

# International Travel Final Report

Deputy Premier Mission to South Korea  
February 7 – 14, 2018



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## Overview:

The Honourable Sarah Hoffman, travelled to South Korea to participate in the Pyeongchang International Olympic Observer Program in support of the Calgary bid to host the 2026 Olympic and Paralympic Winter Games. While in South Korea, the Deputy Premier also took the time to advance Alberta's international priority to diversify markets to help grow Alberta's economy. Deputy Premier participated in meetings in Gangneung, and Pyeongchang, South Korea from February 7 to 14, 2018.

The primary purpose in attending the 2018 Winter Olympic Games was to assist in the Government of Alberta's evaluation of the potential of Calgary's Olympic Bid and to observe the logistical details and commitment Calgary, and the Province, would be making to host the Games. The itinerary included meetings with the Canada Olympic Committee (COC) and International Olympic Committee (IOC) members, receptions with COC sponsors and other key stakeholders, liaising with other governments and forging relationships with the IOC staff and IOC membership who oversee Olympic Games management.

While the predominant interest in the mission was participation in the International Olympic Observer Program, the Deputy Premier engaged with local tourism companies to build relationships and explore cultural and tourism opportunities in South Korea. The mission was also an opportunity to build on Alberta's international reputation as a global citizen by enhancing global relationships with national and regional governments in the pursuit of collaborative opportunities to grow tourism and cultural initiatives between South Korea and Alberta.

## Mission Objectives:

The mission was successful in meeting its objectives as outlined below:

- Gathering additional information to determine whether Alberta should bid to host the Olympics
- Ensure success should Alberta decide to bid and win the bid
- Diversify markets to expand the economy
- Build Alberta's reputation as a global citizen
- Prepare Albertans for success in the global community
- Prioritize government actions to take advantage of international opportunities
- Promote Alberta as a four-season tourism destination to key government and industry officials.
- Explore increased collaboration on cultural relations and tourism opportunities between South Korea and Alberta.

## **Results:**

As part of the Observer Program, Deputy Premier participated in several successful meetings with representatives of the International Olympic Committee (IOC), other senior-level government and industry officials, visited host venues, events and observed other services required to support an Olympic Games.

In addition to the official Observer Program, Deputy Premier also participated in a number of high-level meetings with senior representatives of key Asian market tourism and cultural industries stakeholders. These meetings included discussions on potential collaboration to support the increase of visitors and investment from Asia to Alberta. It also provided insights into the Asian market travel experience expectations, and helped to promote Alberta's brand overseas.

Deputy Premier also participated in a high-level meeting with the Governor and senior officials of the Gangwon Provincial, Alberta's longest sister province international relationship (1974). These meetings provided valuable insight into Gangwon's experience with Olympic preparation, delivery and legacy issues.

Deputy Premier met with Travel Alberta and attended many IOC training and information events. She met with the Calgary Bid Committee.

Met with Michael Evans from Alibaba group holdings and Calgary Economic Development.

Met with Jihak Chang, SEVP & Head of Global Business Division of Hyundai Oilbank Co. Ltd.

## **Delegation:**

Honourable Sarah Hoffman, Deputy Premier, Minister of Health  
Jen Anthony, Deputy Chief of Staff, Premier's Office

