




EXPLORE EDMONTON





Explore Edmonton respectfully acknowledges that we are located on Treaty 6 territory, a traditional gathering place for diverse Indigenous Peoples including the Cree, Blackfoot, Métis, Nakota Sioux, Iroquois, Dene, Ojibway/Saulteaux/Anishinaabe, Inuit, and many others whose histories, languages, and cultures continue to influence our vibrant community.

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Welcome

A message from Maggie Davison, Interim CEO.



COVID-19 Funding Recap

Travel Alberta's Cooperative Investment Program

Applications open April 1, 2021. Designed to assist tourism operators, destinations and communities with consumer marketing activities and aid in the development of visitor products and experiences.

Canada Emergency Wage Subsidy (CEWS), Canada Emergency Rent Subsidy (CERS) and Top-Up Rent Subsidy (TURS)

Extended until June 2021. CEWS will continue to provide 75% coverage to eligible employers, while CERS will remain at 65%, with TURS providing a 25% top-up for hard-hit businesses restricted by more severe public health guidelines.

Canada Emergency Business Account (CEBA)

Extended until June 2021. Businesses and not-for-profit organizations that have been significantly impacted can apply for a CEBA loan to access an interest-free loan of up to \$20,000, with half of this amount deemed forgivable if repaid by December 31, 2022.

Alberta Small and Medium Enterprise Relaunch Grant

Applications close on March 31, 2021. For businesses that were ordered to close or curtail operations and that experienced a revenue reduction of at least 30%. The program offers 2 payments to eligible applicants: a maximum of \$5,000 for their first payment, and a maximum of \$15,000 for their second payment.

Alberta Enhanced COVID-19 Business Benefit

Businesses that can demonstrate a revenue reduction of 60% or more are eligible to receive 15% of their monthly revenue, up to a maximum of \$10,000. Available in April 2021 following the conclusion of the Small and Medium Enterprise Relaunch Grant program.

Highly Affected Sectors Credit Availability Program (HASCAP)

Applications close on June 30, 2021. Small and medium-sized businesses that have seen their revenues decrease by 50% or more can access guaranteed, low-interest loans of \$25,000 to \$1 million to cover operational cash flow needs.

Canada United Small Business Relief Fund (CUSBRF)

Provides grants of up to \$5,000 to offset the cost of expenses small and medium-sized businesses have incurred. These costs include the purchase of personal protective equipment, adjustments to office space, and development of web/e-commerce capability.

We are Explore Edmonton

Purpose:

Increase the economic impact of the visitor-based economy in Edmonton.

Mission:

To showcase and inspire more people to visit Edmonton for exceptional experiences, while also enriching the quality of life for residents, and creating economic prosperity.

Vision:

Edmonton will be a destination of choice, delivering year-round transformational visitor and guest experiences.



Pillars of Excellence

- **Marketing & sales:** Our sales and marketing decisions drive demand for Edmonton experiences, support stakeholders' business performance, and builds ambassadors for Edmonton.
- **Operational excellence:** We operate with a continuous improvement mindset, ensuring that we have best practices in place for all aspects of our operations.
- **Social prosperity:** We contribute to the social prosperity of Edmonton by supporting local producers, partners and community groups as well as providing a workplace of choice for our own employees.
- **Sustainability:** We invest in environmental and social sustainability as it benefits us all today and into the future.





Long-term strategic priorities

Our strategy aligns with our shareholder (City of Edmonton)'s economic development plans & goals. As a key partner in Edmonton's economic development ecosystem, our work includes strategic collaboration to maximize the collective economic and social impacts to our city.

