

# VISITOR INFORMATION CENTRE (VIC)

## 2018 TRAVEL PUBLICATION DISTRIBUTION PROGRAM

Alberta's tourism operators are invited to participate in a travel publication distribution program at both Travel Alberta Visitor Information Centres (VICs) and Accredited Community and Regional Visitor Information Centres. It is the intent of this program to display travel publications representing the entire province in order to encourage visitors to travel to and within Alberta.

***Note: Travel publications may be displayed on a rotational basis due to space limitations and regional requirements for literature and publications.***

The following provides important information/considerations for displaying brochures/publications at all Visitor Information Centres. Specific shipping information for the Visitor Information Centres can be found on page 3 for the Travel Alberta Visitor Information Centres and page 5 for the Accredited Community and Regional Visitor Information Centres.

### **Travel publication content:**

- Travel publications must provide information on Alberta's tourism destinations and services to assist visitors in trip planning.
- Travel publications may contain coupons provided they are tourist oriented, of general interest to the traveling public and do not comprise more than half of the travel publication's content.
- Travel publications from organizations/businesses offering services within the immediate vicinity of Visitor Information Centres may be accepted (example: local spas, gift and souvenir shops, specialty stores, taxi/bus services, bingo halls) provided they are in good taste and are tourist oriented.

**Note:** Accredited Visitor Information Centres may have other considerations. Refer to page 5 for more details.

### Unacceptable content:

- Travel publications soliciting fees, memberships or donations **will not be accepted**.
- Travel publications describing or promoting the lease or sale of real estate will not be accepted.
- Travel publications that promote or describe specific religious beliefs or political points of view will not be accepted.
- Flyers and restaurant coupons will not be accepted. Travel publications from local area restaurants will not be displayed on racks, but may be included in reference materials or stored behind the counter at the Centres.

### Who can participate?

- Any **Alberta** or **Canadian** company or tourism organization that delivers a tourism product or service in Alberta.

### How do I participate?

- **Operators are responsible for the delivery of their brochures and publications to the individual VICs.** (Addresses and shipping recommendations are attached).
- All Travel publications must be **FREE OF CHARGE, DUTY FREE** and shipped to the site **PREPAID**. Collect or COD shipments will not be accepted.
- Due to the seasonal operation of most centre locations, remaining travel publications that contain dated information/events will be recycled at the end of the season.

### Travel Publication Production Tips:

Prior to designing and printing your Travel publication, you may want to consider the following:

- Position the title on the top quarter of the travel publication to ensure it is visible on the travel publication racks. Generally, travel publication racks best handle standard travel publication styles. Newspaper, single sheet and folded sheet type travel publications are not as easily displayed. Non-standard sized travel publications may be displayed beside the racks at the discretion of the VIC staff.
- Give explicit directions, including street and postal address, telephone number, etc. If possible, indicate your location with a map.
- List all facilities and services available such as restaurants, disabled access, children's strollers, etc.
- Include hours and dates of operation, admission prices, website and email addresses and indicate, "Hours and prices may be subject to change".
- Include social media tags, apps, and QR codes if applicable.
  - Additional tips: <http://www.visitorinternational.com/blog/tips-brochure-design-display-stands/>

### Electronic and Downloadable Travel Publications:

Given the increasing use of mobile devices and technology by visitors while travelling, electronic or downloadable versions of your publications are now also accepted and encouraged. If you have an electronic (PDF) version or a downloadable or scannable (QR code) version of your travel publication you may consider sending the link and code to our VIC locations as they will be compiling an electronic publication listing for visitors. This would also assist us in our display space and storage challenges as well as reduce your printing and shipping costs. Hard copy travel publications are still welcome; however this is a new distribution program feature you may want to consider.

