

Travel
Alberta
Canada 



OUR STORY

TRAVEL ALBERTA TIMELINE



ABOUT TRAVEL ALBERTA

OUR VISION

To inspire the world to explore Alberta.

OUR MISSION

To create economic value and prosperity with compelling invitations to explore Alberta,

OUR STRATEGY

To grow tourism revenues to \$10.3 billion by 2020 by directing our brand at high-potential markets.

strategy led • market driven • industry supported

TOURISM - VISITOR ECONOMY

33 M

PERSON VISITS

19,000

TOURISM BUSINESSES

\$7.4 B

EXPENDITURES

114,000

JOBS IN ALBERTA

\$3.41B

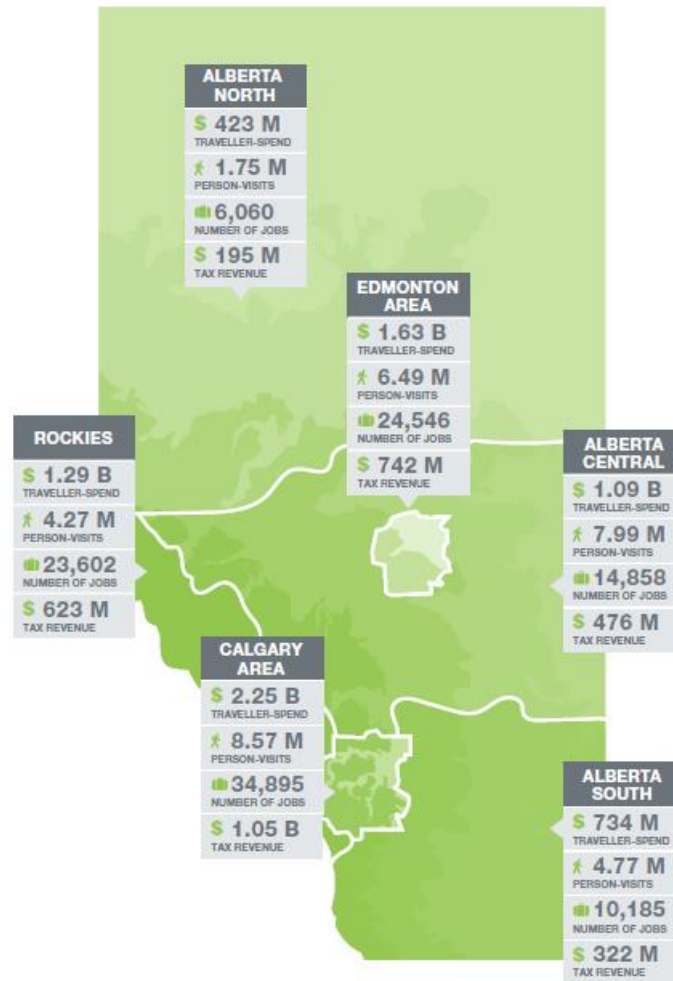
IN TAX REVENUE

	ALBERTA	CANADA
Visitor Spend	\$7.4 B	\$84.8 B
Tourism Jobs	114,000	602,800
Taxation Revenue	\$3.41 B	\$21.4 B*