Priorities:

- Strengthen Edmonton Experiences/Events
- Increase Awareness and Attraction
- Improve Employee, Guest/Visitor and Stakeholder Satisfaction
- Improve Operational Excellence

Measures:

- Economic Impact
- Stakeholder Satisfaction / Net Promoter Score
- Greenhouse Gas Emissions / Environmental
- Equity, Diversity & Inclusion
- Social Benefit

Strategic Communications & Partnerships

Strategic Communications:

- Communications planning
- News and media relations
- Social media and public relations

Government & Shareholder Relations:

- Robust advocacy strategy with provincial government
- Direct engagement with Edmonton City Council

Strategic Partnerships & Community Relations:

- Tourism industry advocacy
- Community relations
- Strategic partnerships and initiatives



SOME

STREET

4TH STREET

OLD STRATHCONA

BEST SEAT IN THE HOUSE

JASPER AVE

MOUTHWATERING & MARKET-FRESH

GET LOST & FOUND

OWN

OLD STRATHCONA

SPEND A NIGHT

ERS

HWATERING

MARKET-FRESH

HISTORICALLY AW

DOWN TOWN

SPEND A NIGHT

- Facilitating webinars, virtual town halls and other meetings
- Electronic newsletter & corporate social media
- YEG Expert training and other community outreach/activations

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Destination Development & Strategy

10-year Tourism Master Plan

- 7 Strategic Goals on the Tourism Masterplan:
 - Strengthen awareness and perception of the Edmonton place brand
 - Support the development, enhancement, and stewardship of year-round visitor experiences
 - Activate the river valley to create a more vibrant destination and gathering place
 - Create a dynamic, well-designed and accessible urban experience
 - Improve access, mobility, and connectivity
 - Utilize a holistic, innovative and personalized approach to visitor servicing
 - Expand tourism investment and regional collaboration

Research and performance

- Work with internal teams to improve measures and regular reporting structures to track results
- Continue market research to provide industry trends and insights
- Research update page to be added on the Explore Edmonton Industry Site





Destination Development & Strategy

Experience Development

- Support development of visitor experiences
 - Target: 10 New/Adapted Experiences in 2021
- Support the creation of virtual experiences for hybrid and virtual events
 - Target: 8 New Experiences in 2021

Indigenous Tourism Development

- Support the growth and development of Indigenous Tourism
- Memorandum of Understanding Signed with Indigenous Tourism Alberta in Q1
- Indigenous awareness training for Explore Edmonton Staff
 - Target: 95% Staff Participation
- Indigenous awareness training for Industry
 - Target: 30 new Stakeholders to Participate



Destination Development & Strategy

Marketplace Development Program

- Support tourism businesses in becoming export ready
- Provide access to international markets through travel trade
 - Target: 4 operators taking part in the program

Destination Development

- Provide guidance and support to long term river valley projects (Touch the water, River Crossing, Prairie Sky Gondola, Nordic Spa)
 - Target: 4 initiatives supported
- Set baselines and inventories for sustainability goals for local tourism landscape
- Create action plan from the LGBT+ Destination assessment and recommendations
- Incorporate actions from the West Anthem Music Strategy

Travel Media

Travel Media helps to build the city's image by pitching and securing coverage to generate buzz for Edmonton as a year-round travel destination. It is our job to help travel writers, editors, bloggers, social influencers, photographers – travel content producers – generate the information they need to tell Edmonton's story.





Travel Media

Partner Relations

- Work with media to tell Edmonton's stories and inspire visitation
- Work closely with Travel Alberta and Tourism Jasper to align and maximize our travel media efforts
- Communicate story ideas to Travel Alberta for them to pitch in-market
 - Travel Alberta shares them with Destination Canada
- How can you work with Travel Media?
 - What's New
 - Anniversaries
 - Story Round Ups/Listicles
 - Connect with timely stories in the media
 - Recommend influencers to work with

Travel Media

Pitching Stories & Content Creation

- Continue to pitch stories to Top Tier publications to secure Edmonton media coverage (both paid and earned media)
- Build out 2021-22 content calendar incorporating more BIPOC and LGBTQ+ writers and publications, highlighting indigenous experiences
- Virtually attend Media Marketplaces in our key markets to pitch stories to editors, freelance journalists, and content creators