## TRAVEL ALBERTA VISITOR INFORMATION CENTRES

### Shipping specifications:

- Due to limited storage space at most centres, operators/organizations are requested to limit their initial shipment to a maximum of **100 brochures/publications per individual VIC**. Operators/organizations wishing to send brochures and publications to the West Glacier and Canmore sites can send up to 300 copies as their initial shipment.
- For ease of handling, we suggest brochures/publications be secured with elastics or strings in quantities of 25. The boxes should have the quantity and title clearly marked on the outside.
- If sending brochures/publications to the Travel Alberta Visitor Information Centre located in West Glacier, Montana, materials must indicate that they are "Printed in Canada" and are for "Free Distribution" and include the U.S. Customs Harmonized Tariff #4911.10.00. TRAVEL ALBERTA WILL NOT BE RESPONSIBLE FOR ANY CHARGES (DUTY, ENTRY FEES, ETC) that may result from improper labeling.

### When can I ship my brochures?

- Canmore is the only Travel Alberta VIC open year-round. Shipments to Canmore can be done at any time.
- **Travel publications cannot be sent for arrival to the nine seasonal VICs prior to May 16, 2018.** All seasonal Travel Alberta VICs open to the public May 18, 2018. Site closing dates may change without notice. Please do not send any new shipments after August 17, 2018.



**For inquiries regarding the Travel Publication Distribution Program for Travel Alberta VICs, please contact:**  
Destination Development and Visitor Services Branch at [vic.mail@gov.ab.ca](mailto:vic.mail@gov.ab.ca)



# TRAVEL ALBERTA VISITOR INFORMATION CENTRES

VISITOR INFORMATION CENTRE	LOCATION/PHYSICAL ADDRESS	PHONE	EMAIL	MAILING ADDRESS
CANMORE (Year-round)	Located on south side of Hwy. 1 on west end of Canmore service road	(403) 678-5277	canmore.vic@gmail.com	2801 Bow Valley Trail Canmore, AB T1W 3A2
CROWSNEST PASS (Victoria Day to Labour Day Weekend)	Located on south side of Hwy. 3, 8 kms west of Coleman and 6 kms from BC/AB border	(403) 563-3888	crowsnest.vic@gmail.com	Box 1356 Blairmore, AB T0K 0E0
GRANDE PRAIRIE (Victoria Day to Labour Day Weekend)	Located on the southeast side of Highway 43 at the junction of 106 Street	(780) 539-0211	grandeprairie.vic@gmail.com	Centre 2000, 11330 – 106 St. Grande Prairie, AB T8V 7X9
FIELD, BC (Victoria Day to Thanksgiving Weekend)	Located on south side of Hwy. 1 at the entrance to Field, BC.	(250) 343-6312	fievic@gmail.com	Box 160 Field, BC V0A 1G0
HINTON (Victoria Day to Thanksgiving Weekend)	Located on the south side of Hwy. 16 in the commercial area.	(780) 865-7000	hinton.vic@gmail.com	#1, 309 Gregg Avenue Hinton, AB T7V 2A7
LLOYDMINSTER, SK (Victoria Day to Labour Day Weekend)	Located on north side of Hwy. 16, 1 km east of Lloydminster	(780) 871-6459	lloydminster.vic@gmail.com	Box 2225 Lloydminster, SK S9V 1R6
MILK RIVER (Victoria Day to Thanksgiving Weekend)	Located on east side of Hwy. 4, south of Milk River	(403) 647-3938	milkriver.vic@gmail.com	Box 717 Milk River, AB T0K 1M0
OYEN (Victoria Day to Labour Day Weekend)	Located at the intersection of Hwy. 9 and Hwy. 41, north of Oyen	(403) 664-2486	oyen.vic@gmail.com	Box 276 Oyen, AB T0J 2J0
WALSH (Victoria Day to Labour Day Weekend)	Located on north side of Hwy. 1, 64 kms east of Medicine Hat and 3 kms west of SK/AB border.	(403) 937-3770	walsh.vic01@gmail.com	Box 40 Walsh, AB T0J 3L0
WEST GLACIER, MT (Victoria Day to End of September)	Located on west side of the junction of Hwy. 2 and Going-To-The-Sun Road (Logan Pass)	(406) 888-5743	westglacier.vic@gmail.com	125 Going-To-The-Sun Road Box 25 West Glacier, MT 59936

## Notes:

- All travel publications going into the US must be stamped "Printed in Canada, For Free Distribution". All deliveries to the US must have the proper documentation completed through a Brokerage firm) to ensure border crossing. It is your responsibility for any brokerage fees, etc.
- When sending your travel publications by trucking/courier companies, ensure they offer door-to-door service. Our Travel Alberta Visitor Information Centres are not equipped to unload shipments.
- Disclaimer: Site closing dates may change without notice. Please phone individual sites prior to shipment. Shipments will not be accepted after August 17, 2018.



