



PARTNERSHIP PROGRAM 2012

Travel
Alberta
Canada 

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 facebook.com/travelalbertacanada

 twitter.com/travelalberta

 travelalberta.tumblr.com

 youtube.com/travelalbertacanada

REMINDER: WE ARE ALL TRAVELLERS (remember to breathe)

TRAVEL ALBERTA'S MISSION: TO GROW TOURISM REVENUES WITH COMPELLING INVITATIONS TO EXPERIENCE ALBERTA.

In order to achieve this mission, Travel Alberta is changing the way we do business – shifting from selling products to selling experiences. We are aligning ourselves with the Canadian Tourism Commission's market segmentation. And we are introducing a unifying tourism brand.

A unifying and consistent brand position is the single most

important component of a strong destination marketing strategy. It drives an emotional connection between the seller and a potential customer and is the foundation on which the customer relationship is built.

You can access the "Experiences Toolkit" on our industry.travelalberta.com site to help you embrace our focus on experiences, understand our key target markets and learn more about our new brand.

The new brand will allow us to present a unified and differentiated brand to the world and will create customer intimacy.

REMINDER:
MEMORIES
ARE MADE
OF MOMENTS
(remember to breathe)

Our position is all about our consumer instead of ourselves. (remember to breathe) is an acknowledgement of our consumer's mindset both in their everyday lives and during their experiences in Alberta. (remember to breathe) captures

the feeling a person gets the moment before they jump into something new and exciting. Our marketing efforts focus on building awareness of Alberta experiences, gaining preference for our products and driving referrals to industry partners.

FINDING OUR BEST AUDIENCE

Environics Research Group, one of Canada's leading marketing and social science research firms, worked with the Canadian Tourism Commission to develop the Explorer Quotient™ (EQ). EQ builds a link between the traveller's social values and their travel behaviours and preferences. As we move from selling products to experiences, we are also moving to a more in-depth, psychographic method of defining our target audiences based on EQ profiles.

After extensive research, we have identified Free Spirits as our primary target market. This segment is receptive to marketing/advertising messages, are significantly more likely to visit many locations in a single trip, and are most likely to tell others about their travel experiences, both online and offline. Our secondary target market is Cultural Explorers because, like our primary target, they are always planning for their next trip and are likely to travel with friends and family.

FREE SPIRITS

Free Spirits come in all ages, shapes and sizes. They are youthful adventurers that come from all over the world. And of course, they even come from Alberta. Free Spirits live to travel. Travel satisfies their natural and insatiable need for the exciting. They desire the best of everything and want to be with others who feel the same way. They have a lot of energy. They travel

CULTURAL EXPLORERS

Cultural Explorers want to immerse themselves in the culture, people and settings of the places they visit. They enjoy the history, but also look to experience the modern culture. Prior to every trip, they research their destination to better understand it. And once they're there, they prefer to let things unfold spontaneously. They want their trips to go beyond just seeing the tourist sites so they strive to leave the beaten path and explore out of the way places. Like our primary target markets, Cultural Explorers are also excited about their next trip and the adventures that await. For Cultural Explorers, (remember to breathe) will speak to them about the need they have to live and breathe in different cultures and experiences as they travel Alberta.

for the thrill and the emotional charge of doing things. And they love to share and brag about their experiences. Because they want to see and do everything, (remember to breathe) will speak to them on a personal, emotional level about the pace and variety of experiences Alberta has to offer.

Now that you have an understanding of our primary and secondary target markets and what motivates them, you can understand why we need to go beyond selling Alberta as a destination and start selling Alberta as an experience. An experience that will make people feel things and try things that will enrich their lives and give them something to brag about.

Want to find out more about our new brand and how you can benefit? Visit industry.travelalberta.com



GET ENGAGED WITH TRAVEL ALBERTA'S INDUSTRY RELATIONS TEAM

We are your key contact in providing educational seminars, workshops, conferences, coaching and consulting services to you throughout the year. These programs are designed to help you become a more effective marketer and keep you on top of what's happening in Alberta's tourism industry.