KPI description: total reach by direct efforts of Travel Media, media quality score

KPI target: media coverage reach of 21 million, 8/10 media quality score average

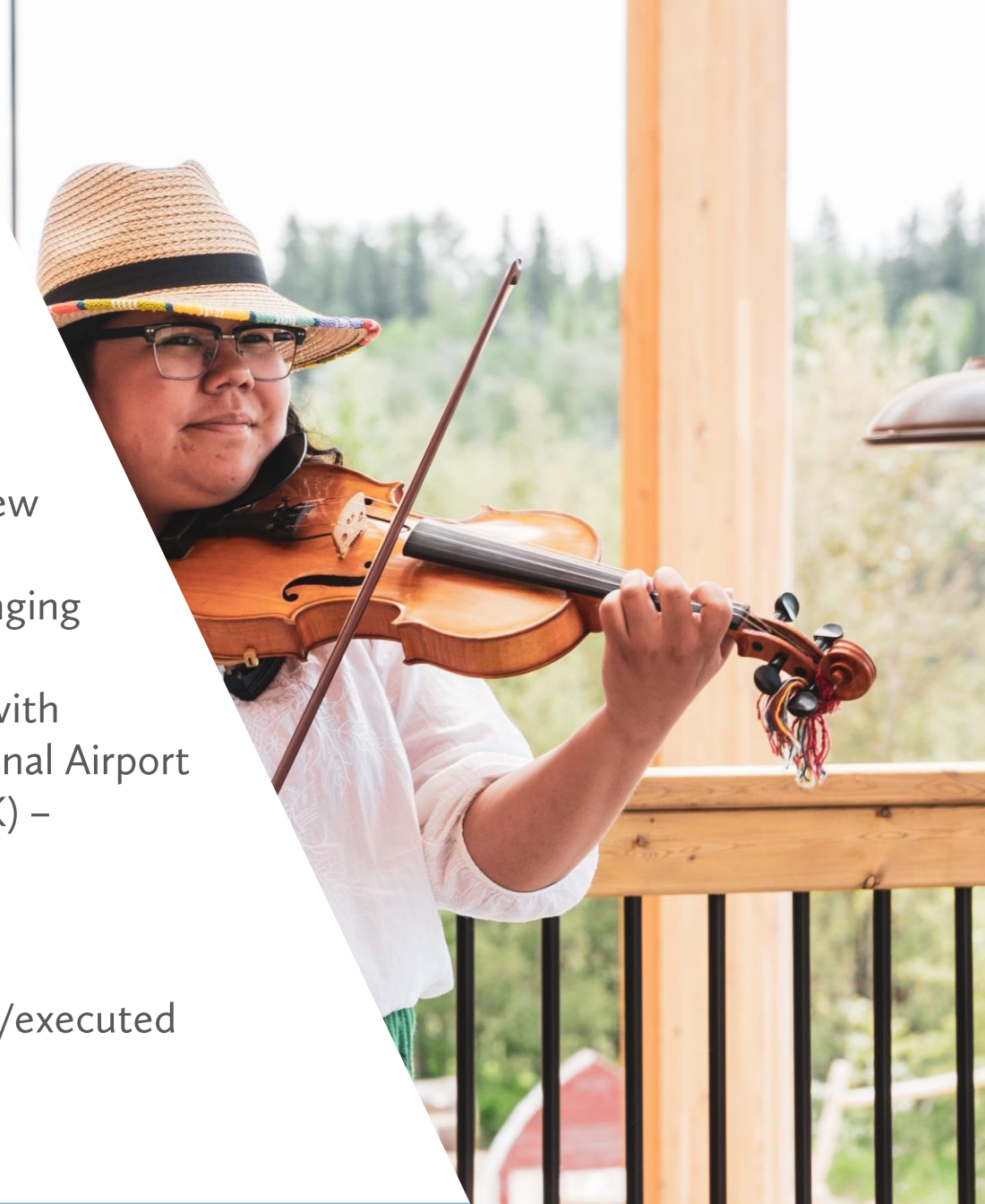
Travel Trade

Training and knowledge sharing

- Implement new training tools ex: virtual and 360 platform, new collateral
- Identify and adjust sales approach based on current and changing trends
- Participate in training/webinar opportunities in partnership with Destination Canada, Travel Alberta and Edmonton International Airport
- Complete the 3rd module for Online Travel Training (OTT UK) – Indigenous focus including 9 new experiences
- Marketplace readiness for partners ex: prep for RVC+