## ACCREDITED COMMUNITY AND REGIONAL VISITOR INFORMATION CENTRES



**Prior to shipping travel publications to an Accredited Community and Regional Visitor Information Centre (VIC), please contact the VIC as listed in the attached document** for verification of site opening dates and to confirm allowable quantities as these sites may have limited storage space. Some centres may also have restrictions on what types of travel publications they will accept.

**Please note that in addition to space restrictions, some of the VICs charge a racking or membership fee.** If you wish to send travel publications to those VICs, please contact them directly to inquire about the fees.

**For inquiries regarding the Travel Publication Distribution Program for Accredited Community and Regional VICs, please contact:**

AVIP Program, Destination Development and Visitor Services Branch at [avip@gov.ab.ca](mailto:avip@gov.ab.ca)

Some centres may also have restrictions on what types of Travel publications they will accept and some of the VICs charge a racking or membership fee.

**Please contact the VICs directly prior to shipping.**



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## ACCREDITED COMMUNITY AND REGIONAL VISITOR INFORMATION CENTRES

While we attempt to keep contact information up-to-date and accurate, they are subject to change without notice. We encourage you to contact the VICs directly prior to shipping.

ACCREDITED COMMUNITY AND REGIONAL	MAILING/SHIPPING ADDRESS	PHONE	EMAIL
Bonnyville Visitor Information Centre	Box 6054 Bonnyville, AB T9N 2G7	(780) 826-3252	info@bonnyvillechamber.com
Bow Island Visitor Information Centre	Box 100 Bow Island, AB T0K 0G0	(403) 545-2934	
Brooks and District Museum	<b>MAIL</b> Box 2078 Brooks, AB T1R 1C7 <b>SHIPPING</b> 568 Sutherland Drive East Brooks, AB T1R 1C7	(403) 362-5073	museum@xplornet.com
Calling Lake Visitor Information Centre	Box 22 Calling Lake, AB T0G 0K0	(780) 331-3358	
Camrose Visitor Information Centre	5402 – 48 Avenue Camrose, AB T4V 0J7	(780) 672-4217	
Cardston Tourist Information Center	621 Main Street, Box 280 Cardston, AB T0K 0K0	(403) 653-3787	
Carstairs Visitor Information Centre	Box 1067 Carstairs, AB T0M 0N0	(403) 337-3710	visitcardston@gmail.com
Claresholm & District Museum & Visitor Information Centre	Box 1000 Claresholm, AB T0L 0T0	(403) 625-1742	visitorinfo@townofclaresholm.com
Cochrane Visitor Information Centre	101 RancheHouse Road Cochrane AB T4C 0A4	(403) 851-0933	visitor.info@cochrane.ca
Cold Lake Information Centre <i>** Call before shipping</i>	<b>MAIL</b> Box 454 Cold Lake, AB T9M 1P1 <b>SHIPPING</b> 4009 50th Street Cold Lake, AB T9M 1K6	(780) 594-4747	info@coldlakechamber.ca
CrossIron Mills – Balzac Visitor Information Centre	261055 CrossIron Boulevard, Suite 800 Rockyview, AB T4A 0G3	(403) 984-6803	tourism@crossironmills.com