NEW SERVICES

We have added online registration and surveys in order to service our industry partners better.

We will be adding an online learning component to the Travel Alberta Industry website for those who like to learn at home. This will also include support from a Travel Alberta Industry Relations Team representative.

SEMINARS

Travel Alberta Speakers Series

Leading edge keynote speakers and industry experts deliver informative seminars on topics relevant to you and your business. Seminars are held traditionally in larger urban locations providing you with an opportunity to share learnings and network with your colleagues.

2012 TOPICS:

- **JANUARY 18:** Dan Heath (Video Conference)
- **APRIL 4 & 5:** Bill Baker (Storytelling Workshops)
- **APRIL 16 – 19:** Bill Baker (Storytelling Workshops)

To be added to our email list and receive information on upcoming seminars email: industryevents@travelalberta.com

Check back regularly for updated and new event information:
industry.travelalberta.com

WORKSHOPS

Tourism Marketing Learning Series

A series of interactive workshops, dedicated to providing you with the tools to enrich your tourism marketing skills, knowledge and abilities. Workshops are scheduled annually throughout the province (October through May).

CURRENT MODULES:

- Marketing Communications
- Media Relations: We are storytellers
- Online Marketing
- Online Marketing: Social Media Basics
- Partnering, Packaging & Programming
- Pricing Principles & Strategies
- Segmentation, Targeting & Positioning
- Tourism Marketing: Travel Alberta Model

NEW 2012/13:

- Facebook: For your business
- Marketing on a Shoestring
- Understanding Branding
- What is EQ = Explorer Quotient?

For detailed course locations, schedules and updates:

industry.travelalberta.com

Contact your Industry Relations representative to schedule a workshop in your community or region.



CONFERENCES

Growing Rural Tourism Conference APRIL 2 – 4, 2012, CAMROSE



This ALTO Award winner for tourism excellence is a "MUST ATTEND" for rural tourism operators, municipal councillors, economic development officers, administrators and agricultural society representatives wanting to inspire and innovate. This conference delivers take-home information that you will find both valuable and applicable to your own rural tourism initiatives. It provides an opportunity for you to hear real-life success stories, renew and build friendships, share new ideas and have some fun. For more detailed information and registration: growingruraltourism.ca

Travel Alberta Industry Conference OCTOBER 21 – 23, 2012



Join Alberta's leading travel professionals at the annual premier professional and personal development tourism conference. This information packed and entertaining program includes high-impact presentations, the opportunity to network, learn and celebrate individuals and organizations excelling in and enhancing our tourism industry. Mark your calendars now; you won't want to miss the Best Meeting in Canada (2009) and the 2010 STAR Award winner for Best Conference in Canada! For more detailed information and registration: industry.travelalberta.com/conference

CONNECTING WITH ALBERTA'S TOURISM LEADERS

Regional Tourism Marketing Partners Round Table

MARCH 15, 2012 & SEPTEMBER 13, 2012

To engage Alberta's rural tourism leaders and influencers this event provides a platform that encourages collaboration and communication with Travel Alberta. This one day event is hosted annually and includes a half day of Travel Alberta presentations by executive team members with an afternoon open round table discussion on current and upcoming rural regional topics.

Please note this event is by invitation only.

Tourism Leadership Symposium

SEPTEMBER 12, 2012

Launched in 2007, the Symposium provides Destination Marketing Organizations, Tourism's Key Stakeholders and Economic Development officers with information to help empower them as strong leaders in their communities. This one day event provides attendees with new skills, principles and applications, and the opportunity to network with industry peers.

Please contact your Industry Relations representative if you would like to be added as an invitee.

COACHING & CONSULTATION SERVICES

Travel Alberta's Industry Relations Team works with tourism businesses to create innovative, leading-edge marketing programs based on research, sound marketing principles and the needs of the tourism industry regions through consensus building, networking opportunities, decision making, problem solving, marketing and partnership development. Through one-on-one and group consultation, each Industry Relations

representative works towards enhancing marketing efforts and improved business outcomes through providing community assessments, co-operative funding, marketing best practices and planning.

