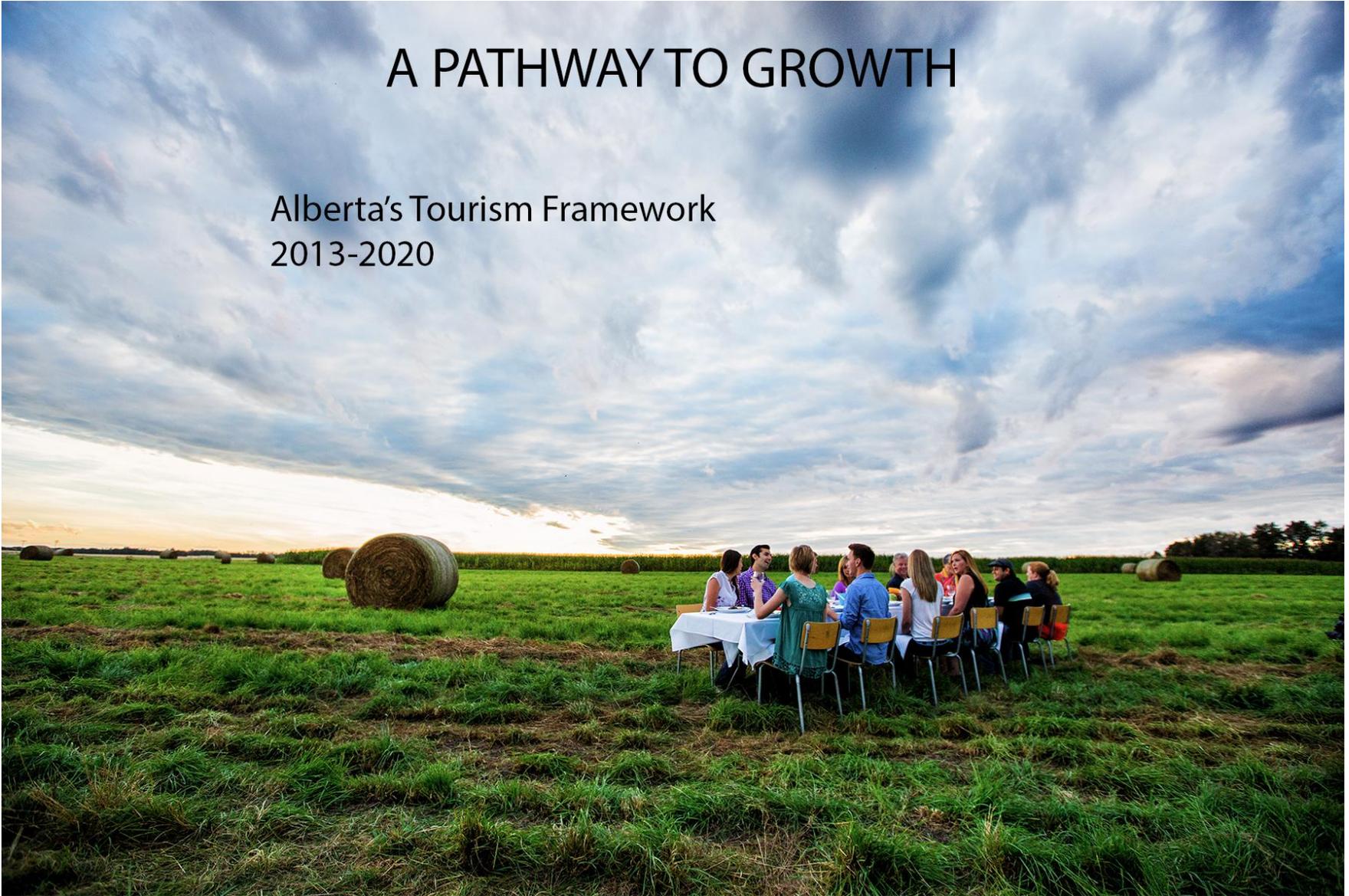


A PATHWAY TO GROWTH

Alberta's Tourism Framework
2013-2020



The Alberta Tourism Framework 2013-2020

Alberta is one of the most breathtaking places on earth – as vast as it is varied in landscape and experiences. Alberta is where people come to explore. Our guests are looking for the unique and authentic, and Alberta delivers. We want to deliver even more.

Alberta's tourism industry is complex, with many organizations involved. To grow the industry, we need a common vision, goal, and priorities to guide us.