KPI description: number of marketplace, sales training attended/executed

KPI target: 10



Travel Trade

Market Development

- Work with Destination Development to establish current levels of export ready experiences and identify gaps/opportunities
- Work with local receptive tour operators (RTOs) to support their regional sales activity.
- Contribute to Edmonton International Airport strategy work to build a stronger Edmonton/Jasper corridor including product offerings along the way
- Secure joint marketing agreements (JMAs) as part of team Alberta and Explore Edmonton lead
- Work with events to build out sport related itineraries for future events
- Work with media to tell Explore Edmonton story and inspire visitation regionally and international for when the time is right to travel

KPI description: number of room nights generated (EI) and number of JMAs secured

KPI target: 15 new itineraries created and being sold in market and number of room nights generated by each joint marketing agreement



Travel Trade

Partner Relations

- Participate in Travel Alberta task force work
- Re-establish RTO and tour operator relationship post-COVID
- Work with EIA to support airline maintenance and retention
- Actively contribute to conversations about the Edmonton/Jasper corridor in partnership with EIA and Tourism Jasper

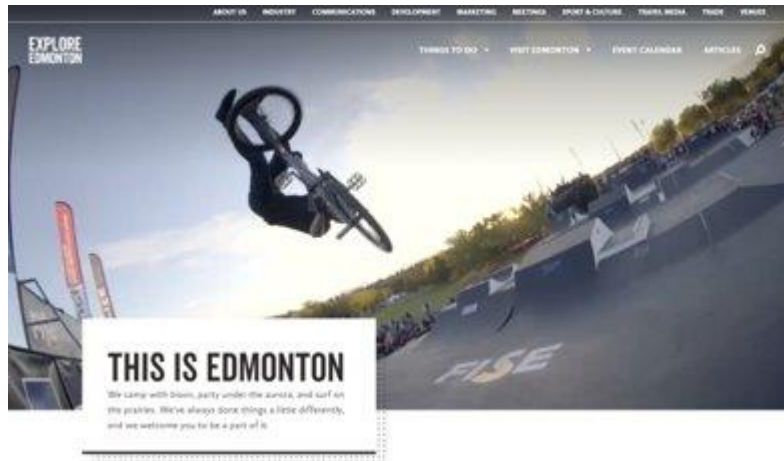
KPI description: ongoing

KPI target: ongoing

Marketing

We tell the Edmonton Story.

We throw axes for fun, barbecue in blizzards, run with dinosaurs and camp with bison. There's a uniqueness to how we do ordinary things. A City that is authentic, rugged and original; It's a spirit that you'll only appreciate once you've visited. We welcome you to be a part of it.



Marketing

Priorities:

- Build and manage the Explore Edmonton brand.
 - Internal & external satisfaction & adoption rates
 - 80% stakeholder satisfaction
- Execute a year-round campaign that inspires visitors in our regional markets to travel to Edmonton, spending more and staying longer.
 - Web analytics, social media engagement, attributable revenue generated, EI
- Make content the central focus by developing and implementing a comprehensive content strategy
 - Photo & video acquisition, overall partner usage, Bandwango
- Website accessibility of ExploreEdmonton.com
 - Complete technical requirements
 - Fully accessible website by end of 2021
- Full EDI audit of assets and plan for diverse representation in upcoming shoots
 - EDI Audit
 - 35% of new assets represent EDI

Marketing

How we work with partners:

- Always On campaign
- Coop Program
- Website (blogs, profiles)
- Photography & videography opportunities
- Social to the core
 - Engagement & listening



Meetings & Conventions

Priority:

- To increase awareness and attraction to Edmonton.

