

# MARKETING ACTIVITIES

Travel Alberta's tourism marketing is industry-led, market-driven and research-based. A variety of channels are used to achieve marketing objectives, as follows:

## CONSUMER RELATIONS

Destination awareness activities target consumers directly and reach them through integrated programs using various vehicles such as paid media advertising, consumer shows, direct mail, public and media relations and the Internet. Given the high costs of mass media marketing, it is critical that these initiatives are extremely targeted both geographically and by market segment.

## TRAVEL MEDIA RELATIONS

By working closely with members of the media from around the globe, Alberta's stories and images are published and broadcast resulting in media coverage worth tens of millions of dollars. The work includes relationship building, pitching story ideas and organizing familiarization tours in co-operation with Travel Alberta's industry partners. Work also involves proactive media support to Alberta industry through activities such as media relations training and coaching.

## TRAVEL TRADE RELATIONS

Travel Alberta works closely and directly with national and international tourism wholesalers, resellers and other industry partners such as carriers, and participates in a number of key travel trade shows.

## MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL

The goal is to increase awareness of Alberta as a preferred meeting, convention and incentive travel destination. General Sales Agents located in key U.S. and Canadian markets work to build relationships with convention and meeting planners to generate leads and bring more business travellers to Alberta.

## CO-OPERATIVE MARKETING

Industry partners share in co-operative product marketing investments by Travel Alberta that support and complement the goals and strategies of this plan. Travel Alberta and Tourism Destination Regions work in partnership with industry to maximize marketing efficiencies and achieve greater returns on co-operative marketing activities.

## TRAINING AND DEVELOPMENT

Travel Alberta In-Province works with tourism marketing organizations, individual operators, associations and consortia to enhance or create programs to encourage visitation. The goal is to build market readiness through education, consulting, workshops, seminars, conferences and coaching.

## CONSUMER WEBSITE

TravelAlberta.com is Travel Alberta's primary consumer information and marketing tool, servicing all designated markets worldwide. TravelAlberta.com has experienced substantial growth in visitation since the inception of the site in 2000. Marketing initiatives are focusing more and more on the Internet as the ultimate call to action.

## INDUSTRY WEBSITE

Industry.TravelAlberta.com is the business-to-business website for Travel Alberta. Travel Alberta strives to cultivate a community of Alberta tourism industry operators and partners by delivering easy access to an abundance of current information that helps them make profitable business decisions and offer opportunities through online collaboration.

## VISITOR INFORMATION CENTRES

The highly trained staff of 10 Travel Alberta Visitor Information Centres, located at strategic points of entry to the province and other high traffic locations in Alberta, provide visitors with travel information counselling. Alberta Tourism, Parks, Recreation and Culture operates the Visitor Information Centre in West Glacier, Montana and nine centres are contracted to local tourism organizations.

## CONTACT CENTRE AND DISTRIBUTION CENTRE

The Contact Centre handles 1-800-ALBERTA phone calls, letters, faxes, e-mails and TravelAlberta.com website requests. The Distribution Centre sends out information packages to consumers.

## PHOTO AND VIDEO LIBRARY

The Travel Alberta Photo and Video Library supports tourism marketing by loaning photographs and video materials to public and private sector clients for the development of advertising and marketing materials that promote Alberta as a world-class vacation destination.

## RESEARCH

The research program is developed in conjunction with the Strategic Tourism Marketing Council and Travel Alberta and is managed through Alberta Tourism, Parks, Recreation and Culture. Travel Alberta and the Alberta tourism industry need to understand customers; their needs, wants and desires; and be efficient and effective at reaching those who have the highest propensity to visit and travel within Alberta.