Building a Marketing Plan

Your Industry Relations representative is available to facilitate this process for your tourism business, community or consortium. Depending on the group, this process could take from three to six months.

Branding

Today, branding is one of the hottest topics amongst Destination Marketing Organizations. Many destinations are adopting branding strategies in an effort to differentiate themselves and to emotionally connect with potential tourists. Brands are almost always grass-root efforts that take time and patience. Travel Alberta is available to assist your community or partnership to define and develop your brand promise through structuring your brand development committee and facilitating workshops and consultation.

Contact your Industry Relations representative to discuss your region(s) or business needs: industry.travelalberta.com

CO-OPERATIVE MARKETING FUNDING PROGRAM

(EFFECTIVE APRIL 1, 2012)

Travel Alberta will be consolidating the co-operative marketing programs currently delivered by the six Tourism Destination Regions. This will simplify how Travel Alberta delivers services and opportunities to industry stakeholders. The objective is to create a more efficient and effective co-operative marketing model.

Travel Alberta co-operative marketing projects are defined as partnered marketing initiatives involving financial investment from Alberta-based private sector operators and public organizations. This program is designed to extend tourism marketing through support of new or enhanced marketing initiatives, with a goal of increasing tourism marketing for partners. The guidelines ensure access to co-operative funding for Alberta's tourism industry and all co-operative marketing projects need to comply with these guidelines. Co-operative funding is available for eligible marketing expenses.



**All posted event dates are subject to change please check industry.travelalberta.com/events to confirm.*



ARE YOU INTERESTED IN...

- Up to 375,000 potential views per month on your packages
- Up to \$15,000 in free online exposure for your packages every month
- Potential inclusion in e-newsletters sent to over 100,000 consumers per month

HOLIDAY OFFER PROGRAM

Travel Alberta has always had a strong commitment to promoting Alberta based tourism operators on the web. One of the key ways this has been achieved in the past is through the Holiday Card Program. As part of our overall strategy the Holiday Card Program will evolve to become the Holiday Offer Program.

The new Holiday Offer Program will continue to provide a platform for all tourism operators to promote their businesses through the creation of offers. These offers will be available to consumers at travelalberta.com, similar to the Holiday Card Program. Make sure you are taking advantage of this free opportunity to promote your business today.

To learn more about the new Holiday Offer Program go to industry.travelalberta.com

TWO WAYS TO PARTICIPATE:

FEATURED OFFERS are those offers which focus on the experiences Travel Alberta has identified as resonating with youthfully spirited adventurers. These offers must have a strong value-add and can provide single or multiple components.

Featured Offers may be displayed prominently on the Travel Alberta website and included in:

- Travel Alberta e-newsletters
- Online Marketing
- Social Media

REGULAR OFFERS are any offers you have an interest in placing in front of consumers. These offers will be available for consumers to view online at travelalberta.com

Offers can have either a simple price point or a value-add and can offer single or multiple components.

All packages should provide a price point.

WE'LL SUPPORT YOU!

Travel Alberta is here to assist. If you have any questions about the program and how to get connected please feel free to contact us.

Christopher Smith
Manager, Consumer Marketing

T: 780-784-0073

E: Christopher.Smith@TravelAlberta.com

EVENT LISTING

Make sure your event is listed at travelalberta.com.

Whether big or small, Travel Alberta wants to help you share your event. It's simple to get your event listed. Simply register at industry.travelalberta.com and then get started by adding your event.

CANADA MARKETING OPPORTUNITIES OVERVIEW

In keeping with Travel Alberta's exciting new focus and brand, we've created the following suite of marketing opportunities that'll help you inspire travellers like never before.

Travel Alberta Magazines

Now twice-a-year, Travel Alberta's revamped glossy publications will allow you to promote your experiences to travellers in key markets and align your business with the Travel Alberta brand.