Devon - Leduc #1 Energy Discovery Centre	<b>MAIL</b> #6, 20 Haven Avenue Devon, AB T9G 2B9 <b>SHIPPING</b> 50339 Highway 60 Devon, AB T9G 2B9	(780) 987-4323	info@leducnumber1.com
Drumheller Visitor Information Centre	Box 999 Drumheller, AB T0J 0Y0	1-866-823-8100	tourisminfo@drumhellerchamber.com
Galloway Station Museum & Travel Centre (Edson)	223 – 55 Street Edson, AB T7E 1L5	(780) 723-5696	manager@gallowaystationmuseum.com
Smoky River Tourism Information Centre (Falher)	Box 1019 Falher, AB T0H 1M0	(780) 837-2880	*please mail
Fort McMurray Tourism Association	515 MacKenzie Boulevard Fort McMurray, AB T9H 4X3	(780) 791-4336	info@visitfmt.com
Fox Creek Visitor Information Centre	<b>MAIL</b> Box 774 Fox Creek, AB T0H 1P0 <b>SHIPPING</b> #105 Campground Road Fox Creek, AB T0H 1P0	(780) 622-2670	
Frank Slide Interpretive Centre	Box 959, Blairmore Crowsnest Pass, AB T0K 0E0	(403) 562-7388	frankslideinfo@gov.ab.ca
Grande Cache Tourism & Interpretive Centre (Year-round)	<b>MAIL</b> Box 300 Grande Cache, AB T0E 0Y0 <b>SHIPPING</b> 9701 Highway 40 Grande Cache, AB T0E 0Y0	(780) 827-3300 Toll free: 1-888-827-3790	tourism@grandecache.ca
Hanna Visitor Information Centre	Box 430 Hanna, AB T0J 1P0	(403) 854-4433	
High Level - Mackenzie Crossroads Museum & Visitor's Centre	<b>MAIL</b> 10511 – 103 Street High Level, AB T0H 1Z0 <b>SHIPPING</b> 10803 - 96 Street High Level, AB T0H 1Z0	(780) 926-4811	hlmuseum@highlevel.ca
High Prairie & District Museum & Accredited Visitor Information Centre	Box 1442 High Prairie, AB T0G 1E0	(780) 523-2601	



High River – Museum of the Highwood & High River Visitor Information Centre <i>** Call before shipping; limited space available</i>	<b>MAIL</b> Box 5334 High River, AB T1V 1M5 <b>SHIPPING</b> 406 -1 Street SW High River, AB T1V 1M5	1-877-603-3101	info@museumofthehighwood.com
Kneehill Historical Museum & Visitor Information Centre	Box 653 Three Hills, AB T0M 2A0	(403) 443-2092	khsmuseum@gmail.com
La Crete Tourism Society	Box 1088 La Crete, AB T0H 2H0	(780) 928-2278	admin@lacretechamber.com
Lac La Biche Visitor Information Centre	Box 2570 Lac La Biche, AB T0A 2C0	(780) 623-1727	lakelandinterpretivesociety@hotmail.com
Lacombe and District Chamber of Commerce	6005 - 50 Avenue Lacombe, AB T4L 1R8	(403) 782-4300	info@lacombechamber.ca
Leduc Visitor Information Centre	6420 – 50 Street Leduc, AB T9E 7K9	(780) 986-5454	info@leduc-chamber.com
Mayerthorpe Fallen Four Memorial Park & Visitor Centre	Box 3700 Mayerthorpe, AB T0E 1N0	(780) 786-4990	info@fallenfour.ca
Millet & District Museum, Archives & Visitor Information Centre	<b>MAIL</b> Box 178 Millet, AB T0C 1Z0 <b>SHIPPING</b> 5120 – 50 Street Millet, AB T0C 1Z0	(780) 387-5558	info@milletmuseum.ca
Morinville and District Chamber of Commerce <i>** Limit of 25 copies/brochure</i>	Box 3130 Morinville, AB T8R 1S1	(780) 939-9462	chamber@morinvillechamber.com
Nampa and District Museum	Box 267 Nampa, AB T0H 2R0	(780) 322-2777	nampamuseum@iwantwireless.ca
Pincher Creek Visitor Information Centre	Box 1226 Pincher Creek, AB T0K 1W0	(403) 627-3684	mail.kbpv@gmail.com
Rimbey Visitor Information Centre	<b>MAIL</b> Box 813 Rimbey, AB T0C 2J0 <b>SHIPPING</b> 5620-51 Street Rimbey, AB T0C 2J0	(403) 843-2004	paskapoo@telus.net





