

# Tourism, Parks and Recreation

BUSINESS PLAN 2014-17

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## ACCOUNTABILITY STATEMENT

This business plan was prepared under my direction, taking into consideration the government's policy decisions as of February 12, 2014.

*original signed by*

Dr. Richard Starke, Minister  
February 19, 2014

## THE MINISTRY

The ministry consists of the Department of Tourism, Parks and Recreation; Travel Alberta; and the Alberta Sport, Recreation, Parks and Wildlife Foundation, operating as the Alberta Sport Connection.

The ministry helps build Alberta in three key areas: economic, social and environmental. Working with other government ministries, levels of government, partners and key stakeholders, the ministry contributes to key Government of Alberta policies such as the *Land-use Framework*, initiatives related to wellness and Alberta's international efforts. In addition, the ministry supports Alberta's Social Policy Framework outcome that Albertans will be active and engaged. Through its programs Tourism, Parks and Recreation supports the development and marketing of tourism experiences, products and destinations throughout the province that attract millions of visitors each year, creating jobs and further diversifying our economy. The ministry manages a system of provincial parks that provides places for people to experience the beauty of nature, enjoy recreational activities and learn about the province's natural heritage while protecting it for future generations. The ministry promotes active, healthy lifestyles and encourages all Albertans to be more active more often, supporting participation and excellence at the provincial, national and international levels.

A more detailed description of Tourism, Parks and Recreation and its programs and initiatives can be found at [www.tpr.alberta.ca](http://www.tpr.alberta.ca).

## RESULTS-BASED BUDGETING AND THE GOVERNMENT OF ALBERTA STRATEGIC PLAN

Programs and services delivered by the ministry are reviewed for relevance, effectiveness and efficiency in accordance with the Government of Alberta's *Results-based Budgeting Act*.

This business plan supports the "Investing in Families and Communities" and "Advancing World-leading Resource Stewardship" themes outlined in the *Government of Alberta Strategic Plan* through the *Alberta Tourism Framework*, the *Plan for Parks* and the *Active Alberta* policy.

The plan supports the achievement of the following strategic goals set out in the government's strategic plan:

- Goal 1: Honour Alberta's Communities. The ministry will work on increasing the levels of physical activity within Alberta workplaces and communities.
- Goal 6: Innovative and Responsible Resource Development. The ministry actively participates in the development and implementation of regional plans under the *Land-use Framework*.

## STRATEGIC CONTEXT

### Population and Demographic Changes

Population growth and the changing composition of Alberta's population have created more diverse needs and new demands for a broader range of recreational and sport opportunities, services and tourism experiences. By 2020, it

is estimated the population will increase to approximately 4.6 million Albertans with the majority located in urban centres. Almost two-thirds of this growth will come from interprovincial and international migration. It is expected that the growth in both youth (21 per cent) and senior (43 per cent) populations will be greater than those aged 15 to 64 (13 per cent). These demographic changes present a challenge in engaging the population in physical activity given current youth activity levels and the trend of decreased participation as people age. This will require different sport, recreation and tourism opportunities than are currently available.

There is an opportunity to increase awareness and appreciation for outdoor experiences and in-province tourism experiences for a growing and diverse population. Population growth will continue to create pressure on Alberta's parks and on recreational and sport infrastructure in communities across the province. These demands will also impact the overall landscape, reinforcing the need for continued planning for the long-term management of recreational, tourism and conservation activities.

### **Sustaining Parks for Future Generations**

Effective management of Alberta's parks system through the *Plan for Parks* is crucial as Albertans place significant value on natural and cultural heritage and maintaining opportunities for recreation. Greater appreciation of the value of parks and protected areas will be enhanced through increased visitation and interaction with nature. As regional land-use plans are developed, new parks and recreational areas will be identified.

### **Trends in Physical Activity**

Despite health benefits associated with physical activity, participation has not increased significantly in Alberta over the last decade. A recent study indicates 94 per cent of Albertans believe physical activity reduces potential health problems, but only 59 per cent get enough physical activity to achieve health benefits. In addition to physical health benefits, young Albertans engaged in physical activity have better social, emotional and academic development. Several challenges exist with engaging Albertans of all ages in physical activity. The amount of time available for recreation is an issue, as on average, Albertans work the most hours in Canada. Time spent watching television, playing video games and on the internet also significantly contributes to physical inactivity and a sedentary lifestyle. Opportunities exist to work with the physical activity sector to identify common outcomes and related initiatives.

