

# International Travel Final Report

## Minister Miranda Mission to Mexico City

December 7-9, 2016



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### Overview:

The Honourable Ricardo Miranda, Minister of Culture and Tourism, travelled to Mexico City to advance the Government of Alberta's international priority of diversifying markets to help grow Alberta's economy. Minister Miranda participated in meetings in Mexico City on December 8, 2016, with senior-level government and industry officials to explore Mexico as a high potential market from which to grow tourism visitation and revenue to Alberta. With the Canadian government's recent lifting of visa requirements for Mexican citizens, the Government of Alberta is looking to establish a tourism marketing presence, build relationships, and explore cultural and tourism opportunities. 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 Mexico and Alberta.

### Mission Objectives:

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

- Promote Alberta as a four-season tourism destination to key government and industry officials.
- Explore increased collaboration on cultural relations and tourism opportunities between Mexico and Alberta.
- Support the Calgary Airport Authority in advancing its efforts to secure new direct air service between Mexico City and Calgary.

### Results:

Minister Miranda and the Calgary Airport Authority met with Aeromexico to advance efforts to secure new direct air service between Mexico City and Calgary.

A key outcome of this mission was the December 13, 2016, announcement by Aeromexico to establish a direct flight from Mexico City to Calgary commencing on June 1, 2017. Not only will these direct flights bring more visitors from Mexico directly into Calgary and Alberta, they will impact the growth potential for tourism, investment, trade, and cultural opportunities between our two countries. This new direct flight is expected to create more than 300 jobs and generate \$46 million in economic output for the province.

Minister Miranda also participated in a number of high-level meetings with senior government officials from Mexico's national Ministry of Culture and Mexico City's Ministry of Tourism. These meetings opened discussions on potential collaboration between Alberta Culture and Tourism and Mexico's national Ministry of Culture, as well as the participation of a delegation from Mexico City's Ministry of Tourism in the 2017 Stampede Investment Forum.

Minister Miranda also participated in meetings with senior officials from the Canadian Embassy in Mexico City and Destination Canada (Canada's national tourism marketing organization) and key representatives from industry to deliver key messaging on the

Government of Alberta's commitment to tourism and its importance in the growth and diversification of Alberta's economy.

**Delegation:**

Honourable Ricardo Miranda, Minister of Alberta Culture and Tourism

Lisa Blanchette, Chief of Staff to the Minister

**Final Itinerary for Minister Miranda**

Date	Event
December 7, 2016	Travelled to Mexico City
December 8, 2016	Briefed by Managing Director, Alberta Mexico Office
	Met with Ambassador of Canada to the United Mexican States
	Met with Director General Centro Nacional de las Artes (CENART)
	Met with the Calgary Airport Authority and Aeromexico
	Met with Destination Canada, Mexico City Office
	Met with Minister of Tourism of Government of Mexico City
December 9, 2016	Travelled to Edmonton

**Significant Speeches/Presentations:**

N/A

**News Releases/Communiques:**

[Capitalizing on tourism and trade in Mexico](#) (December 6, 2017)

[Bienvenido a Alberta! Calgary gets direct flight from Mexico](#) (December 15, 2016)

### International Travel Final Expenses

<b>Expenditures by All Participants</b>	<b>Amount</b>
<b>Travel</b> (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)	\$2,656.84
<b>Accommodation</b> (room charges and related taxes, including any cancellation fees)	\$1,005.64
<b>Meals</b> (includes restaurant bills and tips, meals on hotel bills, per diem meal claims, share of group meals or working sessions)	\$206.30
<b>Incidental and Miscellaneous</b> (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)	\$241.63
<b>Sub-Total</b>	<b>\$4,110.41</b>
<b>General Mission Expenditures</b>	<b>Amount</b>
<b>Receptions and Hosting</b> (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)	0.00
<b>Incidental and Miscellaneous</b> (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
<b>Sub-Total</b>	<b>\$4,110.41</b>
<b>Total Costs</b>	<b>\$4,110.41</b>