

Visitor Information Centre (VIC) Travel Publication Distribution Program 2019



Ministry of Culture and Tourism, Government of Alberta

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For more information regarding this content visit: <https://open.alberta.ca/dataset/visitor-information-centre-vic-travel-publication-distribution-program/resource/0f747474-8c1c-4a1e-b217-f628418ff8dc>

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Travel Publication Distribution Program

Background

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.

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 8 for the Travel Alberta Visitor Information Centres and page 12 for the Accredited Community and Regional Visitor Information Centres.

Alberta's tourism operators are also invited to participate in a free showcase opportunity on the Visitor Services Digital Signage Network, a series of digital screens that are installed at each of the Travel Alberta Visitor Information Centres. More information about the opportunity is available on page 9.

What qualifies as 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 that Accredited Visitor Information Centres may have other considerations. Refer to page 12 for more details.

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

What are unacceptable content?

- 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 centres and their locations, any remaining travel publications that contain dated information/events will not be returned to the publishers and will be recycled at the end of the season.

Tips on Producing Acceptable Travel Publications

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
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. If these information are not available or are not set, please indicate in the publications that “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

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. THE VIC **WILL NOT** BE RESPONSIBLE FOR ANY CHARGES (DUTY, ENTRY FEES, ETC) that may result from improper labeling.

When can I ship my brochures/travel publications?

- 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 eight seasonal VICs prior to May 15, 2019. All seasonal Travel Alberta VICs open to the public May 17, 2019. Site closing dates may change without notice. Please do not send any new shipments after August 16, 2019.

For inquiries regarding the Travel Publication Distribution Program for Travel Alberta VICs, please contact: Destination Development Branch at vic.mail@gov.ab.ca.

List of Travel Alberta Visitor Information Centres

Visitor Information Centre	Location/Physical Address	Phone	E-mail Address	Mailing Address
Canmore (Year-round)	Located on the 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 the 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
Field, British Columbia (Victoria Day to Thanksgiving Weekend)	Located on the 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, Saskatchewan (Victoria Day to Labour Day Weekend)	Located on the 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 the 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 the north side of Hwy. 1 – 64 km east of Medicine Hat and 3 km west of the AB-SK border.	403-937-3770	walsh.vic01@gmail.com	Box 40 Walsh, AB T0J 3L0
West Glacier, Montana (Victoria Day to Labour Day Weekend; possible extension to end of September)	Located on the 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

NOTE: 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 and it is the publisher's responsibility for any brokerage fees, etc. When sending your travel publications by trucking/courier companies, ensure they offer door-to-door service as 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 16, 2019.**



Digital Signage Showcase Opportunity

Alberta's tourism operators are also invited to participate in a free showcase opportunity on the Visitor Services Digital Signage Network. The network is a series of digital screens that have been installed at each of the **Travel Alberta Visitor Information Centres**. These centres are strategically located along key highways and at border entry points near the following communities: Canmore, Crowsnest Pass, Field (British Columbia), Hinton, Lloydminster, Milk River, Oyen, Walsh, and West Glacier (Montana).

The goal of this network is to provide timely, relevant, and accurate visitor information to the approximately 690,000 visitors who use the centres each year.

The screens display logistical trip planning information (such as weather, road conditions, advisories, etc.) and showcase participating Alberta tourism operators.

Content Guidelines

Digital signage is a highly visible form of media and so any content displayed must have direct relevance to any traveller in Alberta. It is best to think of digital signage as another means (in addition to brochures, pamphlets, etc.) of communicating the unique benefits of your tourism product or opportunity to visitors. Other guidelines to consider:

- Must provide information on Alberta's tourism destinations and services,
- Any text should be brief, concise, and easy to comprehend. Viewers often ignore messages that are difficult to interpret (a maximum of 10-15 words is recommended).
- URLs should be kept as short as possible (e.g. 'Visit www.YourWebsite.com and click Book Now' is better than 'Visit <https://www.yourwebsite.com/ca/plan-yourtrip/book-now/>')
- Images are displayed for 15 seconds
- Display frequency will be determined by the number of participants in the program. If there is sufficiently high demand frequency may be determined on a regional basis.
- One submission will be accepted per operator, although you may update it at any time.

