership with the Ministry of Sustainable Resource Development.

Partnerships with the Lesser Slave Lake Bird Observatory Society and Friends of Fish Creek Provincial Park Society supported learning and stewardship opportunities in provincial parks. As well, the Lakeland Interpretive Society and Ducks Unlimited provided funding to support a parks seasonal interpreter.

A partnership with the Institute for Canadian Citizenship encouraged new Canadian citizens to discover the provincial parks. The Institute's Cultural Access Pass program helps new citizens create their own Canadian experiences in their first year of citizenship by opening doors to Canadian culture. Pass holders visiting Alberta's provincial parks can enjoy two free nights at a basic campsite and free access to select parks programs such as a bus tour at Dinosaur Provincial Park. They can also enjoy free day-use privileges to all of Alberta's provincial parks, including daily ski passes to Canmore Nordic Centre Provincial Park.

Fifty-one major capital infrastructure improvement projects were undertaken in Alberta's provincial parks and recreation areas including water system and sewer line upgrades, camping facility upgrades, trail enhancements, road and parking lot paving, and refurbishment of buildings. These major capital construction projects included water and sewage system projects at Bow Valley, Jarvis Bay, Lesser Slave Lake, Long Lake, Pembina River, Peter Lougheed, Pigeon Lake, Red Lodge, Whitney Lakes and William A. Switzer provincial parks.

## DID YOU KNOW?

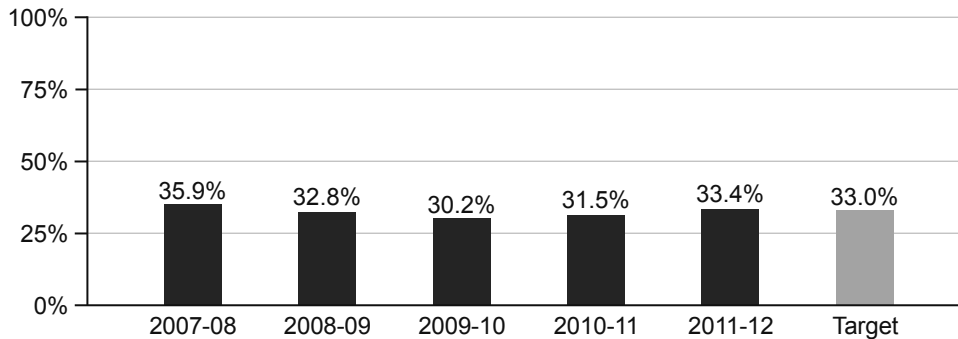
Caribou Mountains Wildland Provincial Park is Alberta's largest provincial park with a land area of 5,910 square kilometres. The park is larger than Canada's smallest province – Prince Edward Island – which is about 5,660 square kilometres.

Campsite improvements were made at Beauvais Lake, Carson-Pegasus, Cross Lake, Hilliard's Bay, Kinbrook Island, Lesser Slave Lake, Miquelon Lake, Pembina River, Pigeon Lake, Sir Winston Churchill, Tillebrook, Whitney Lakes and Writing-on-Stone provincial parks, Cypress Hills Interprovincial Park and at Franchere Bay Provincial Recreation Area.

Other improvements included trail system upgrades at Bob Creek Wildland Provincial Park, campground road paving in Sheep River Provincial Park and amphitheatre parking lot paving in Lesser Slave Lake Provincial Park; playground installations at Calling Lake and Whitney Lakes provincial parks, and completion of two washroom buildings at Sylvan Lake Provincial Park and a shower building at Sir Winston Churchill Provincial Park.

## Performance Measures

### 2.a Percentage of adult Albertans who visited a provincial park in the last 12 months



Source: Tourism, Parks and Recreation Survey of Albertans

#### Description

This measure indicates the percentage of adult Albertans who visited a provincial park in the past 12 months, not including any visits to neighbourhood, city, regional or national parks.

