

VISITOR INFORMATION CENTRE (VIC)

2016 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.

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- 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:

1. 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.
2. Give explicit directions, including street and postal address, telephone number, etc. If possible, indicate your location with a map.
3. List all facilities and services available such as restaurants, disabled access, children's strollers, etc.
4. Include hours and dates of operation, admission prices, website and email addresses and indicate, "Hours and prices may be subject to change".
5. Include social media tags, apps, and QR codes if applicable.

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.



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 20, 2016.** All seasonal Travel Alberta VICs open to the public May 20, 2016. Site closing dates may change without notice. Please do not send any new shipments after August 12, 2016.

For inquiries regarding the Travel Publication Distribution Program for Travel Alberta VICs, please contact:

Shannon Davis, Tourism Development Officer, Destination Development and Visitor Services Branch
at (780) 427-0670 or at vic.mail@gov.ab.ca



| VISITOR INFORMATION CENTRE | LOCATION/PHYSICAL ADDRESS | PHONE (not for publication) | 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 Mid- 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 12, 2016.



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:

Jessie Chai, Tourism Event Coordinator, Destination Development and Visitor Services Branch at 780-638-3837 or at 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 VIC directly prior to shipping.

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

| ACCREDITED COMMUNITY AND REGIONAL VISITOR INFORMATION CENTRE | 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 | Darla@bowisland.com |
| Brooks and District Museum | MAIL P.O. Box 2078, Brooks, AB T1R 1C7 SHIPPING 568 Sutherland Drive East Brooks, AB T1R 1C7 | (403) 362-5073 | museum@xplomet.com |
| Tourism Calgary – Calgary Airport VIC | Arrivals Level across from carousel 7 2000 Airport Rd. NE Calgary, Alberta T2E 6W5 | (403) 735-1234 | infodesk@yyc.com |
| Camrose Visitor Information Centre | 5402 – 48 Avenue Camrose, AB T4V 0J7 | (780) 672-4217 | sharona@camrosechamber.ca |
| Cardston Tourism Information Center | 621 Main Street, Box 280 Cardston, AB T0K 0K0 | (403) 653-3787 | visitcardston@gmail.com |
| Chinook Country Tourist Association | 2805 Scenic Drive South Lethbridge, AB T1K 1A4 | (403) 329-6777 toll free # 800-661-1222 | info@chinookcountry.com |
| Claresholm Museum and Visitor Information Centre | Box 1000 Claresholm, AB T0L 0T0 | (403) 625-3131 (May – October) | visitorinfo@townofclaresholm.com |
| CrossIron Mills – Balzac Visitor Information Centre | 261055 CrossIron Blvd, Suite 800 Rockyview, AB. T4A 0G3 | (403) 984-6800 Toll free: 800-661-1222 | tourism@crossironmills.com |
| Historic Downtown Cochrane Visitor Information Centre | 101 RancheHouse Rd. Cochrane AB T4C 2K8 | (403) 851-2960 | visitor.info@cochrane.ca |
| Cold Lake Information Centre | 4009 – 50 Street Cold Lake, AB T9M 1K6 | (780) 594-4747 | info@coldlakechamber.ca |
| Drumheller Visitor Information Centre | Box 999 Drumheller, AB T0J 0Y0 | (403) 823-8100 | tourisminfo@drumhellerchamber.com |
| Edmonton Tourism – Downtown Visitor Information Centre ** please contact prior to mailing brochures** | West Building, Shaw Conference Centre 9797 Jasper Ave. Edmonton, AB T5J 1N9 | (780) 401-7696 | |

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| Fort McMurray Tourism Association | 515 MacKenzie Blvd. Fort McMurray, AB T9H 4X3 | (780) 791-4336 | info@visitfmt.com |
| Fox Creek Visitor Information Centre | MAIL #105 Campground Road Fox Creek, AB T0H 1P0 SHIPPING Box 774 Fox Creek, AB T0H 1P0 | (780) 622-2670 | fcchamb@telus.net |
| Frank Slide Interpretive Centre | Box 959, Blairmore Crownsnest Pass, AB T0K 0E0 | (403) 562-7388 | frankslideinfo@gov.ab.ca |
| Galloway Station Museum & Travel Centre | 223 – 55 Street Edson, AB T7E 1L5 | (780) 723-5696 | manager@gallowaystationmuseum.com |
| Grande Cache Tourism & Interpretive Centre | 9701 – 100 Street (Hwy 40) Box 300 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 | larmstrong@hanna.ca |
| High Prairie Visitor Information Centre | MAIL Box 1442 High Prairie, AB. T0G 1E0 | (780) 523-2601 | highprairiemuseum@hotmail.ca |
| High River Visitor Information Centre | 309B Macleod Trail SW High River, AB T1V 1Z5 | Toll-free 1-877-603-3101 | tourism@highriver.ca |
| Kneehill Historical Museum and VIC | 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 10406-100 St. La Crete, AB T0H 2H0 | (780) 928-2278 | admin@lacretechamber.com |
| Lacombe Visitor Information Centre | 6005 - 50 Avenue Lacombe, AB T4L 1K7 | (403) 782-4300 | info@lacombechamber.ca |
| Leduc Visitor Information Centre | 6420 – 50 Street Leduc, AB T9E 7K9 | (780) 986-5454 | info@leduc-chamber.com |
| Leduc #1 Energy Discovery Centre (Devon) | MAIL #6, 20 Haven Avenue Devon, AB. T9G 2B9 SHIPPING 50339 Highway 60 Devon Alberta T9G 2B9 | (780) 987-4323 | info@leducnumber1.com |