Services & Programs:

- Virtual Tours
- Envision Edmonton Program
- Legacy Project
- Ancillary Events
- City Alliances
- E-Sport Strategy (alignment with Edmonton Events)
- Marketing & Awareness Campaign

Targets & measures:

- 40 engaged Visionaries
- 1 ancillary event concept
- 20 virtual site tours
- 2 active knowledge exchange relationships



Meetings & Conventions

Engaging with Stakeholders:

- Via virtual site tours
- Continuing to use the stakeholder portal to communicate and update leads
- An increased presence in local and regional organizations and committees (ex: MPI, CSAE, PCMA West)
- Keenly keeping an eye on the industry and observing how other Canadian cities are positioning themselves in the market.
For example: keeping abreast of locally driven incentives for short-term business in competing cities.
- GBAC certification with Partners

Edmonton Events

Authentic partnerships with powerful results.

Edmonton Events is a strategic partnership between the City of Edmonton and Explore Edmonton. We are the primary source to attract major sport and cultural events to the city and are committed to their hosting success. Our team strengthens and diversifies Edmonton's visitor economy, enhances our global reputation, and contributes to our community's social prosperity.





Edmonton Events

Priorities:

1. Focused Attraction Plan
2. Secure 2026 FIFA World Cup
3. Targeted Event Marketing & Development Plan
4. Commitment to Community Benefits
5. Events Advocacy Plan
6. Marketing and Thought Leadership



Edmonton Events

Services and programs: what do we offer?

- Accommodation facilitation
- Bid strategy and development
- Venue recommendations and introductions
- Customized event servicing
- Event marketing and communications enhancement
- One stop shop - strategic partnership with City of Edmonton civic services
- Assist event organizers with securing provincial funding
- COVID-19 processes for event rights holders
- Attract and develop bubble events where appropriate



Edmonton Events

Stakeholder engagement: how do we engage with our clients and partners?

- Stakeholder portal - creating and updating leads
- Site visits
- Industry conferences
- Speaking engagements
- Regular meetings and sales calls
- Edmonton Events B2B promotional opportunities
- Sport Tourism Canada member
- International Association of Event Hosts member

Venues

The values of our venues

The Edmonton EXPO Centre and Edmonton Convention Centre teams work toward the shared vision of being among North America's top performing venues—driving economic and social benefits for the City of Edmonton.





Venues

Economic benefits

- A combined 672,000 square feet of space
- Host more than 780 events
- Welcome more than 1.8 million guests
- Employ more than 1,200 full and part-time staff
- Contribute to a combined \$113.8 million in economic impact

Social benefits

- Contribute to the City of Edmonton's sustainability priorities
- Serve as shelter for vulnerable or displaced populations
- Support the rollout of Alberta's COVID-19 public health programs
- Enrich the cultural fabric of our community by serving as community hubs
- Champions of local producers and growers



Venues

Looking forward

In 2021 and beyond, the Edmonton EXPO Centre and Edmonton Convention Centre will continually pivot and elevate our offerings as we reopen and recover from the COVID-19 pandemic.

2021 Key Priorities

- COVID-19 recovery and reopening
 - Target: \$22 million in economic impact
- Industry leading health & safety measures
 - Target: +40 NPS
- New and unconventional business opportunities
- Growth of sustainability programs and offerings
 - Target: 30% reduction in GHG emissions by 2035
- Strengthening offerings in key markets
- Infrastructure improvements and building maintenance
- Collaboration with M&C and Edmonton Events

Q&A

<https://exploreedmonton.com/industry-stakeholders@exploreedmonton.com>

Staff directory:
<https://exploreedmonton.com/industry/staff-directory>





THANK YOU

