

Visitor Information Centre (VIC) Travel Publication Distribution Program 2020



Ministry of Economic Development, Trade and Tourism, Government of Alberta

Title of publication **Visitor Information Centre (VIC): Travel Publication Distribution Program**

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>

Table of Contents

Travel Publication Distribution Program	4
Background	4
What qualifies as travel publication content?	4
What are unacceptable content?	5
Who can participate?	5
How do I participate?	5
Tips on Producing Acceptable Travel Publications	5
Electronic and Downloadable Travel Publications	6
Travel Alberta-branded Visitor Information Centre	7
When can I ship my brochures/travel publications?	7
Digital Signage Showcase Opportunity	8
Content Guidelines	8
Technical Requirements	9
How to participate?	9
Accredited Community and Regional Visitor Information Centres	10
List of Accredited Community and Regional Visitor Information Centres	11

Travel Publication Distribution Program

Background

Alberta's tourism operators are invited to participate in a travel publication distribution program at both Travel Alberta-branded Visitor Information Centre (VIC) 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 is on page 7 for the Travel Alberta-branded Visitor Information Centre and page 11 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 the Travel Alberta-branded Visitor Information Centre. More information about the opportunity is available on page 10.

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 11 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 this information is not available or not set, please indicate in the publication, “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-branded Visitor Information Centre

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 Canmore site 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.

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.

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

For inquiries regarding the Travel Publication Distribution Program for Travel Alberta-branded VIC, please e-mail us at vic.mail@gov.ab.ca.



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 the **Travel Alberta-branded Visitor Information Centre**.

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

The screens may 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 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 vic.mail@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 especially following the COVID pandemic. 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 Address/Shipping Address	Phone	E-mail Address
Bonnyville Visitor Information Centre <i>**Please call before shipping; limited space.</i>	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 (open year-round)	MAILING: Box 2078 Brooks, AB T1R 1C7 SHIPPING: 568 Sutherland Drive East Brooks, AB T1R 1C7	403-362-5073	museum@xplornet.com
Camrose Visitor Information Centre (open year-round)	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 (Open year-round)	Box 1067 Carstairs, AB T0M 0N0	403-337-3710	info@carstairsmuseum.ca
Cochrane Information Centre (open year-round)	MAILING: 521-1 Street West Cochrane, AB T4C 0A4 SHIPPING: 101 Rancho House Road Cochrane, AB T4C 0A4	403-851-0933	visitor.info@cochrane.ca
Cold Lake Information Centre <i>**Please call before shipping</i> (open year-round)	MAILING: 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 Address/Shipping Address	Phone	E-mail Address
CrossIron Mills – Balzac Visitor Information Centre (Open year-round)	261055 CrossIron Boulevard, Suite 800 Rockyview, AB T4A 0G3	403-984-6800	tourism@crossironmills.com
Drumheller Visitor Information Centre (open year-round)	Box 999 Drumheller, AB T0J 0Y0	1-866-823-8100	n/a
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 (open year-round)	Box 959, Blairmore, AB T0K 0E0	403-562-7388	frankslideinfo@gov.ab.ca
Grande Cache Tourism & Interpretive Centre (Open year-round)	MAILING: 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
Galloway Station Museum & Travel Centre (Edson)	223 – 55 Street Edson, AB T7E 1L5	780-723-5696	info@gallowaystationmuseum.com
Hinton Visitor Information Centre	309 Gregg Avenue Hinton, AB T7V 2A7	780-865-2777	info@hintonchamber.com
Kneehill Historical Museum & Visitor Information Centre	Box 653 Three Hills, AB T0M 2A0	403-443-2092	khsmuseum@gmail.com

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
La Crete Tourism Society (open year-round)	MAILING: 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 (open year-round)	MAILING: Box 2570 Lac La Biche, AB T0A 2C0 SHIPPING: 9906 – 101 Avenue Lac La Biche, AB T0A 2C0	780-623-4804	info@lacialabichemuseum.com
Leduc Visitor Information Centre	6420 – 50 Street Leduc, AB T9E 7K9	780-986-5454	vic@leduc-chamber.ca
Mackenzie Crossroads Museum and Visitor Centre (open year-round)	10803-96 Street High Level, AB T0H 1Z0	780-926-4811	n/a
Millet & District Museum, Archives & Visitor Information Centre (open year-round)	MAILING: 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 <i>**Limit of 25 copies/brochure</i>	Box 3130 Morinville, AB T8R 1S1	780-939-9462	chamber@morinvillechamber.com
Museum of the Highwood & Visitor Information Centre (open year-round)	406-1 st Street SW High River, AB	T1V 1M5	info@museumofthehighwood.com
Nampa and District Museum	Box 267 Nampa, AB T0H 2R0	780-322-2777	nampamuseum@iwantwireless.ca
Pincher Creek Visitor Information Centre (open year-round)	Box 1226 Pincher Creek, AB T0K 1W0	403-627-3684	mail.kbpv@gmail.com

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
Rimbey Visitor Information Centre (open year-round)	MAILING: Box 813 Rimbey, AB T0C 2J0 SHIPPING: 5620 – 51 Street Rimbey, AB T0C 2J0	403-843-2004	paskapoo@telus.net
Slave Lake Regional Visitor Information Centre	MAILING: Box 1030 Slave Lake, AB T0G 2A0 SHIPPING: 723070 Poplar Lane Slave Lake, AB T0G 2A0	780-849-4611	vic@slavelake.ca
Spruce Grove & District Visitor Information Centre <i>** No brochures, just PDF's</i>	MAILING: 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 (open year-round)	71 St. Albert Trail St. Albert, AB T8N 6L5	780-459-2797	visitorstaff@stalbertchamber.com
Stettler Visitor Information Centre (open year-round)	6606 -50 Avenue Stettler, AB T0C 2L2	403-742-3181	tourism@stettlerboardoftrade.com
Stony Plain & District Chamber of Commerce (open year-round)	4815 – 44 Avenue Stony Plain, AB T7Z 1V5	780-963-4545	visitorservices@stonyplainchamber.ca
Sundre Visitor Information Centre (open year-round)	Box 1085 Sundre, AB T0M 1X0	403-638-3245	scoc@telus.net
Tourism Medicine Hat – Medicine Hat Visitor Information Centre (open year-round)	330 Gehring Road SW Medicine Hat, AB T1B 4W1	403-527-6422	vic@tourismmedicinehat.com

Accredited Community and Regional	Mailing/Shipping Address	Phone	E-mail Address
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	780-853-4511	visitorinfocentre@vermilion.ca
Vulcan Tourism and Trek Station Visitor Information Centre	MAILING: Box 1161 Vulcan, AB T0L 2B0 SHIPPING: 115 Centre Street East Vulcan, AB T0L 2B0	403-485-2994	vulcan_info@townofvulcan.ca
Whitecourt Visitor Information Centre	MAILING: 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	n/a
Wood Buffalo Economic Development/Tourism	515 MacKenzie Blvd Fort McMurray, AB T9H 4X3	780-791-4336	devon@explorewoodbuffalo.ca