Westworld Magazine Inserts

Once again this year you can partner with Travel Alberta in the creation of a high-value promotional insert that is read by more than 500,000 travellers in British Columbia, Alberta, and Ottawa.

Daily Newspaper Advertorials

Offering a rich showcase for Alberta experiences, the design of Travel Alberta's newspaper advertorials allows a group of businesses to present their distinct offering as part of a unified full page that blends rich editorial and powerful photography with packages/offers.

Rural Newspaper Advertorials

Rural newspapers attract truly engaged readers and therefore offer you an efficient marketing vehicle in which to promote your experiences to a valuable audience at a very low cost.

Urban Weekly Magazines

Urban Weeklies are a cultural platform for you to promote your experience alongside other memorable Alberta must-do top picks to readers looking for relevant, local and to-the-minute information.

Community Newsletters

Reaching homes in Edmonton and Calgary communities, Travel Alberta's placements in these monthly publications will provide valuable travel content to readers while connecting them with your specific offers.

Canadian Geographic Travel Magazine

With its immersive editorial, travel-related magazines attract readers that share a love of amazing experiences. Travel Alberta's double-page spread opportunity will allow you to be introduced to this highly sought after audience and showcase your top experiences to them.

Online Advertisements

With online fast becoming the go-to source for travel information and ideas, Travel Alberta's interactive banners will provide an innovative way for you to generate awareness for your offers and drive traffic direct to your website.

Elevator Wraps

By transforming elevators into imaginative spaces, Travel Alberta can help prospective travellers imagine their trip to your location and get a real feeling for the experiences you can offer them.

These opportunities are outlined in greater detail on the following pages.

WE WANT YOU TO JOIN US

The open registration date allows all industry members an equal opportunity to participate in these marketing programs.

Opening date for 2012 registration will be **November 14, 2011**.

No registration forms will be accepted before this date.

Registration is on a first come, first serve basis, and space is limited. Please send in your registration forms on or shortly after this date to guarantee your participation in our programs!

Registration forms should be faxed or emailed to:

Attention: Carly DeLuca

Fax: 780-784-0065

Email: Carly.DeLuca@TravelAlberta.com

SUMMER MAGAZINE

Travel Alberta has focused their efforts on creating a publication that will really bring to life everything travellers can do during summer's long days, and fun nights. Along with great new content, layout and images, Travel Alberta is also addressing reader and advertiser needs by offering new experience oriented content and package opportunities. Participation in the Summer Magazine will help you reach 500,000 potential visitors from Alberta, Saskatchewan, British Columbia and Ottawa.

Booking Deadline: February 1, 2012

Artwork (ad) Deadline: February 15, 2012

Magazine Details: 64 page, full colour magazine.

Package Material Deadline: February 8, 2012

Scheduled Distribution Date: Week of May 7, 2012

Finished Size: 8.25" x 10.75" **Quantity:** 500,000 printed.

Ads: Artwork must be supplied camera ready. Specification sheet will be emailed out upon receipt of registration form.

Packages: Design included based on package template.

		QUANTITY	= \$	COST
Back Cover Ad	\$6,000	X _____	= \$ _____	_____
Full Page Ad	\$4,500	X _____	= \$ _____	_____
1/2 Page Ad	\$2,300	X _____	= \$ _____	_____
NEW 1/3 Page Vertical Ad	\$1,550	X _____	= \$ _____	_____
1/4 Page Ad	\$1,150	X _____	= \$ _____	_____
Package	\$875	X _____	= \$ _____	_____
Total Cost			\$ _____	_____
GST @ 5%			\$ _____	_____
GRAND TOTAL			\$ _____	_____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta

T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com

* Please note that programs are subject to change.

WINTER MAGAZINE

The natural companion to Travel Alberta's summer publication, this magazine leverages the same exciting design and editorial standards to add real colour to Alberta's incredible, winter landscape. Your package, offer, or ad in our Winter Magazine will help 500,000 winter-fun loving travellers throughout Alberta, Saskatchewan, British Columbia and Ottawa put an exciting and authentic Alberta experience on their to-do list.

