

# Culture and Tourism

**Annual Report Update**  
2015-16

*Alberta* 

**Note to readers:**

Copies of the annual report are available on the Ministry of Culture and Tourism website  
[www.culture.alberta.ca](http://www.culture.alberta.ca)

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## Annual Report Update 2015-16

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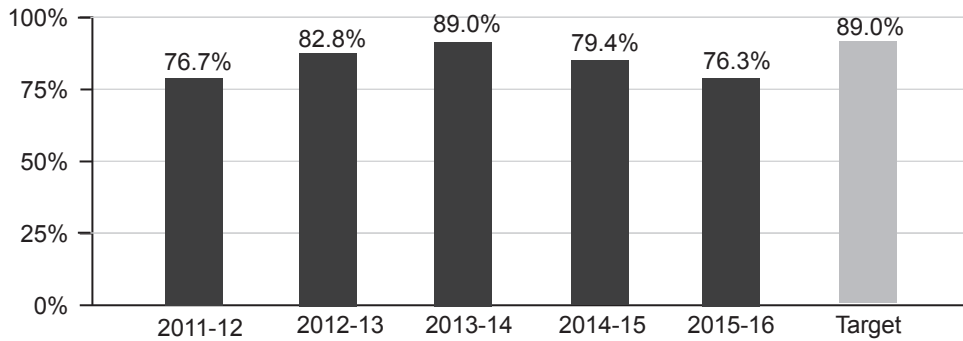
# Preface

The Public Accounts of Alberta are prepared in accordance with the *Financial Administration Act* and the *Fiscal Planning and Transparency Act*. The Public Accounts consist of the annual report of the Government of Alberta and the annual reports of each of the 20 ministries.

The annual report update of the Ministry of Culture and Tourism contains a comparison of actual performance results to desired results for two performance measures as set out in the 2015-18 ministry business plan. Results for these performance measures were unavailable at the time the annual report was released in June 2016.

## Performance Measure

### 3.b Percentage of tourism industry clients satisfied with tourism development services



Source: Tourism Division Client Satisfaction Survey

#### 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.

#### Results

The result of 76.3 per cent was 12.7 per cent lower than the 2015-16 target of 89.0 per cent and 3.1 per cent lower than the 2014-15 result.

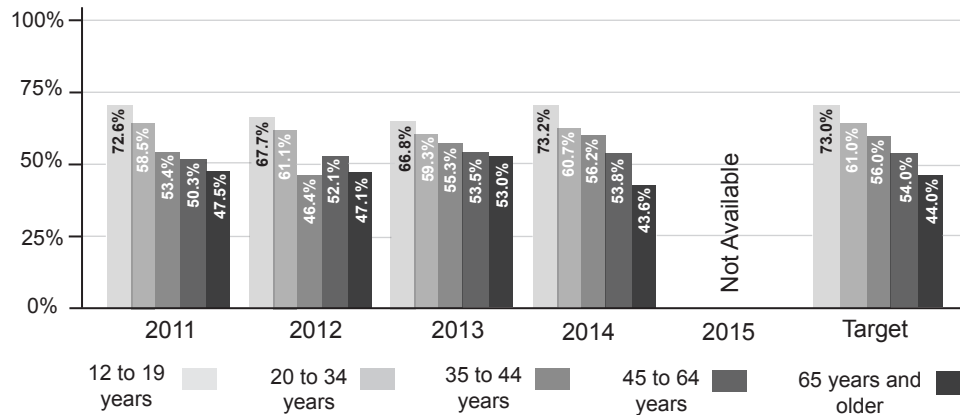
#### Analysis

Client satisfaction is influenced by several factors such as the frequency of clients' contact and their varying needs, preferences and expectations. Clients often seek funding or investor/developer interest in their projects, which the ministry cannot guarantee. These expectations may result in different experiences and varying levels of satisfaction. In 2015-16, 84.3 per cent of clients responded they were satisfied with the information and advice they had been given and 84.5 per cent thought tourism development services were important in helping industry operators pursue tourism development opportunities.

In 2015-16, the ministry provided support to over 20 research and development projects and activities in Alberta's tourism industry. As examples, a community assessment was completed in Bragg Creek through the Visitor Friendly Alberta Program which examined ways a community can enhance its visual appeal, wayfinding and signage, quality of service, amenities and visitor information; the ministry piloted learning, networking, coaching and business development opportunities to agricultural tourism operators through the Open Farm Days Coaching program; Mobile kiosks were provided at the Calgary International Airport to offer trip planning assistance in Chinese along with printed resources to assist visitors arriving on the newly launched direct flights from Beijing. The ministry also funded the development of the Tourism Vitality Alberta Toolkit that was launched in September 2015 by the Alberta Urban Municipalities Association. The toolkit provides an additional resource for municipalities and tourism industry stakeholders to assess existing strengths and weaknesses, potential tourism opportunities and actions for improving local tourism development.

## Performance Measure

### 5.a Percentage of Albertans who are active or moderately active in their leisure time



Source: Statistics Canada, Canadian Community Health Survey

#### Description

This measure indicates the percentage of Albertans who 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

In previous years, Statistics Canada released results for this measure in the summer time. Beginning this year, results are to be released in spring 2017. As such, the 2016-17 ministry annual report will present the 2015 data in relation to the targets set out in the 2016-19 ministry business plan.

# Performance Measures Methodology

## **Tourism Division Client Satisfaction Survey**

(Measure: 3.b)

The Client Satisfaction Survey is conducted with public and private sector representatives who had received tourism development information, advice and assistance from the Tourism Division. An independent research company conducted the survey and was responsible for reviewing the survey and questionnaire design, data quality control, analysis and report preparation. Respondents were given the choice of completing the survey online or by telephone. The self-complete web-based survey was active from June 3 to June 24, 2016, while telephone surveys were conducted from June 9 to June 24, 2016. A total of 97 completed surveys were used to produce the result in 2016. The response rate for the survey was 59.9 per cent and the margin of error is +/- 8.3 per cent, 19 times out of 20.

## **Canadian Community Health Survey**

(Measure: 5.a)

The Statistics Canada Canadian Community Health Survey is used for monitoring the physical activity levels of Albertans aged 12 and over. In previous years, Statistics Canada released results for this measure in the summer time. Beginning this year, results are to be released in the late fall. As such, the 2017-20 ministry business plan will present a target connected to the latest data year available for reporting in the ministry annual report.