**Final Itinerary:****Itinerary for Deputy Premier Sarah Hoffman**

<b>Date</b>	<b>Event **16 hour time difference</b>
Wednesday, Feb. 7	<ul style="list-style-type: none"> <li>• Travel to Seoul, South Korea</li> </ul>
Thursday, Feb. 8	<ul style="list-style-type: none"> <li>• Meet with key stakeholders</li> <li>• Attend the 132nd International Olympic Committee (IOC) Session</li> <li>• Attend the Casa Italia International Reception with IOC members and the Governor General</li> <li>• Meet with Haley Wickenheiser regarding Calgary 2026</li> </ul>
Friday, Feb. 9	<ul style="list-style-type: none"> <li>• Attend the Opening Ceremony of the Olympic Winter Games</li> <li>• Meet with IOC participants:            Juan Antonio Samaranch – IOC Vice-President, Executive Board            Christophe Dubi – Olympic Games Executive Director            Jacqueline Barrett – Associate Director, Olympic Candidatures            Marie-Sallois – Director, Department for Corporate Development, Brand and Sustainability            Julie Duffus - Olympic Movement Sustainability Manager, Department for Corporate Development, Brand and Sustainability            Mattias Kaestner – Head of Candidature Services, Olympic Games Candidature Coordination            Hannah Burns - Head of Olympic Games Promotion            Helen Stewart - Project Manager, Olympic Games Candidature Coordination</li> </ul>
Saturday, Feb. 10	<ul style="list-style-type: none"> <li>• Participate in the Brand Identity Roundtable</li> <li>• Observe Olympic events</li> <li>• Support Alberta performers at the Cultural Olympiad Art Performance Festival</li> <li>• Visit of the Olympic Park with PYE Organizing Committee Team Presentation on Education &amp; Culture</li> <li>• Observe Alberta Indigenous cultural performances</li> </ul>
Sunday, Feb. 11	<ul style="list-style-type: none"> <li>• Tour of International Broadcast Centre</li> <li>• Support Alberta performers at the Cultural Olympiad Art Performance Festival</li> <li>• COC Meeting re BidCo</li> </ul>
Monday, Feb. 12	<ul style="list-style-type: none"> <li>• Meet with key stakeholders</li> <li>• Olympic village tour</li> <li>• Meet with Governor of Gangwon Choi Moon-soon</li> </ul>

	<ul style="list-style-type: none"><li>• Support Canada beef tasting event</li><li>• Attend brand protection meeting</li><li>• Attend IOC presentation and discussion</li></ul>
Tuesday, Feb. 13	<ul style="list-style-type: none"><li>• Attend Olympic Club presentation and discussion</li><li>• Meet with economic investment stakeholders</li><li>• Travel to Incheon</li></ul>
Wednesday, Feb. 14	<ul style="list-style-type: none"><li>• Travel to Edmonton</li></ul>

**Significant Speeches/Presentations:**

N/A

**News Releases/Communiques:**

Promoting tourism, trade and investment during Olympics, February 6, 2018  
<https://www.alberta.ca/release.cfm?xID=52362399AE81F-D5E6-1909-4989C116B6A505E1>

## International Travel Final Expenses

<b>Expenditures by Participants</b>	<b>Amount</b>
<b>Travel</b> (includes airfare, airport service fees, ground transportation costs, including taxis, car rentals, parking, trains, buses as well as mileage to/from airport or taxis to/from airport in Alberta, including any cancellation fees)	\$2,793.55
<b>Accommodation</b> (room charges and related taxes, including any cancellation fees)	\$6,234.83
<b>Meals</b> (includes restaurant bills and tips, meals on hotel bills, per diem meal claims, share of group meals or working sessions)	\$1,322.48
<b>Incidental and Miscellaneous</b> (includes cell phone rental charges, incremental costs for all electronic devices such as roaming charges for cell phones, iPads and costs associated with communications such as the costs incurred for media call-backs, conference/registration fees, including cancellation fees, fax and internet charges, passport and visa fees, medical and inoculation fees, laundry and dry cleaning, baggage handling, out-of-country per diems, and other sundry expenditures)	\$1,080.48
<b>Sub-Total</b>	\$11,431.34
<b>General Mission Expenditures</b>	<b>Amount</b>
<b>Receptions and Hosting</b> (receptions, luncheons, dinners, and events that are hosted by the Government of Alberta that are specific to the mission and include meeting related costs for room rental, room rental for hosted events, food, beverages, catering staff, service charges, entertainment, flowers)	\$0
<b>Incidental and Miscellaneous</b> (includes translation of documents fees, publications, shipping charges, gifts purchased specifically for mission, Canadian Embassy/High Commission/Consulate charges for services provided to the GOA)	\$0
<b>Sub-Total</b>	\$0
<b>Total Costs</b>	\$11,431.34