Booking Deadline: July 31, 2012

Package Material Deadline: August 7, 2012

Artwork (ad) Deadline: August 14, 2012

Scheduled Distribution Date: Week of November 12, 2012

Magazine Details: 64 page, full colour magazine.

Finished Size: 8.25" x 10.75" **Quantity:** 500,000 printed.

Ads: Artwork must be supplied camera ready. Specification sheet will be emailed out upon receipt of registration form.

Packages: Design included based on package template.

	QUANTITY	COST
Back Cover Ad	\$6,000 X _____ = \$ _____	
Full Page Ad	\$4,500 X _____ = \$ _____	
1/2 Page Ad	\$2,300 X _____ = \$ _____	
NEW 1/3 Page Vertical Ad	\$1,550 X _____ = \$ _____	
1/4 Page Ad	\$1,150 X _____ = \$ _____	
Package	\$875 X _____ = \$ _____	
Total Cost		\$ _____
GST @ 5%		\$ _____
GRAND TOTAL		\$ _____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta

T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com * Please note that programs are subject to change.

WESTWORLD & CAA MAGAZINE INSERTS

Back by popular demand, this is the third year that Travel Alberta will be connecting Alberta stories with over half a million CAA members in Alberta, British Columbia and Ottawa.

As the official magazine of these automobile associations, Travel Alberta's eight-page Westworld and CAA Magazine inserts will feature ten of the most distinctive, memorable and must-see, must-do tourism experiences across the province on one, engaging centre spread. With these inserts you will have the ability to promote your event, attraction or activity as a part of the available full-page advertorials. Writing and design are included. These features will be running in BC Westworld in May, Alberta Westworld in June and Ottawa CAA Magazine in June.

	QUANTITY	COST
BRITISH COLUMBIA MAY INSERT		
Booking Deadline: December 6, 2011	Story Direction Due: December 20, 2011	
Full Page Advertorial	\$5,300 X _____ = \$ _____	
Centre Spread Space	\$1,000 X _____ = \$ _____	
NEW Back Cover Ad*	\$6,000 X _____ = \$ _____	
ALBERTA JUNE INSERT		
Booking Deadline: January 6, 2012	Story Direction Due: January 20, 2012	
Full Page Advertorial	\$5,300 X _____ = \$ _____	
Centre Spread Space	\$1,000 X _____ = \$ _____	
NEW Back Cover Ad*	\$6,000 X _____ = \$ _____	
OTTAWA JUNE INSERT		
Booking Deadline: January 6, 2012	Story Direction Due: January 20, 2012	
Full Page Advertorial	\$4,000 X _____ = \$ _____	
Centre Spread Space	\$750 X _____ = \$ _____	
NEW Back Cover Ad*	\$5,000 X _____ = \$ _____	

Total Cost	\$ _____
GST @ 5%	\$ _____
GRAND TOTAL	\$ _____

* Back Cover Ad space is based on first come first serve, only one available.

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

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DAILY NEWSPAPER ADVERTORIALS

Daily newspaper advertorials are ideal for groups who want to create and deliver their own exclusive full-page message to hundreds of thousands of urban consumers.

These features are available year-round. You choose the best publication date and paper to suit your promotional needs.

This daily newspaper advertorial format is intriguing and functional as well as adaptable to your business needs. Half of the page will contain content that provides consumers with valuable travel information such as feature holiday stories and photos highlighting all the great things there are to see and do in Alberta. Participants will deliver their own advertising/promotional message on the balance of the page. This can take the form of a single advertisement or a cluster of ads focused on individual local partners.

Writing and page design costs for these black and white advertorials are included. Ads for the bottom portion must be supplied camera ready.

Booking Deadline: Minimum two months prior to requested run date(s).

Material Deadline: One month prior to requested run date(s).

Run Dates: Monday through Thursday.

Cost: Approximately \$5,000 per paper, per date.

Exact quotes and specification sheet will be sent out upon receipt of registration form.

