

# PERFORMANCE MEASURES

Performance measures of the five objectives of this plan and the performance targets for 2007 to 2009 follow. Targets are set based on past performance, goals and/or maintaining a certain level of service quality. For those areas that are currently at their goal, the strategy will be to maintain that level of performance. Seven of the performance measures are based on an extensive survey of more than 1,100 industry operators in Alberta and 56 key international tourism operators.

## 1 – ENHANCE AWARENESS OF ALBERTA AS A TOURISM DESTINATION IN ALL MARKETS

Activity	Goal	Performance measures	Actual	Targets		
			2006	2007	2008	2009
Consumer relations	Increased inquiries for Alberta vacation destinations	Total inquiries to Travel Alberta (Web and Contact Centre)	3.8 million	4.1 million	4.5 million	5.0 million
Media relations	Increased number and quality of articles written/broadcast about Alberta as a travel destination	Value of media space and time for unpaid stories about Alberta	\$76.1 million	\$80.0 million	\$85.0 million	\$90.0 million
Travel trade relations	Maintain and build strong relationships with travel trade to increase Alberta product offerings in long-haul markets	Per cent of international clients satisfied with Travel Alberta services	93%	98%	98%	98%
Meetings, Conventions and Incentive Travel	Increased consideration of Alberta as a meetings, conventions and incentive travel destination	Potential room nights generated by leads	118,000*	73,000	76,000	80,000
		Per cent of MC&IT clients satisfied with Travel Alberta services	97%	96%	96%	96%

\* Includes four unique conferences representing 45,000 potential room nights.

## 2 – INCREASE AND DIVERSIFY TOURISM PRODUCT MARKETING IN PRIMARY GEOGRAPHIC MARKETS

Activity	Goal	Performance measures	Actual	Targets		
			2006	2007	2008	2009
Co-operative marketing	Facilitate marketing opportunities for industry participation	Per cent of industry clients satisfied with co-operative marketing opportunities	72%	80%	80%	80%
		Per cent of industry clients satisfied with marketing services provided by Tourism Destination Regions	73%	75%	75%	75%
Support new and incremental industry-developed marketing projects	Industry investment leverage of Travel Alberta co-operative marketing investments	National/ International-1.92:1 (\$3,691,000: \$1,922,000)		1:1	1:1	1:1
		In-Province-1.6:1 (\$1,021,000: \$650,000)		1:1	1:1	1:1
		Tourism Destination Regions-1.29:1 (\$3,576,000: \$2,765,000)		1:1	1:1	1:1

### 3 – EXPAND AND IMPROVE THE MARKET READINESS AND MARKETING CAPACITY OF ALBERTA INDUSTRY OPERATORS

Activity	Goal	Performance measures	Actual			
			2006	2007	Targets	
			2008	2009		
Training and development	Improved quality, presentation and delivery of product in the marketplace by industry	Per cent of industry clients satisfied with training and development opportunities	78%	85%	85%	85%
Industry website	Improved usage and satisfaction of industry members using Industry.TravelAlberta.com for information and marketing knowledge	Per cent of industry users satisfied with Industry.TravelAlberta.com	73%	80%	80%	80%

### 4 – PROVIDE TIMELY, ACCURATE AND COMPREHENSIVE TRAVEL PLANNING INFORMATION TO CUSTOMERS

Activity	Goal	Performance measures	Actual			
			2006	2007	Targets	
			2008	2009		
Consumer website	Customers are satisfied with information received on TravelAlberta.com	Per cent of website visitors satisfied	80%	85%	86%	87%
Visitor Information Centres (VICs)	Customers are satisfied with information counselling received at an Alberta government-operated Visitor Information Centre	Per cent of visitors to VICs satisfied	98%	98%	98%	98%
Contact Centre (1-800-ALBERTA)	Customers are satisfied with information and/or counselling received at the Contact Centre	Per cent of callers to 1-800-ALBERTA satisfied	96%	85%	87%	90%

### 5 – COLLECT, PACKAGE AND DISTRIBUTE TOURISM DATA AND MARKET INTELLIGENCE TO TOURISM INDUSTRY

Activity	Goal	Performance measures	Actual			
			2006	2007	Targets	
			2008	2009		
Research	To provide reliable and timely data on industry performance	Per cent of industry clients satisfied	72%	80%	80%	80%