#### Results

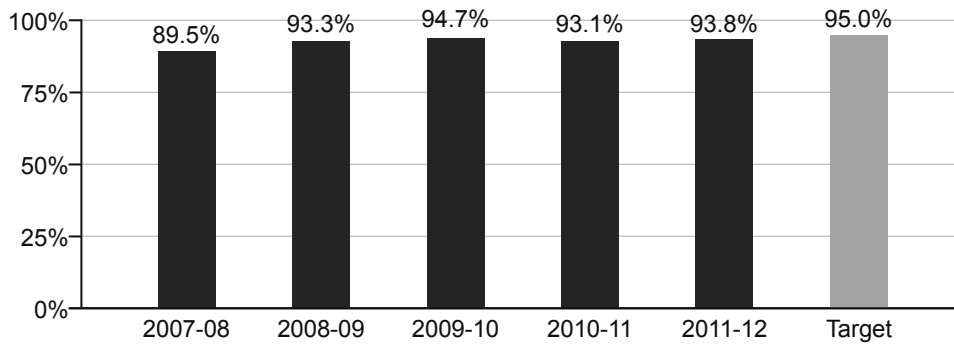
The 2011-12 result was 33.4 per cent, meeting the target. This result is 1.9 per cent more than last year's result and the highest since 2007-08.

#### Analysis

Results indicate that approximately one-third of adult Albertans visit a provincial park annually. While the proportion of Albertans visiting provincial parks has remained broadly stable over the last five years, the overall number of visits has increased as the province's population continues to grow. For example, from 2006-07 to 2010-11 the population of Alberta increased by approximately 350,000 people. If one-third of these people visited parks at least once, the actual number of visitors would have increased by approximately 115,000 during this period.

Results may be affected by influences such as changing population characteristics, economic conditions, weather and public awareness of facilities and services. These results exclude visits made to national, municipal or privately owned parks in Alberta, so results may be impacted by the promotion and use of these other parks.

## 2.b Percentage of visitors satisfied with the quality of services and facilities at provincial parks



Source: How are we doing? Provincial Parks and Recreation Areas Camper Satisfaction Survey

### Description

This measure indicates visitors' overall satisfaction with the services and facilities at Alberta's provincial parks and recreation areas.

### Results

In 2011, 93.8 per cent of visitors were satisfied with their park experiences, approximately one per cent less than the target.

### Analysis

Overall satisfaction consists of all those who reported they were satisfied or very satisfied with their experience. Of these satisfied visitors, 45.6 per cent were very satisfied with their experiences. Visitor satisfaction is influenced by several factors, including programs offered during the visit, public awareness of facilities and services, infrastructure renewal programs, services provided by contractors and park staff, interactions with other visitors, and the age, condition and cleanliness of facilities. When rating the staff of provincial parks and recreation areas, 92.9 per cent of the respondents felt that the staff was friendly and courteous. Additionally, 90.4 per cent of the respondents indicated they would return to the same campground in the future. The ministry made significant infrastructure improvements with 51 major capital projects undertaken in parks. Projects included water systems and sewer lines, new washroom and shower facilities, improved campsites, and road and trail paving.

## Goal Three

Linked to Core Business Three – Recreation, active living and sport

Albertans increasingly choose physically active lifestyles through participation in recreation and sport, and athletes excel through sport development opportunities

### Overview

The ministry provides leadership through policy, planning and research, and through the Alberta Sport, Recreation, Parks and Wildlife Foundation, which provides consultative services and financial assistance to facilitate participation opportunities in recreation, active living and sport, and the achievement of athletic excellence.

### Results

On June 11, 2011, the ministry launched the *Active Alberta* policy, a comprehensive recreation, active living and sport policy. The policy is a 10-year blueprint that will guide the direction for recreation, active living and sport outcomes through a coordinated system involving stakeholders, nonprofit organizations, other levels of government, the private sector and individuals. This policy will inspire Albertans to become more active every day through sustainable, province-wide activities that generate awareness and encourage collaboration.

