

# ALBERTA'S TOURISM MARKETING FRAMEWORK



All of Alberta's tourism framework programs and services are designed to assist Alberta's tourism industry to market and sell their products. Travel Alberta works in partnership with industry, many represented by Destination Marketing Organizations and/or other regional/provincial associations and marketing groups.

### **Strategic Tourism Marketing Council (STMC)**

The STMC comprises members of Alberta's tourism industry and three members representing the provincial government – all appointed by Alberta's Minister of Tourism, Parks, Recreation and Culture. The Council provides strategic direction for tourism marketing by directing the development of the Strategic Tourism Marketing Plan. The STMC also provides direction to the Travel Alberta Secretariat regarding effective and efficient delivery of tourism marketing programs, provides advice on policies and procedures that support the partnering of tourism marketing programs between the public and private sectors and provides advice to the Minister on issues that affect tourism marketing. As well, the Council promotes best practices and facilitates networking in the tourism marketing industry by such activities as chairing the annual industry conference and awards program.

### **Travel Alberta Secretariat**

Travel Alberta is a reporting entity of the Ministry of Alberta Tourism, Parks, Recreation and Culture. Travel Alberta is accountable for and provides marketing direction to its two marketing contractors, Travel Alberta In-Province and Travel Alberta International. It also works closely with six Tourism Destination Regions, numerous Destination Marketing Organizations and the private sector within the province to implement the Strategic Tourism Marketing Plan.

### **Travel Alberta In-Province**

Responsible for executing marketing programs aimed at markets within Alberta, British Columbia and Saskatchewan. Regional marketing directors and staff serve individual operators, partnerships, product consortia, Destination Marketing Organizations and Tourism Destination Regions. Travel Alberta In-Province works with the grass roots of industry to build marketing opportunities and market readiness.

### **Travel Alberta International**

Travel Alberta International is responsible for the Americas, Europe and Asia/Pacific markets and works closely with in-market General Sales Agents in primary international markets.

### **Tourism Destination Regions (TDRs)**

Alberta's six Tourism Destination Regions include: Alberta Central, Alberta North, Alberta South, Calgary and Area, Canadian Rockies and Edmonton and Area. Each TDR is governed by a board of directors and priorities focus on the provision of marketing funding to industry consortia. The overall goal of the TDRs is to increase tourism for the regions.