- We reserve the right to reject any submission not deemed to be acceptable. These includes (but is not limited to) content that:
 - solicit fees, memberships, or donations,
 - promote the lease or sale of real estate,
 - religious or political messages,
 - offensive materials, and
 - job postings.

Technical Requirements

Acceptable formats for display are: .jpg, .png, and .pdf. The physical screen dimension is 1080 x 1024 but submissions will be displayed in an 800 x 600 pixels layout.

How to participate?

- Submissions should be sent by e-mail to vic.mail@gov.ab.ca. Submissions may be edited to comply with display specifications.

The content guidelines may be subject to change without notice. For more information on this opportunity, please contact Kevin.Beech@gov.ab.ca.



Accredited Community and Regional Visitor Information Centres

Prior to shipping travel publications to an Accredited Community and Regional Visitor Information Centre (VICs), please confirm with each individual VICs for verification of site opening dates and also 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 may charge a racking or membership fee. **If you wish to send travel publications to these accredited centres, please contact these VICs directly for more information and details prior to shipping.**

For general inquiries regarding the Travel Publication Distribution Program for Accredited Community and Regional VICs, please contact the AVIP Program Coordinator at avip@gov.ab.ca



List of 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	E-mail Address
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	n/a
Brooks and District Museum	MAIL: Box 2078 Brooks, AB T1R 1C7 SHIPPING: 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	n/a
Camrose Visitor Information Centre	5402 – 48 Avenue Camrose, AB T4V 0J7	780-672-4217	n/a
Cardston Tourist Information Centre	621 Main Street, Box 280 Cardston, AB T0K 0K0	403-653-3787	visitcardston@gmail.com
Carstairs Visitor Information Centre	Box 1067 Carstairs, AB T0M 0N0	403-337-3710	n/a
Claresholm Visitor Information Centre (Open year-round at 521 1 st Street West)	Box 1000 Claresholm, AB T0L 0T)	403-625-1742	visitorinfo@townofclaresholm.com
Cochrane Visitor Information Centre	SHIPPING: 101 RancheHouse Road Cochrane, AB T4C 0A4	403-851-0933	visitor.info@cochrane.ca
Cold Lake Information Centre <i>**Please call before shipping</i>	MAIL: Box 454 Cold Lake, AB T9M 1P1 SHIPPING: 4009 – 50 th Street Cold Lake, AB T9M 1K6	780-594-4747	info@coldlakechamber.ca

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
CrossIron Mills – Balzac Visitor Information Centre (Open year-round)	261055 CrossIron Boulevard, Suite 800 Rockyview, AB T4A 0G3	403-984-6803	tourism@crossironmills.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
Fort McMurray Tourism Association	515 MacKenzie Boulevard Fort McMurray, AB T9H 4X3	780-791-4336	info@visitfmt.com
Fox Creek Visitor Information Centre	MAIL: Box 774 Fox Creek, AB T0H 1P0 SHIPPING: #105 Campground Road Fox Creek, AB T0H 1P0	780-622-2670	n/a
Frank Slide Interpretive Centre	Box 959, Blairmore Crowsnest Pass, AB T0K 0E0	403-562-7388	frankslideinfo@gov.ab.ca
Grande Cache Tourism & Interpretive Centre (Open year-round)	MAIL: Box 300 Grande Cache, AB T0E 0Y0 SHIPPING: 9701 Highway 40 Grande Cache, AB T0E 0Y0	780-827-3300	tourism@grandecache.ca
Grande Prairie Regional Tourism Association (Open year-round)	Centre 2000, Suite 114 11330 – 106 Street Grande Prairie, AB T8V 7X9	780-539-7688	info@gptourism.ca
Hanna Visitor Information Centre	Box 430 Hanna, AB T0J 1P0	403-854-4433	n/a
High Level – Mackenzie Crossroads Museum & Visitor's Centre	MAIL: 10511 – 103 Street High Level, AB T0H 1Z0 SHIPPING: 10803 – 96 Street High Level, AB T0H 1Z0	780-926-4811	hlmuseum@highlevel.ca