#### DID YOU KNOW?

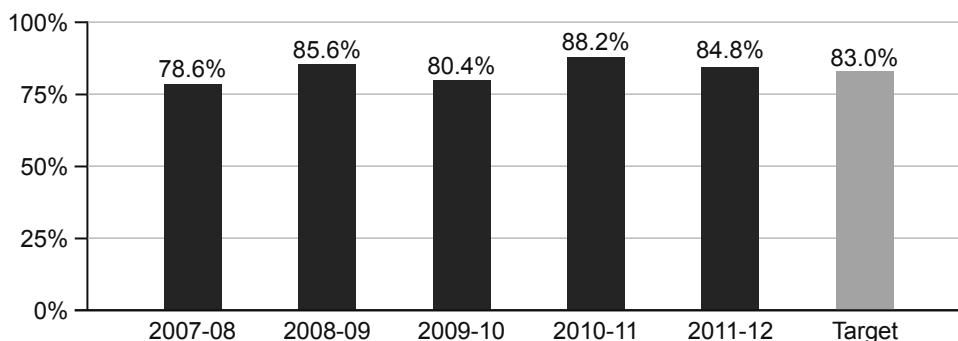
More than 110,000 Albertans logged a total of 3.1 million minutes on Winter Walk Day on February 8. The day is an annual event encouraging Albertans to walk outdoors for a minimum of 15 minutes.

Eleven Alberta government ministries were involved in developing the *Active Alberta* policy. The ministry also hosted a series of consultations with many stakeholder groups from the recreation, active living and sport sector. These ministries and stakeholder groups, including educational institutions, nonprofit organizations and the private sector, will continue to work together to develop an implementation plan. For example, the ministry collaborated with the Ministry of Education to initiate the development

of an After School Time Period Framework, which is a key strategic priority of the *Active Alberta* policy. The ministry also initiated the development of a new Sport Tourism Events Program, which will develop a coordinated and collaborative approach between sport and tourism, in order to grow and enhance sport events hosted in Alberta.

## Performance Measures

### 3.a Percentage of adult Albertans who participated in recreational activities and sport



Source: Tourism, Parks and Recreation Survey of Albertans

#### Description

This measure indicates adult Albertans' participation in recreational activities and sport in the past year. Albertans were asked if they had participated in activities such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports.

#### Results

In 2011-12, 84.8 per cent of adult Albertans participated in recreational activities and sport, exceeding the target by 1.8 per cent.

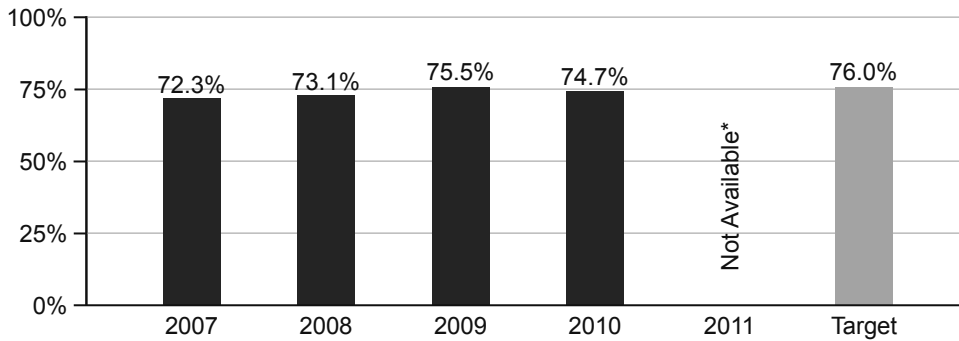
#### Analysis

The 2011-12 result is 3.4 per cent less than last year's result which was the highest since 2000-01. Last year's result was thought to be influenced by the residual impact of the 2010 Winter Olympic and Paralympic Games held in British Columbia. Results for 2011-12 may be affected by personal lifestyle choices (e.g., time spent on the Internet or watching television), leisure time available, the disposable income Albertans have to spend on recreation and sport activities, and media reporting on the importance of living an active, healthy lifestyle. The main motivators reported to increase physical activity are more free time or less work (26.2 per cent) and increased motivation or enthusiasm (18.8 per cent).

Events that may have contributed to the high level of participation in 2011-12 include the International Ski Federation Alpine Ski World Cup, Arctic Winter Games, Western Canada Summer Games, Alberta Winter Games and Alberta 55 Plus Summer Games. In addition, the ministry is continuing to partner with provincial recreation, active living and sport organizations who provide significant opportunities for adolescents in communities and schools to enjoy active, healthy lifestyles. The ministry supports programs that promote active healthy living in communities and schools, creates opportunities for under-represented populations (e.g., girls, women, First Nations, Métis and Inuit persons, people with disabilities and economically disadvantaged youth) and encourages lifelong participation in recreation, active living and sport.