- Newspaper:**
- Edmonton Journal
 - Calgary Herald
 - Red Deer Advocate
 - Lethbridge Herald
 - Fort McMurray Connect
 - Medicine Hat Daily News
 - Grande Prairie Herald Tribune
 - Regina Leader Post
 - Saskatoon Star Phoenix

Run Date(s) Requested: _____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta

T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com * Please note that programs are subject to change.

RURAL NEWSPAPER ADVERTORIALS

Often the heart and voice of small-town Alberta, rural newspapers are a great way to inspire visits from all over the province. This year, Travel Alberta's black and white advertorials will allow you to share what you do best, and the best ways for travellers to experience your product alongside other equally exciting experiences.

Half of the page will contain advertorial content that provides consumers with valuable travel information such as feature holiday stories and photos highlighting all the great things there are to see and do in our province. Four participants will deliver their own advertising/promotional message on the balance of the page. Artwork must be supplied camera ready. Applicable ad specifications will be sent out upon receipt of the registration form.

Booking Deadline: Minimum two months prior to run date(s).

Material Deadline: One month prior to your selected run date(s).

Run Dates: Listed in grid below. Please note that these are "week of" run dates.

Cost: \$350 per paper, per date.

Qty ____ x \$350	\$ _____
GST @ 5%	\$ _____
GRAND TOTAL	\$ _____

Newspapers:	6-May	20-May	3-Jun	17-Jun	1-Jul	15-Jul	29-Jul	12-Aug
Airdrie Rocky View Weekly								
Sherwood Park News								
Athabasca Advocate & Slave Lake Leader								
Okotoks Western Wheel								
East Central Alberta Review								
Rocky Mountain Outlook								
St Albert Gazette								
Brooks Chronicle								

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

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URBAN WEEKLY MAGAZINES

With their pages filled with reviews and trendy guides, urban weeklies are where younger, and young-at-heart readers go to find the top picks. In keeping with this theme, Travel Alberta's urban weekly features will present your experience as part of ten top, must-do Alberta experiences.

These full-colour, double-page spread features will showcase ten of the most distinctive, memorable and must-see, must-do tourism experiences across the province. This will create a compelling platform to promote your Alberta event, attraction or activity. Artwork must be supplied camera ready.

Booking Deadline: March 1, 2012

Material Deadline: One month prior to your selected run date(s).

Publications, Costs and Run Dates:

Specification sheet will be emailed out upon receipt of registration form.

MARKET	PUBLICATION	COST	RUN DATE	RUN DATE
Calgary	FFWD	\$400	10-May	5-July
	Swerve	\$465	22-June	17-Aug
	Avenue	\$480	June	July
Edmonton	Vue	\$415	21-June	16-Aug
	Avenue	\$425	May	July
Regina	QC	\$390	21-June	16-Aug
Saskatoon	Bridges	\$390	31-May	26-July
Ottawa	Xpress	\$320	17-May	28-June
Vancouver	Straight	\$630	24-May	—

Total Cost	\$	_____
GST @ 5%	\$	_____
GRAND TOTAL	\$	_____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

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COMMUNITY NEWSLETTERS

Travel Alberta's new campaign ads will pop from the pages of community newsletters distributed in Calgary and Edmonton neighbourhoods. Travel Alberta will provide engaging, entertaining content in the top 1/3 of the page, while the remaining space will feature six related partner offers. This is a great marketing vehicle to offer coupons.

Booking Deadline: Two months prior to selected run date(s). **Material Deadline:** One month prior to your selected run date(s).

Run Dates: May and November. **Costs:** \$400 per region, per date.

Material: Artwork must be supplied camera ready. Specification sheet will be emailed out upon receipt of registration form.

