

International Travel Final Report

Minister Miranda Mission to South Korea

February 20 – 27, 2018



Overview:

The Honourable Ricardo Miranda, Minister of Culture and Tourism, travelled to South Korea to participate in the Pyeongchang International Olympic Observer Program in support of the Calgary bid to host the 2026 Olympic and Paralympic Winter Games. While in South Korea, the Minister also took the time to advance Alberta's international priority to diversify markets to help grow Alberta's economy. Minister Miranda participated in meetings in Gangneung, Pyeongchang, Chuncheon, and Seoul, South Korea from February 20 to 27, 2018.

The primary purpose in attending the 2018 Winter Olympic Games was to assist in the Government of Alberta's evaluation of the potential of Calgary's Olympic Bid and to observe the logistical details and commitment Calgary, and the Province, would be making to host the Games. The itinerary included meetings with the Canada Olympic Committee (COC) and International Olympic Committee (IOC) members, receptions with COC sponsors and other key stakeholders, liaising with other governments and forging relationships with the IOC staff and IOC membership who oversee Olympic Games management.

While the predominant interest in the mission was participation in the International Olympic Observer Program, the Minister engaged with local tourism companies to build relationships and explore cultural and tourism opportunities in South Korea. The mission was also an opportunity to build on Alberta's international reputation as a global citizen by enhancing global relationships with national and regional governments in the pursuit of collaborative opportunities to grow tourism and cultural initiatives between South Korea and Alberta.

Mission Objectives:

The mission was successful in meeting its objectives as outlined below:

- Diversify markets to expand the economy
- Build Alberta's reputation as a global citizen
- Prepare Albertans for success in the global community
- Prioritize government actions to take advantage of international opportunities
- Promote Alberta as a four-season tourism destination to key government and industry officials.
- Explore increased collaboration on cultural relations and tourism opportunities between South Korea and Alberta.

Results:

As part of the Observer Program, Minister Miranda participated in several successful meetings with representatives of the International Olympic Committee (IOC), other senior-level government and industry officials, visited host venues, events and observed other services required to support an Olympic Games.

In addition to the official Observer Program, Minister Miranda also participated in a number of high-level meetings with senior representatives of key Asian market tourism and cultural industries stakeholders. These meetings included discussions on potential collaboration to support the increase of visitors and investment from Asia to Alberta. It also provided insights into the Asian market travel experience expectations, and helped to promote Alberta's brand overseas.

Minister Miranda also participated in a high-level meeting with the Vice Governor and senior officials of the Gangwon Provincial, Alberta's longest sister province international relationship (1974). These meetings provided valuable insight into Gangwon's experience with Olympic preparation, delivery and legacy issues.

Minister Miranda also participated in meetings with the Canadian Ambassador of the Canadian Embassy in Seoul and had the opportunity to be introduced to the Alberta Korea Office.

The Minister also met with senior executives from leading tourism companies from Japan and South Korea, Air Canada in Seoul, and the Yong Peong resort which has an international marketing relationship with Alberta ski resorts in the National Parks. Throughout the mission, the Minister conveyed the Government of Alberta's commitment to tourism and its importance to the growth and diversification of Alberta's economy.

Delegation:

Honourable Ricardo Miranda, Minister of Alberta Culture and Tourism
Patrick Mattern, Executive Director

Final Itinerary for Minister Miranda

Date	Event
February 19, 2018	<ul style="list-style-type: none"> • Travel to Seoul, South Korea
February 20, 2018	<ul style="list-style-type: none"> • Travel to Gangneung, South Korea
February 21, 2018	<ul style="list-style-type: none"> • Meet with Executive Team members of the Calgary Olympic Observer Group • IOC Observer Program Session visit to International Broadcast Centre and Main Press Centre • Evening meeting with Executive Team members • Attended sport programming and venue tour.
February 22, 2018	<ul style="list-style-type: none"> • IOC Observer Program Session visit to Athlete's Village tour, Olympic Park and Olympic Village • Attended sport programming and venue tour. • Travel to PyeongChang • Meeting and Tour of YongPyong Resort. Resort maintains an MOU with Banff Tourism and was promoting Alberta Beef in their hotel restaurants. • Travel to Gangneung
February 23, 2018	<ul style="list-style-type: none"> • Travel to Chuncheon, Gangwon Province

	<ul style="list-style-type: none"> • Meeting with Vice Governor (Economic Affairs) of Gangwon Provincial Government, a sister province of Alberta since 1974 • Travel to Gangneung • Meeting with Japanese company
February 24, 2018	<ul style="list-style-type: none"> • Meeting with senior officials of the Canadian Olympic Committee • Visited Canada Olympic House in support of Alberta athletes • Attended sport programming and venue tour.
February 25, 2018	<ul style="list-style-type: none"> • Attended sport programming and venue tour. • Travel to PyeongChang • Attended Closing Ceremonies of PyeongChang Winter and Paralympic Games
February 26, 2018	<ul style="list-style-type: none"> • Travel to Seoul • Meetings with Korean companies and stakeholders • Meeting with H.E. Eric Walsh, Ambassador of Canada to Korea • Meeting with Alberta Korea Office
February 27, 2018	<ul style="list-style-type: none"> • Meeting with Air Canada – Korea Office • Return to Canada

Significant Speeches/Presentations:

N/A

News Releases/Communiques:**International Travel Final Expenses**

Expenditures by All Participants	Amount
Travel (includes airfare, airport service fees, ground transportation costs, including taxis, car rentals, parking, trains, buses as well as mileage to/from airport or taxis to/from airport in Alberta, including any cancellation fees)	\$3,941.74
Accommodation (room charges and related taxes, including any cancellation fees)	\$7,299.64
Meals (includes restaurant bills and tips, meals on hotel bills, per diem meal claims, share of group meals or working sessions)	\$1,976.51
Incidental and Miscellaneous (includes cell phone rental charges, incremental costs for all electronic devices such as roaming charges for cell phones, iPads and costs associated with communications such as the costs incurred for media call-backs, conference/registration fees, including cancellation fees, fax and internet charges, passport and visa fees, medical and inoculation fees, laundry and dry cleaning, baggage handling, out-of-country per diems, and other sundry expenditures)	\$491.69
Sub-Total	\$13,709.58
General Mission Expenditures	Amount
Receptions and Hosting (receptions, luncheons, dinners, and events that are hosted by the Government of Alberta that are specific to the mission and include meeting related costs for room rental, room rental for hosted events, food, beverages, catering staff, service charges, entertainment, flowers)	\$233.64
Incidental and Miscellaneous (includes translation of documents fees, publications, shipping charges, gifts purchased specifically for mission, Canadian Embassy/High Commission/Consulate charges for services provided to the GOA)	0.00
Sub-Total	\$233.64
Total Costs	\$13,943.22