### 3.b Percentage of Albertans age 12-19 who are active or moderately active in their leisure time



Source: Statistics Canada: Canadian Community Health Survey

\* The Canadian Community Health Survey used for monitoring the physical activity levels of youth is released by Statistics Canada near the end of June. The online version of this report will be updated when available.

#### Description

This measure indicates the percentage of Albertans age 12 to 19 years that are active or moderately active in their leisure time. Albertans were asked if they had participated in a recreational activity such as walking or riding a bike. The result is based on a combination of questions related to the type, frequency and duration of each of the identified activities.

#### Results

The 2011 result was not available at the time of printing.

#### Analysis

In 2010 (the latest data available), 74.7 per cent of Albertans age 12 to 19 were active or moderately active in their leisure time; 79.0 per cent for males and 70.2 per cent for females. Alberta remains the fourth most active of the provinces and territories (after Nova Scotia, Yukon, and British Columbia).

Results may be affected by an individual's lifestyle choice between sedentary activities (e.g., browsing the Internet, playing computer games) and physical activities (e.g., walking, riding a bike). Other factors that influence the results include level of education, parental and household characteristics, and socio-economic status of Albertans (e.g., the disposable income to spend on recreation and sport activities, admission fees and charges for facilities or programs). It is also necessary to consider emerging trends of youth culture such as social networking and incorporate them into the promotion of recreation, active living, sport programs and services.

## Financial Summary

### Financial Analysis (millions of dollars)

#### RESULTS OF OPERATIONS

For the Year Ending March 31, 2012

2011-12 Financial Analysis

	Budget	Actual	Difference	Explanation
Total Revenue	\$16.1	\$17.5	(\$1.4)	Unbudgeted increases in Travel Alberta revenues (\$1.8 million), other miscellaneous revenue (\$0.7 million) and Transfers from the Government of Canada (\$0.1 million); offset by lower than anticipated donations (\$0.6 million), sales (\$0.2 million) and refunds of expenses (\$0.4 million).
Expenses Operating	164.1	176.7	(12.6)	Support to the Calgary Stampede 2012 Centennial Celebration (\$5 million), Travel Alberta utilization of unbudgeted revenue and a portion of corporation's contingency fund (\$7.8 million), and an unbudgeted manpower settlement (\$1.2 million); offset by unused amortization expense (\$1.5 million).
Statutory	0.1	0.0	0.1	Lower than budgeted change to vacation and banked overtime liability.
Equipment/Inventory Purchases	1.2	1.2	0.0	Spending as per plan.
Capital Investment	12.4	13.7	(1.3)	Additional spending on provincial park maintenance and renewal (\$1.1 million) and the Canmore Visitor Centre and Field Visitor Information Centre renovations (\$0.2 million).
Total Expenses	\$177.8	\$191.6	(\$13.8)	

## Revenue Highlights (millions of dollars)

	<b>2012 Budget</b>	<b>2012 Actual</b>	<b>2011 Actual (restated)*</b>
Transfers from the Government of Canada	0.4	0.5	3.8
Investment Income	0.6	0.6	0.6
Premiums, Fees and Licences	10.5	10.5	8.9
Other Revenue	4.6	5.9	5.7
<b>Total Revenue</b>	<b>\$16.1</b>	<b>\$17.5</b>	<b>\$19.0</b>

\* Please see details in the ministry's Consolidated Financial Statements.

Total Revenue for the ministry in 2011-12 was \$17.5 million, which is a decrease of \$1.5 million from the previous year.

Short term federal transfers to help develop the online registration system and various parks beautification projects ended last fiscal year; reducing the Transfers from the Government of Canada by \$3.3 million over the previous year.