Packages:

CALGARY

- May
- November

NEWSLETTERS

- Around the Bay
- The Inside Edge
- Evergreen Edge
- Lake Bonavista Bugle
- Tuscany Sun
- Your Woodcreek Chronicle

COMMUNITIES

- Auburn Bay, Cranston
- Edgemont
- Evergreen
- Lake Bonavista
- Tuscany
- Woodlands, Woodbine

Qty	___	x \$400	\$	_____
GST @ 5%			\$	_____
GRAND TOTAL			\$	_____

EDMONTON

- May
- November

NEWSLETTERS

- Castle News
- Community News West
- Community Views

COMMUNITIES

- Baturyn, Caernarvon, Carlisle, Cumberland, Oxford, Dunluce, Lorelei, Beaumaris
- Aldergrove, Elmwood, La Perle, Lewis Estates
- Blackmud Creek, Blue Quill, Heritage Point, MacEwan, Rutherford, Skyrattler, Sweet Grass, Twin Brooks, Yellowbird East

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta

T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com * Please note that programs are subject to change.

ELEVATOR WRAPS

Conventional wisdom says that elevators can only go up or down, but these elevator wraps will transport potential visitors all the way to a fantastic Alberta experience. Imagine the sensation that a traveller will have when they step into an elevator that has been transformed to represent your unique experience. This opportunity will include a full interior wrap as well as the exterior doors.

Booking Deadline: February 1, March 1 & August 1

Material Deadline: March 1, April 2 & September 3

Run Dates: May 1, June 1 & November 1

Cost: \$4,000 per elevator per month.

Markets Available:

Calgary	<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> November
Edmonton	<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> November
Vancouver	<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> November

Image must be supplied at 23"w x 23"h @ 400 dpi. If image supplied does not meet the required specifications, costing will be provided for potential options.

Total Cost	\$	_____
GST @ 5%	\$	_____
GRAND TOTAL	\$	_____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta

T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com * Please note that programs are subject to change.

CANADIAN GEOGRAPHIC TRAVEL MAGAZINE

Travel Alberta has sourced a key publication that attracts people who live for travel and rich, immersive experiences. As Travel Alberta's partner, you'll be able to present your business to this valued niche audience across Alberta, Saskatchewan, Manitoba and British Columbia in a full-colour, centre-page spread that promotes the ten top things to do in Alberta.

Led by the top travel writers and photographers, Canadian Geographic Travel Magazine takes its readers on a journey of discovery across Canada and the world.

Ad sizes will be sent out upon receipt of registration form.

Booking Deadline: Four months prior to run date(s).

Material Deadline: Three months prior to run date(s).

Run Dates: April & November

April run date November run date

Cost: \$1,000 per ad space, per run date.

Total Cost	\$	_____
GST @ 5%	\$	_____
GRAND TOTAL	\$	_____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta

T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com * Please note that programs are subject to change.

ONLINE ADVERTISING

For travellers, the digital world is a huge resource for both inspiration and information for their journeys. Travel Alberta has recognized this and would like to offer interactive online advertisements as part of our marketing strategy. Travel Alberta can help you into this space through eye-catching and click-motivating big box ads that generate awareness and drive traffic to your website. These online ads are a great way for you to present your business as part of the amazing variety of experiences that Alberta offers.

Ad Formats: Standard Big Box display ad units (300X250). **Cost:** \$1,050 per partner per month.

Media: These online ads will be deployed through Casale Media, which will allow us to base our campaign results on clicks, with the goal of generating 600 clicks per month to each participating partner's website. Travel Alberta's online advertising strategy allows for five partners to participate, per month. Ads will be designed based on a banner ad template.

- Booking Deadline:** February 1, 2012
Material Deadline: March 1, 2012
In Market: Month of **May 2012**
- Booking Deadline:** May 1, 2012
Material Deadline: June 1, 2012
In Market: Month of **August 2012**
- Booking Deadline:** March 1, 2012
Material Deadline: April 2, 2012
In Market: Month of **June 2012**
- Booking Deadline:** April 2, 2012
Material Deadline: May 1, 2012
In Market: Month of **July 2012**

Qty	___	x \$1,050	\$	_____
GST @ 5%			\$	_____
GRAND TOTAL			\$	_____

BILLING INFORMATION All fields must be completed:

Company Name: _____ Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ **Signature:** _____

Submit to: Carly DeLuca - Manager, Industry Programs, Travel Alberta
T 780-784-0072 | **F** 780-784-0065 | **E** Carly.DeLuca@TravelAlberta.com * Please note that programs are subject to change.



