

# STRATEGIC CONTEXT

The stunning scenery in the Canadian Rocky Mountains and Canadian Badlands, authentic aboriginal and western experiences, prairie ranchlands, rural towns, vibrant cities and five of Canada's UNESCO World Heritage Sites await visitors to Alberta who are welcomed with warm western hospitality. Opportunities exist to truly escape to nature while remaining close to urban comforts and excitement.

## OBJECTIVES

Objectives for the Strategic Tourism Marketing Plan 2007-2010 reflect measurable and achievable Travel Alberta marketing initiatives. It is through these objectives that Travel Alberta has the most impact on the ultimate goal of increasing tourism visitation and expenditures for Alberta's tourism industry and the province:

1. Increase awareness of Alberta as a tourism destination in all markets
2. Increase and diversify tourism product marketing in primary geographic markets
3. Expand and improve the market readiness and marketing capacity of Alberta industry operators
4. Provide timely, accurate and comprehensive travel planning information to customers
5. Collect, package and distribute tourism data and market intelligence to tourism industry

# \$2,320,000,000

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Tourism **contributes** more than **\$2.3 billion** in taxation revenue to all levels of government.

## PRINCIPLES

- Tourism marketing is industry-led, market-driven and research-based
- Regionally, marketing will focus on building consumer preference and providing access to a wide range of experiences, while international marketing will focus on building awareness of Alberta as a tourism destination
- Product marketing will be supported through co-operative marketing partnerships and programs
- Focus will be on the best-producing primary markets, with development of secondary and emerging markets accomplished in partnership with industry
- New channels and technologies will be used to help communicate with our industry and our markets

## PRIORITIES

- Increase spending, visitation and length-of-stay in Alberta by travellers from all markets
- Aggressively promote awareness of Alberta and preference for Alberta tourism experiences
- Emphasize the international gateways of Edmonton and Calgary, from where visitors can easily access all regions of the province
- Strengthen relationships with the travel trade, including carriers
- Facilitate product packaging with industry
- Collect, disseminate and apply comprehensive tourism data and market intelligence on a timely basis
- Enhance integrated tourism support systems – such as the Tourism Information System and World Wide Web – to communicate with our industry and our markets
- Strengthen media and public relations in all markets
- Develop the Alberta brand, to integrate with and support the Canada brand, to reflect Alberta tourism experiences inclusive of the strategic interests of all regions of the province
- Develop and promote niche products and markets
- Promote travel in all four seasons and to all regions
- Use events and internationally-recognized icons to generate travel and destination awareness
- Improve relations with, and services for, the small- and medium-sized enterprise tourism operators that typify our industry, especially in rural Alberta
- Build innovative and collaborative partnerships with industry, including Destination Marketing Organizations (DMOs)
- Leverage Alberta's growing national and international economic profile to increase tourism
- Encourage new Albertans, as well as their friends and relatives, to vacation in Alberta

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