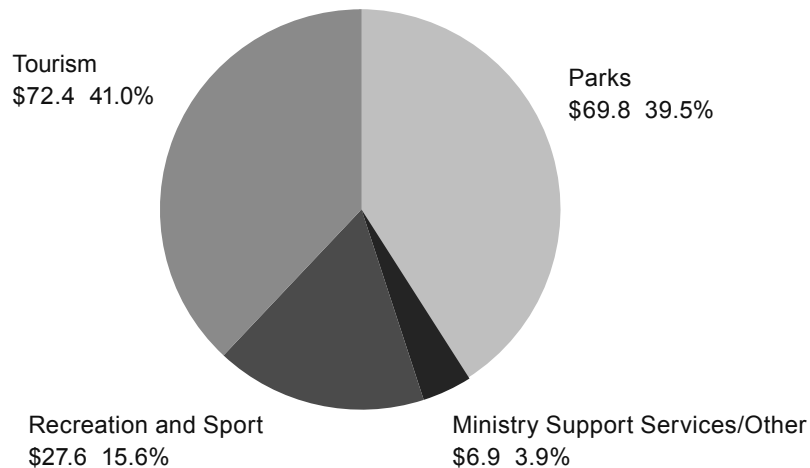
Premiums, Fees and Licences increased \$1.6 million from the prior year due mainly to increased revenue from collection of camping fees at provincial parks.

Other Revenue increased \$1.3 million from budget due mainly to additional revenue collected by Travel Alberta Corporation.

The ministry's major source of revenue is generated from park operations through Premiums, Fees and Licences.

## Ministry Expense by Program (millions of dollars)

### OPERATING EXPENSE BY PROGRAM – \$176.7



The ministry spent \$69.8 million (39.5% of funding) on operations and management of the Alberta provincial parks system. Expenses to develop Alberta as a tourist destination, developing tourism products and marketing the province through Travel Alberta were \$72.4 million (41.0% of funding). The Recreation and Sport Development Division spent \$27.6 million (15.6% of funding) to promote healthy and active lifestyles. The remainder of the ministry's expenses went to support services and other expenses of \$6.9 million (3.9%) to manage the overall ministry.

### Capital Investment

The ministry also spent \$14.9 million for continued development of the online reservation system, capital maintenance and renewal of parks infrastructure.

## Ministry Expense by Function (millions of dollars)

Expense by function identifies the principal purpose for which an operating expense is incurred rather than the activity involved. The basis of reporting is used for inter-provincial comparisons and for determining federal funding eligibility.

The function Agriculture, Resource Management and Economic Development includes expenses related to the development and promotion of agriculture and other sectors of the economy such as tourism promotion. The function Recreation and Culture includes expenses incurred in the delivery of programs and services to promote leisure activities.

	<b>2012 Budget</b>	<b>2012 Actual</b>	<b>2011 Actual (restated)*</b>
Agriculture, Resource Management and Economic Development	\$61.3	\$73.7	\$65.5
Recreation and Culture	102.9	102.9	100.7
<b>Total Expense by Function</b>	<b>\$164.2</b>	<b>\$176.7</b>	<b>\$166.2</b>

\* Please see details in the ministry's Consolidated Financial Statements.

## Other Information

### Ministry of Tourism, Parks and Recreation Statements of Writeoffs Year Ended March 31, 2012

**The following information is unaudited:**

The following statement has been prepared pursuant to Section 23 of the *Financial Administration Act* and is unaudited. This statement includes all writeoffs made or approved during the fiscal period.

Writeoffs	
Accounts Receivable	\$10,206
Total Writeoffs	<u>\$10,206</u>

# Acts Administered by Tourism, Parks and Recreation

Tourism, Parks and Recreation is responsible for a wide array of acts that have a direct impact on quality of life in Alberta. Below is a list of all acts administered by Tourism, Parks and Recreation. If you would like to review these acts in more detail, they are included on the ministry's website ([www.tpr.alberta.ca/about/legislation.aspx](http://www.tpr.alberta.ca/about/legislation.aspx)).