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
High Prairie & District Museum and Visitor Information Centre	Box 1442 High Prairie, AB T0G 1E0	780-523-2601	n/a
High River – Museum of the Highwood and Visitor Information Centre <i>**Please call before shipping; limited space.</i>	MAIL: Box 5334 High River, AB T1V 1M5 SHIPPING: 406 – First Street SW High River, AB T1V 1M5	403-652-7156	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	MAIL: Box 1088 La Crete, AB T0H 2H0 SHIPPING: 10500 – 100 Street La Crete, AB T0H 2H0	780-928-2275	admin@lacretechamber.com
Lac La Biche Visitor Information Centre	MAIL: Box 2570 Lac La Biche, AB T0A 2C0 SHIPPING: 9906 – 101 Avenue Lac La Biche, AB T0A 2C0	780-623-4804	info@laclabichemuseum.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	MAIL: Box 178 Millet, AB T0C 1Z0 SHIPPING: 5120 – 50 Street Millet, AB T0C 1Z0	780-387-5558	info@milletmuseum.ca

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
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	MAIL: Box 813 Rimbey, AB T0C 2J0 SHIPPING: 5620 – 51 Street Rimbey, AB T0C 2J0	403-843-2004	paskapoo@telus.net
Rocky Mountain House & District Visitor Information Centre	MAIL: Box 1374 Rocky Mountain House, AB T4T 1B1 SHIPPING: 5406 – 48 Street (Highway 11) Rocky Mountain House, AB T4T 1B1	403-845-5450	admin@rockychamber.org
Lesser Slave Regional Visitor Information Centre c/o Community Futures Lesser Slave Lake Region	MAIL: Box 1030 Slave Lake, AB T0G 2A0 SHIPPING: 723070 Poplar Lane Slave Lake, AB T0G 2A0	780-849-4611	info@slavelakeregion.ca
Spruce Grove & District Visitor Information Centre <i>**No brochures please, just PDFs</i>	MAIL: Box 4210 Spruce Grove, AB T7X 3B4 SHIPPING: 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	visitorinfo@stalbertchamber.com
Stettler Regional Board of Trade & Community Development	6606 -50 Avenue Stettler, AB T0C 2L2	403-742-3181	info@stettlerboardoftrade.com

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
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	403-637-3245	sundrechamber@gmail.com
Tourism Medicine Hat – Medicine Hat Visitor Information Centre	330 Gehring Road SW Medicine Hat, AB T1B 4W1	403-527-6422	vic@tourismmedicinehat.com
Valleyview Visitor Information Centre	Box 270 Valleyview, AB T0H 3N0	780-524-2410	vic@valleyview.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	vermilionchamber@gmail.com
Town of Vulcan Tourism and Trek Station	MAIL: Box 1161 Vulcan, AB T0L 2B0 SHIPPING: 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	780-842-3115	n/a
Westlock Information Centre	10003 – 106 Street Westlock, AB T7P 2K3	780-349-4444	visitwestlock@telus.net
Whitecourt Forest Interpretive & Visitor Centre	MAIL: Box 509 Whitecourt, AB T7S 1N6 SHIPPING: 3002 – 33 Street Whitecourt, AB T7S 1N6	780-778-3433	n/a
Wildwood Public Library Visitor Information Centre	Box 118 Wildwood, AB T0E 2M0	780-325-3882	staff.wildwoodlibrary@yrl.ab.ca