Rocky Mountain House & District Visitor Information Centre	<b>MAIL</b> Box 1374 Rocky Mountain House, AB T4T 1B1 <b>SHIPPING</b> 5406 – 48 Street (Hwy 11) Rocky Mountain House, AB T4T1B1	(403) 845-5450	admin@rockychamber.org
Lesser Slave Regional Visitor Information Centre c/o Slave Lake Regional Tourism Society	<b>MAIL</b> Box 1030 Slave Lake, AB T0G 2A0 <b>SHIPPING</b> 12 Poplar Drive MD of Lesser Slave River, AB T0G 2A0 (2 km East of Slave Lake)	(780) 849-4611	info@slavelakeregion.ca
Spruce Grove & District Visitor Information Centre <i>**No brochures, just PDF's</i>	<b>MAIL</b> Box 4210 Spruce Grove, AB T7X 3B4 <b>SHIPPING</b> 99 Campsite Road Spruce Grove, AB T7X 3Z1	(780) 962-2561	info@sprucegrovechamber.com
St. Albert Visitor Welcome Centre	71 St. Albert Trail St. Albert, AB T8N 6L5	(780) 459-2797 Toll free: 1-844-459-2797	visitorinfo@stalbertchamber.com
Stettler Regional Board of Trade & Community Development	6606-50 Avenue Stettler, AB T0C 2L2	(403) 742-3181	info@stettlerboardoftrade.com
Stony Plain & District Chamber of Commerce	4815 – 44 Avenue Stony Plain, AB T7Z 1V5	(780) 963-4545	visitorservices@stonyplainchamber.ca
Sundre Visitor Information Centre	Box 1085 Sundre, AB T0M 1X0	(403) 638-3245	sundrechamber@gmail.com
Tourism Medicine Hat - Medicine Hat Visitor Information Centre	8 Gehring Rd SW Medicine Hat, AB T1B 4W1	(403) 527-6422 Toll free: 1-800-481-2822	vic@tourismmedicinehat.com
Tourism Red Deer Visitor Information Centre	101-4200 Hwy 2 Red Deer, AB T4N 1E3	(403) 346-0180	info@tourismreddeer.com
Valleyview Visitor Information Centre	Box 270 Valleyview, AB T0H 3N0	(780) 524-2410	vic@valleyview.ca
Vauxhall Public Library	Box 265 Vauxhall, AB T0K 2K0	(587) 800-5804	help@vauxhalllibrary.ca
Vegreville Tourist Information Centre	Box 640 4500 Pysanka Avenue Vegreville, AB T9C 1R7	(780) 632-6800	visitorinfo@vegreville.com



Vermilion Visitor Information Centre	4606-52 Street Vermilion, AB T9X 0A1	(780) 581-2419	vermillionchamber@gmail.com
Vulcan Tourism & Trek Station	<b>MAIL</b> Box 1161 Vulcan, AB T0L 2B0 <b>SHIPPING</b> 115 Centre Street East Vulcan, AB T0L 2B0	(403) 485-2994	info@vulcantourism.com
Wainwright & District Visitor Information Centre	Box 2994 Wainwright, AB T9W 1S9 Attention: Betty Callahan	(780) 842-3115	
Westlock Information Centre	10003 – 106 Street Westlock, AB T7P 2K3	(780) 349-4444	visitwestlock@telus.net
Wetaskiwin Visitor Information Centre	4910-55A Street Wetaskiwin, AB T9A 2R7	(780) 361-4417	tourism@wetaskiwin.ca
Whitecourt Forest Interpretive & Visitor Centre	<b>MAIL</b> Box 509 Whitecourt, AB T7S 1N6 <b>SHIPPING</b> 3002 – 33 Street Whitecourt, AB T7S 1N6	(780) 778-3433	
Wildwood Public Library Visitor Information Centre	Box 118 Wildwood, AB T0E 2M0	(780) 325-3882	wildwoodlibrary@yrl.ab.ca

*Note:* Due to the seasonal operation of some centres, please contact the individual sites directly prior to shipment.



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