<b>NAME OF ACT</b>	<b>DESCRIPTION</b>
<i>Alberta Sport, Recreation, Parks and Wildlife Foundation Act</i>	Establishes the foundation with its mandate to develop and maintain sport, park and recreation programs, facilities and services, raise funds, provide grants and acquire real and personal property.
<i>Black Creek Heritage Rangeland Trails Act</i>	Provides for the establishment, protecting and management of the Black Creek Heritage Rangeland Trails. (Unproclaimed)
<i>Provincial Parks Act</i>	Provides for the establishment, protection, management, planning and control of provincial parks, wildland parks and provincial recreation areas.
<i>Recreation Development Act</i>	Provides for promoting and encouraging the orderly development of recreation activities and facilities.
<i>Travel Alberta Act</i>	Establishes the corporation with its mandate to market the tourism assets, attractions and opportunities present in Alberta in domestic, national and international markets; to promote Alberta as a destination for tourists and other visitors; and to assist Alberta's tourism industry operators to market their products.
<i>Wilderness Areas, Ecological Reserves, Natural Areas and Heritage Rangelands Act</i>	Provides for the establishment, protection and management of wilderness areas, ecological reserves, natural areas and heritage rangelands.
<i>Willmore Wilderness Park Act</i>	Establishes and protects the Willmore Wilderness Park.

# Performance Measures: Data Source and Methodology

## **Tourism Division Client Satisfaction Survey**

(Measure: 1.a)

Following guidelines established for conducting government activity during an election, the evaluation of tourism development services is planned for June 2012. The online version of this report will be updated when available.

## **Statistics Canada, Travel Survey of Residents of Canada and the International Travel Survey, and Tourism, Parks and Recreation**

(Measure: 1.b)

The total value of tourism expenditures in Alberta is derived by Tourism, Parks and Recreation from the data published by Statistics Canada in the Travel Survey of Residents of Canada and the International Travel Survey.

Final year-end data for both surveys are usually not available until September of the following year. The estimate for 2011 is based on travel statistics that provide an indication of demand, such as customs counts at Alberta's land based ports of entry and airports, and deplanements at Calgary and Edmonton international airports. Deplanement statistics provided by airports measure the number of passengers arriving on all flights at the airports. Also, deplanements include both domestic and international passengers where customs counts at the airport only measure the number of passengers clearing Canada Customs. For example, customs counts at Calgary and Edmonton international airports do not measure international travellers that clear customs elsewhere in Canada (e.g., Pearson International Airport or Vancouver International Airport) and then took a connecting flight to either Calgary or Edmonton.

Gate counts at Banff, Jasper, Waterton Lakes and Elk Island national parks are also used to provide additional information on demand. In addition, occupancy rate information collected by Smith Travel Research is used to determine the demand for fixed-roof lodging in the mountain parks, Edmonton and Calgary. Travel intention data produced by the Canadian Tourism Research Institute are also applied to estimate demand from Alberta's key domestic markets of British Columbia, Saskatchewan and Ontario. In addition to indicators of demand, estimates of the Travel Price Index are forecast to assist with tourism expenditure projections.

## **Visitor Information Centre Satisfaction Survey**

(Measure: 1.c)

Data was obtained from the visitor information centre exit survey conducted by the research firm, Ipsos Reid. The research firm conducted exit interviews at 10 visitor information centres between July 27 and August 16, 2011. The centres include: Canmore, Field, Crowsnest Pass, West Glacier, Lloydminster, Oyen, Walsh, Milk River, Hinton and Grande Prairie. To ensure a variety of travellers were included, the interviews were spread across weekends and weekdays, during the peak visitor season. Respondents were asked to rate the service on a scale of 1 to 5, where 1 means very dissatisfied and 5 means very satisfied. In 2011, 895 onsite exit surveys were conducted. The margin of error is +/-3.3 per cent, 19 times out of 20.



## **Travel Alberta Interactive Voice Response Survey**

(Measure 1.d)

Data are obtained from a survey offered to all callers to 1-800-ALBERTA. Advanis Inc. is the contractor which runs the Travel Alberta Contact Centre and conducted this survey. Data was collected from January 1 to December 31, 2011. The sample size is dependent on the number of calls handled by the contact centre and the proportion of callers who choose to participate. However in 2011, due to a technical issue with phone transfers dropping, only 673 surveys were completed. Respondents were asked to rate the service on a scale of 1 to 5, where 1 means very satisfied and 5 means very dissatisfied. A rating of 1 or 2 indicates the caller was satisfied with the service provided. The response rate for the survey is 6.0 per cent and the margin of error is +/-3.7 per cent, 19 times out of 20.