The Alberta Tourism Framework is about trading industry competition for collaboration – unifying and focusing our efforts to meet the needs of travellers seeking authentic experiences. The Framework will align and unify our efforts, maximize resources, help us make a bigger impact in the marketplace, and create prosperity across the province by diversifying Alberta's economy. The Alberta Tourism Framework is the foundation for growing the tourism industry.

By working together, we will not only be building a stronger tourism industry – we will be Building Alberta.

“Tourism has the potential to create opportunities all across Alberta. We want tourism to play a bigger role in the economic diversification of our province. Establishing a common vision and goal for the future – through the Alberta Tourism Framework – is just the beginning. The Framework will be the industry's foundation as we contribute to Building Alberta.” – Dr. Richard Starke, Minister of Alberta Tourism, Parks and Recreation

“The success of the Alberta Tourism Framework will be a team effort of Travel Alberta, government and industry partners. Travel Alberta is looking forward to working with all of our industry partners to realize the full potential of tourism in Alberta.” -- Quincy Smith, Chair, Travel Alberta Board of Directors

Vision Innovative leadership, a flourishing unified industry, traveller-focused authentic experiences, creating prosperity in Alberta.

Goal Tourism in Alberta is a \$10.3 billion industry by 2020 providing sustainable economic benefits to all regions of Alberta.

The Alberta Tourism Framework will focus coordinated leadership on our shared priorities and how we will measure our accomplishments. The Framework will focus on two overall priorities:

- Creating compelling, authentic tourism experiences that focus on the needs of travellers; and,
- Aligning our industry under one Framework to foster effective development and marketing.

Core Concepts

Alberta's Tourism Brand promise "Goosebump" moments is a promise we make to travellers and Alberta residents that truly reflects the kinds of unique, emotional experiences that are available to visitors of all regions of the province. It is a key component to the overall (remember to breathe) destination marketing strategy that brings Alberta experiences to life for the traveller.

Focus on the Traveller Tourism development and marketing will be focused on creating authentic experiences for the traveller – the only true customer in the tourism industry.

Guiding principles

Collaboration	Traveller-Focused
Integrated Destination Management	Research-Based Decisions
Tourism Innovation and Excellence	Accountable and Transparent
Provides Economic, Social and Environmental Benefits	

Key Objectives

The following priorities, while not listed in order of importance, are key to reaching our 2020 goal of a \$10.3 billion industry providing sustainable economic benefits to all regions of Alberta:

INNOVATION AND DEVELOPMENT

Actively work with the tourism industry to encourage the development of new experiences and destinations that meet the needs of travelers.

ACCESSIBILITY

Increase the growth of direct air service from international, national and regional markets.

MARKETING

Grow tourism revenues by directing the Alberta Tourism Brand at high potential markets. We will lead with authentic experiences in breathtaking landscapes that drive visitation throughout the province.

ALIGNMENT

An integrated destination management approach aligns tourism marketing, investment and development to support tourism industry growth.

RESEARCH

A comprehensive, results-based research approach drives decisions and growth.

The Alberta Tourism Framework: A Pathway for Growth

Our vision for 2020 is a pathway for growth and sustainability.

The Alberta Tourism Framework is a renewed partnership between the public and private sectors to ultimately drive more economic development across the province. It is a shared responsibility to develop and secure sustainable growth – too demanding a task for any single entity to accomplish alone.

Moving forward, Alberta Tourism, Parks and Recreation and Travel Alberta will work closely with key catalyst organizations (federal and provincial ministries/agencies and tourism partners) to implement the Alberta Tourism Framework by developing detailed, measurable tactical plans for each of the 21 key objectives identified in the Framework.

Alberta Tourism, Parks and Recreation and Travel Alberta will jointly lead collaborative discussions with the relevant government and industry partners to establish mutually agreed upon roles and responsibilities concerning how key objectives are accomplished. The discussions will focus on solutions that are real and meaningful to the vast array of destination offerings across the province.

An ongoing process of monitoring, review and evaluation is necessary to ensure the Alberta Tourism Framework is meeting the evolving needs of the tourism industry. The progress of all key objectives will be reported through an annual progress update, Alberta Tourism, Parks and Recreation's annual report and Travel Alberta's annual report. Specific initiatives and achievements will be communicated at industry events throughout the course of the Framework's implementation.

The Alberta Strategic Tourism Council will serve as the Minister's industry advisory body on the Framework, including information on industry performance on progress toward completion of each action plan.

For more information about the Alberta Tourism Framework, visit tpr.alberta.ca/TourismFramework or industry.travelalberta.com