### **Tourism Provides Opportunities for Economic Diversification**

Tourism diversifies our economy – creating jobs and encouraging investment and development in communities across Alberta. It also contributes to the awareness and positive image of Alberta in the global marketplace. Tourism in Alberta accounts for over \$7.8 billion in expenditures annually, generates approximately \$1.2 billion in provincial tax revenues and employs approximately 139,000 people province-wide. The *Alberta Tourism Framework* aligns the work of the many organizations involved in tourism to create compelling, authentic tourism experiences for local, provincial and international visitors and make a stronger impact in a competitive marketplace.

### **2013 Flood Recovery**

In June 2013, devastating floods took place in Southern Alberta and the Regional Municipality of Wood Buffalo. Full recovery from the disasters will take years. Flooding destroyed approximately 170 kilometers of pathways and recreation trails in provincial parks. More than 60 day-use areas were damaged as well as more than 50 campgrounds. Work on initial repairs has already begun to prevent further damage and restore critical infrastructure. Major restoration work has started with amenities reopening over the next several years as they are restored.

## **GOALS, PRIORITY INITIATIVES, AND PERFORMANCE MEASURES AND INDICATORS**

As a result of the ministry's review of its goals, environment, opportunities and challenges, a number of priority initiatives have been identified. Focused agenda items, several specific areas where government will focus its attention over the next three years, are identified with a \*. Additional government commitments to Albertans are identified with a ✓.

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

The ministry works with other government ministries, partners and key stakeholders to support the sustainability, competitiveness and growth of Alberta's tourism industry. The ministry provides leadership through research, developing authentic experiences, and visitor and industry services. Through Travel Alberta, the ministry also markets tourism assets, attractions and opportunities in local, national and international markets.

### Priority Initiatives:

- 1.1 Encourage entrepreneurial investment in traveller-focused development of innovative tourism experiences, destination renewal and new destination areas.
- 1.2 Improve access to Alberta and its tourism regions.
- 1.3 Grow tourism revenues by directing the Alberta Tourism brand at high potential markets.
- 1.4 Actively align and communicate with industry organizations in pursuit of our common goals.
- 1.5 Utilize a comprehensive, results-based research approach that drives decisions.

Performance Measures	Last Actual (Year)	Target 2014-15	Target 2015-16	Target 2016-17
1.a Total tourism expenditures in Alberta (\$ billion) <sup>1</sup>	7.8 (2011)	8.6	8.8	9.0
1.b Percentage of tourism industry clients satisfied with tourism development services	82.8% (2012-13)	83.0%	84.0%	86.0%
1.c Percentage of clients satisfied with their overall experience at provincial visitor information centres	99.0% (2012)	99.0%	99.0%	99.0%

### Note:

- 1 The most recent tourism expenditure data available from Statistics Canada for Alberta is for 2011.

Performance Indicators	Actual (Year)	Actual (Year)	Actual (Year)	Actual (Year)
1.a Tourism visitation (thousands of person-visits) <sup>1</sup>	22,687 (2008)	22,599 (2009)	22,969 (2010)	35,316 (2011)
1.b Alberta's tourism levy (\$ million)	59.9 (2009-10)	64.9 (2010-11)	73.4 (2011-12)	82.3 (2012-13)

### Note:

- 1 Due to methodological changes to the 2011 Travel Survey of Residents of Canada, there is a historical break in the data series and data for Alberta may not be compared with previous years.

## Goal Two: The Alberta parks system provides opportunities for outdoor recreation and tourism and appreciation of Alberta's natural heritage

Alberta's parks inspire people to discover, value, protect, and enjoy nature and the benefits it provides for current and future generations. The ministry conserves 475 land bases across the province (27,600 square kilometers) that also support the *Active Alberta* policy by offering a wide range of outdoor recreation opportunities. Working with other government ministries, partners and key stakeholders, the ministry supports responsible land management that balances recreation, conservation and industrial development. We serve people through parks by planning, building and maintaining parks infrastructure and operating facilities; ensuring public safety and security; conducting scientific research; providing environmental education; and managing permits, leases, consultation and policy.

### Priority Initiatives:

- \*2.1 Restore provincial parks damaged by the June 2013 floods in Southern Alberta to support the province's social, environmental and economic flood recovery strategy.
- 2.2 Continue to implement the *Plan for Parks* to ensure Alberta's parks continue to be sustained and enjoyed.