## **Tourism, Parks and Recreation Survey of Albertans**

(Measures: 2.a, 3.a)

The Tourism, Parks and Recreation Survey of Albertans is a province-wide telephone survey of 1,000 adult Albertans. Leger Marketing conducted this survey using a random sample stratified by age group, gender and geographic location to be representative of Alberta's population. Albertans were asked if they had participated in recreational activities such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports in the past year. Interviews were conducted from January 11 to January 20, 2012 by trained and experienced interviewers. The interviews were monitored in progress and at least 10.0 per cent of each interviewer's work was directly monitored. The response rate for the survey was 32.3 per cent and the margin of error is +/-3.1 per cent, 19 times out of 20.

## **How Are We Doing? Provincial Parks and Recreation Areas Camper Satisfaction Survey**

(Measure: 2.b)

The camper satisfaction survey covers a representative cross-section of 105 provincial parks or recreation area campgrounds that are surveyed according to size (visitation), management method and geography. Only automobile accessible campgrounds where visitation is greater than 1,050 occupied campsite nights are included. Each year, the survey is conducted at approximately one quarter of these campgrounds on a four-year rotational basis. Although 32 campgrounds were identified to be surveyed in 2011-12, three campgrounds were excluded due to unforeseen circumstances (i.e., insufficient resources), one was excluded due to flooding, and five campgrounds were excluded from the analysis due to inadequate sample size. Overall results are determined through the combined response categories of very satisfied and satisfied, the top two categories of a five-point rating scale. The sample size was 2,766 with data collected from June 1 to September 5, 2011. The response rate for the survey was 50.5 per cent and the margin of error is +/-1.8 per cent, 19 times out of 20.

## **Canadian Community Health Survey**

(Measure: 3.b)

This methodology pertains to 2010 when this survey was last conducted.

The percentage of Albertans age 12 to 19 who are active or moderately active in their leisure time is from data published by Statistics Canada from the Canadian Community Health Survey. Respondents were asked if they had participated in a recreational activity such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports in the past three months. The result is based on a combination of questions on the type, frequency and duration of each of the identified activities (e.g., walking for exercise, skiing, weight training, golfing, exercise classes, etc). The survey was conducted between January and December 2010 by trained and experienced interviewers. The response rate for the Computer-Assisted Personal Interviewing part of the survey was 72.7 per cent and for the Computer-Assisted Telephone Interviewing it was 75.1 per cent. The margin of error is +/-4.6 per cent, 19 times out of 20.



# Readership Survey

## Tourism, Parks and Recreation 2011-12 Annual Report

Thank you for reading the Tourism, Parks and Recreation 2011-12 Annual Report. We hope that you will take a few minutes to complete this readership survey. We are committed to continuous improvement and welcome your feedback and suggestions.

### Instructions:

Please read each question carefully and circle the rating that best describes your response. If you require more space for your response, please use a separate piece of paper and identify the corresponding question clearly. If you have any questions, or require further clarification, contact Brad Babiak at 780-644-3272 or [brad.babiak@gov.ab.ca](mailto:brad.babiak@gov.ab.ca).

If you would like to be contacted regarding your feedback, please provide your information below.

Name:

Organization:

Telephone Number:

Email:

1. Having read the Tourism, Parks and Recreation 2011-12 Annual Report, how would you rate it overall on the following characteristics? Using scale one to five, where ONE is STRONGLY DISAGREE, THREE is NEUTRAL, and FIVE is STRONGLY AGREE, do you agree that... *(Please circle only one rating number for each statement.)*

	<b>strongly disagree</b>		<b>neutral</b>		<b>strongly agree</b>
I learned something new about the ministry reading this report .....	1	2	3	4	5
This annual report is easy to read .....	1	2	3	4	5
This annual report was informative and useful to me .....	1	2	3	4	5
The report has an appealing format/look .....	1	2	3	4	5
I can easily find the information that I am looking for .....	1	2	3	4	5
I plan on using this annual report as a reference.....	1	2	3	4	5
Overall, this annual report meets my needs as a reader .....	1	2	3	4	5

2. What areas or features did you like the most about this annual report?

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3. What areas or features would you recommend for further improvement?

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Please tear out this survey and fax it to 780-427-0255 or mail it to Tourism, Parks and Recreation, Planning and Performance Measurement, 7th Floor, Standard Life Centre, 10405 Jasper Avenue, Edmonton, Alberta, Canada, T5J 4R7