Source: Alberta Tourism, Parks and Recreation 2012

*Data available for 2011 only

ALBERTA 2012 REGIONAL STATISTICS

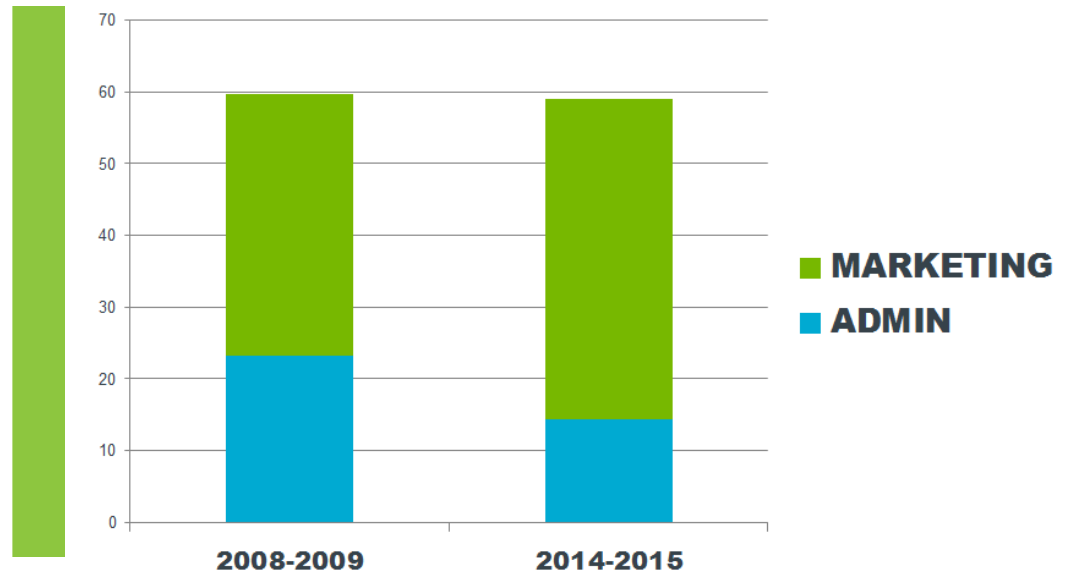


ROLES & RESPONSIBILITIES



MANAGING OUR BUSINESS

- ✓ Maximize cash marketing spend
- ✓ Drive cost efficiencies
- ✓ Operate with transparency and accountability
- ✓ Run the business like a business



TRAVEL ALBERTA MARKETS



¹ Statistics Canada 2011 Travel Survey of Residents of Canada data. Includes same day and overnight visits.

² Tourism revenue and visits from China (Mainland) and South Korea are derived from a small sample size. Data have a high margin of error. Statistics Canada, International Travel Survey 2011.

Alberta Tourism Industry Health

ALBERTA TOURISM INDICATORS

INDICATORS	2012 vs. 2011	2013 vs. 2012
Enplanements & deplanements from Calgary	+6.0%	+5.0%
Enplanements & deplanements from Edmonton	+6.4%	+4.6%
Highway traffic count	+4.1%	+1.8%
National Park attendance	+3.0%	+1.0%
Alberta occupancy rate (excluding resorts)	+2.7 points	+2.5 points
Average daily rates (excluding resorts)	+5.6%	+3.8%
Historic sites and museums visitation	+7.2%	-1.5%
Food services & drinking revenue	+7.9%	+6.2%

Source: 2013 full year results, Alberta Tourism Market Monitor, Tourism, Parks and Recreation

CHALLENGES



Global
Economy

CHALLENGES



Alberta Economy

CHALLENGES

Product Development

CHALLENGES

Access

Visa Issues

Air Access

CHALLENGES

Canadian Tourism Commission Funding

CHALLENGES

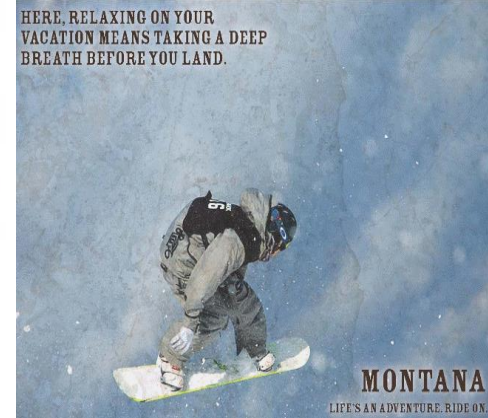
Competition



california
FIND YOURSELF HERE

LAS Vegas

HERE, RELAXING ON YOUR
VACATION MEANS TAKING A DEEP
BREATH BEFORE YOU LAND.



The Happiest Place on Earth
Disneyland
RESORT



SUPER, NATURAL
BRITISH COLUMBIA®

CANADA

ONTARIO
Yours to discover

Tourism Australia



México
THE PLACE YOU THOUGHT YOU KNEW

NEW ZEALAND
100% PURE *you*
newzealand.com

Incredible India



MARKETING AWARDS

(remember to breathe) video

Travel Weekly Magellan Awards
HSMAl Adrian Awards
ADCC Directions
Applied Arts Magazine

Travel Planner
ITB Golden City Gate Awards

LIVE! with Kelly
HSMAl Adrian Awards

‘There Is’ video
ITB Golden City Gate Awards

travelalberta.com
ITB Golden City Gate Awards

Marketing Campaign of the Year
TIAC Canadian Tourism Awards

**Innovative Campaign
of the Year**
Expedia Media Solutions

**Alberta voted favourite destination
for an adventure experience**
Courier Magazine

Top 10 Most Admired Corporate Cultures
Waterstone Human Capital

**Best 50
Small and Medium Employers in Canada**
Maclean’s Magazine

+45

awards for brand
and marketing excellence
since 2009

Travel Alberta Brand Video – There Is

Travel
Alberta

Canada 