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| Mayerthorpe Fallen Four Memorial Park And Visitor Centre | Box 3700 Mayerthorpe, AB T0E 1N0 | (780) 786-2347 | info@fallenfour.ca |
| MacKenzie Crossroads Museum and 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 |
| Millet Visitor Information Centre | MAIL Box 178 Millet, AB T0C 1Z0 SHIPPING 5120 – 50 Street Millet, AB T0C 1Z0 | (780) 387-5558 | info@milletmuseum.ca |
| Morinville and District Chamber of Commerce | Box 3130 Morinville, AB T8R 1S1 | (780) 939-9462 | assistant@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 & Smithson International Truck Museum | 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 (Hwy 11) Rocky Mountain House, AB T4T1B1 | (403) 845-5450 | admin@rockychamber.org |
| The Lesser Slave Lake Visitor Information Centre | MAIL 12 Poplar Lane Slave Lake, AB T0G 2A0 SHIPPING PO Box 190 Slave Lake, AB T0G 2A0 | (780) 849-4611 | sldcc@telus.net |
| St. Albert Visitor Welcome Centre | 71 St. Albert Trail St. Albert, AB. T8N 6L5 | (780) 459-2797 | visitorinfo@stalbertchamber.com |
| Smoky River Tourism Information Centre (Falher) | Box 1019 Falher, AB T0H 1M0 | (780) 837-2880 | *please mail |

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| Spruce Grove & District Visitor Information Centre ** no brochure, just PDF's** | MAIL Box 421 Spruce Grove, T7X 3B4 SHIPPING 99 Campsite Road Spruce Grove, AB T7X 3Z1 | (780) 962-2561 | info@sprucegrovechamber.com |
| Stettler Regional Board of Trade and Community Development | 6606-50 Avenue Stettler, AB T0C 2L1 | (403) 742-3181 | info@stettlerboardoftrade.com |
| Stony Plain & District Chamber of Commerce | 4815 – 44 Avenue Stony Plain, AB T7Z 1V5 | (780) 963-4545 | info@stonyplainchamber.ca cathy@stonyplainchamber.ca |
| Sundre Visitor Information Centre | Box 1085 Sundre, AB T0M 1X0 | (403) 638-3245 | info@sundrechamber.com |
| Tourism Medicine Hat/ Medicine Hat Visitor Information Centre | 8 Gehring Rd SW Medicine Hat, T1B 4W1 | (403) 527-6422 Toll free 800-481-2822 | vic@tourismmedicinehat.com |
| Tourism Red Deer VIC | 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 |
| Vegreville Visitor Information Centre | 4509-48 Street Vegreville, AB T9C 1K8 | (780) 632-3100 | tourism@vegreville.com |
| Vulcan Tourism & 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 Tourist Information Centre | Box 2994 Wainwright, AB T9W 1S9 Attention: Betty Callahan | (780) 842-3115 | murray@ccwireless.ca |
| Westlock Information Centre | c/o 10003 – 106 Street Westlock, AB T7P 2K3 | (780) 349-4444 | vzittlaw@westlock.ca visitwestlock@telus.net |
| Whitecourt Forest Interpretive and Visitor Centre | MAIL Box 509, Whitecourt, AB. T7S 1N6 SHIPPING 3002 – 33 Street Whitecourt, AB T7S 1N6 | (780) 778-3433 | shellymifflin@whitecourt.ca |

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| Wildwood Public Library Visitor Information Centre | MAIL Box 118 Wildwood, AB T0E 2M0 SHIPPING 5215-50 street Wildwood, AB T0E 2M0 | (780) 325-3882 | wildwoodlibrary@yrl.ab.ca |
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Please Note: Due to the seasonal operation of some centres, please contact individual sites prior to shipment.

February 2016



Alberta
Government