- 2.3 Develop and implement strategies to enable Albertans of all ages, backgrounds and abilities to connect with nature through parks.
- 2.4 Conduct province-wide capital planning to meet the *Plan for Parks*' commitment to upgrade, restore and expand park facilities, provide high-quality recreation experiences and address changing needs.
- 2.5 Actively participate in the development and implementation of regional plans under the *Land-use Framework*.
- 2.6 Continuously improve the management of Alberta's parks system so people discover, value, protect, and enjoy the natural world and the benefits it provides for current and future generations.

Performance Measure	Last Actual 2012-13	Target 2014-15	Target 2015-16	Target 2016-17
2.a Percentage of adult Albertans who visited a provincial park or recreation area in the last 12 months <sup>1</sup>	32.1%	33.0%	33.0%	33.0%

**Note:**

- 1 While the targets remain stable, the overall number of visits is expected to increase as the province's population continues to grow.

**Goal Three: Albertans enjoy a high quality of life, improved health and wellness, strong communities and personal excellence and fulfillment through recreation, active living and sport**

Working with other government ministries, levels of government, partners and key stakeholders, the ministry contributes to engaging Albertans in healthy and active lifestyles, developing recreational opportunities and assisting athletes to excel in sport in line with the *Active Alberta* policy. This work includes leading policy, planning, research, program funding and consultation processes aimed at improving health, social and education outcomes by reducing sedentary lifestyles. Through the Alberta Sport Connection, the ministry provides programs and funding opportunities to increase Albertans' involvement in sport, including the hosting of sport events in the province.

**Priority Initiatives:**

- ✓ 3.1 Through a collective approach with the physical activity sector, increase the levels of physical activity within Alberta workplaces and in Alberta communities during the after school time period.
- 3.2 Implement the renewed Alberta Sport Plan.
- 3.3 Support the overall sport development system to enhance, advocate, and inspire participation and partnerships as Albertans strive for excellence in western, national and international multi-sport games.
- 3.4 Support the identification and integration of physical activity and recreation opportunities in the outdoors.
- 3.5 Establish a mechanism for a user-funded provincial trails system that will generate recreational and economic benefits for Albertans.
- 3.6 Work with sector partners to align activities and initiatives related to recreation and physical activity using a comprehensive outcomes-based framework that informs decision-making.

Performance Measures	Last Actual (Year)	Target 2014-15	Target 2015-16	Target 2016-17
3.a Percentage of adult Albertans who participated in recreational activities and sport	81.6% (2012-13)	85.0%	86.0%	87.0%
3.b Percentage of Albertans aged 12-19 who are active or moderately active in their leisure time	67.7% (2012)	68.0%	69.0%	70.0%

Performance Indicator	Actual 2007	Actual 2009	Actual 2011	Actual 2013
3.a Percentage of adult Albertans who are physically active enough to experience health benefits	62.4%	58.5%	54.3%	59.1%

OPERATIONAL PLAN

(thousands of dollars)	Comparable			<b>2014-15 Estimate</b>	2015-16 Target	2016-17 Target
	2012-13 Actual	2013-14 Budget	2013-14 Forecast			
<b>OPERATIONAL EXPENSE</b>						
Ministry Support Services	7,225	7,657	7,657	<b>7,736</b>	7,899	7,956
Tourism	77,106	77,065	77,065	<b>83,398</b>	86,092	91,092
Parks	69,940	68,538	70,338	<b>71,172</b>	68,856	69,405
Recreation and Physical Activity	27,789	26,620	26,620	<b>30,570</b>	34,789	27,730
2013 Alberta Flooding	-	-	958	<b>200</b>	160	-
<b>Total</b>	<b>182,060</b>	<b>179,880</b>	<b>182,638</b>	<b>193,076</b>	<b>197,796</b>	<b>196,183</b>

CAPITAL PLAN SPENDING

Ministry Support Services	126	-	-	-	-	-
Tourism	50	1,663	1,413	<b>250</b>	-	-
Parks	14,191	17,149	17,537	<b>16,720</b>	16,720	16,220
Recreation and Physical Activity	423	-	144	<b>3,000</b>	-	-
2013 Alberta Flooding	-	-	1,632	<b>9,245</b>	-	-
<b>Total</b>	<b>14,790</b>	<b>18,812</b>	<b>20,726</b>	<b>29,215</b>	<b>16,720</b>	<b>16,220</b>