CANADA'S WEST MARKETPLACE

The 25th annual Canada's West Marketplace (CWM) trade show takes place November 26th to 29th, 2012. The show will take place in Alberta, with the location being announced at the 2011 CWM trade show. Visit canadaswestmarketplace.com in early December to find out more.

Each year, a select group of tourism industry suppliers from BC and Alberta are brought together with international and domestic tour operators in a proven business exchange of pre-scheduled appointments, open sessions and networking functions over a three-day, four-night period. Established in 1989, the Canada's West Marketplace trade show is a partnership between Travel Alberta and Tourism British Columbia.

RENDEZ-VOUS CANADA

Rendez-vous Canada takes place from May 13th to 16th, 2012 at the Edmonton Expo Centre. Rendez-vous Canada is the country's premier international tourism marketplace led by the Canadian Tourism Commission (CTC).

The event, held annually in a different Canadian city, brings together tourism industry suppliers and international & domestic tour operators for a series of speed-dating-style appointments. For more information visit rendezvouscanada.travel.

TRAVEL ALBERTA CONTACTS

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Manger, Industry Programs
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Manager, Consumer Marketing
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E: Christopher.Smith@TravelAlberta.com

INDUSTRY RELATIONS TEAM NEW REGIONAL ALIGNMENT

Members of Travel Alberta’s Industry Relations team have been assigned to assist Alberta industry operators located north and south of Highway #11 to provide industry better service and easier access. This reorganization provides industry operators with a more effective and responsive service from our team. This new structure will allow us to better service our entire stakeholder base by leveraging the skill sets of our team across the province for initiatives such as: educational programming, consultation, communication and collaboration, enhanced marketing and development.

NORTHERN ALBERTA

Jim Marshall
 Edmonton/Central Primary

Don Wilson
 North Primary

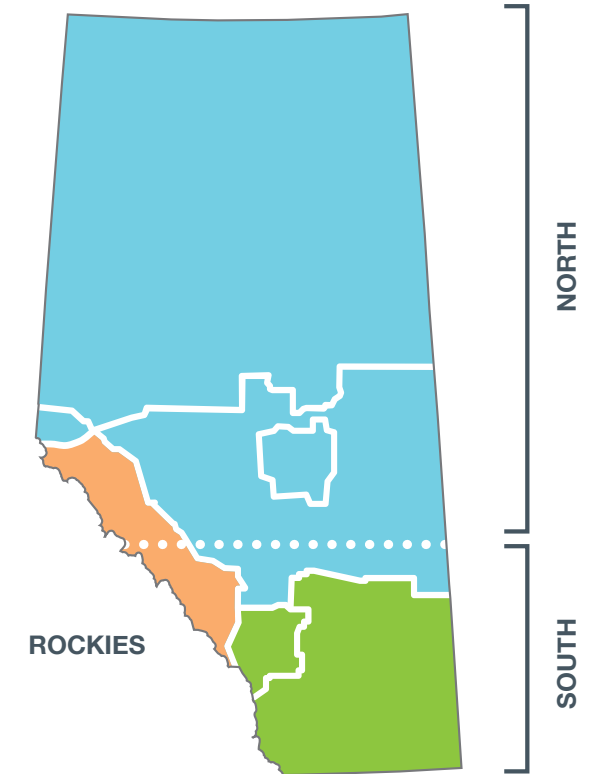
SOUTHERN ALBERTA

Lisa Lima
 Calgary/Central Primary

Marty Eberth
 South Primary

ROCKIES ALBERTA

Cameron Spence
 Rockies Primary



**THE INDUSTRY RELATIONS
 TEAM’S REGIONAL AREAS
 OF RESPONSIBILITY**

