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EXPLORE EDMONTON ONLINE PARTNER REQUIREMENT MATRIX

EXPLORE EDMONTON IS...

The marketing voice for Edmonton's visitor experience. It is our priority to create value for our Stakeholders – those Edmonton organizations that depend on tourism for their success.

Together, we deliver exceptional experiences to our visitors – the travellers we want to stay longer, spend more and share their experiences with others.

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WHAT THIS GUIDE IS FOR

To ensure Explore Edmonton is marketing a consistent product to its intended audiences, a set of criteria has been established to determine what can be displayed on Explore Edmonton's online channels, and which stakeholders should lead in any marketing activities.

This matrix provides a guide for all Explore Edmonton social channels and [ExploreEdmonton.com](https://www.exploreedmonton.com).

Explore Edmonton also reviews partner listings on a regular basis to determine whether they continue to fit within these guidelines.



WHEN IS THIS GUIDE USED?

When a business, organization or event* requests to partner on social posts or to receive a placement on ExploreEdmonton.com, the Partner Requirement Matrix will be used to determine whether or not that stakeholder's product is aligned with the content Explore Edmonton would like to present to visitors.

To be given placement on ExploreEdmonton.com or any social channels, partners will need to satisfy each of the requirements outlined in the “Must Have/Be” and “ Must Not Have/Be” sections outlined for their specific industry sector. Stronger consideration will be provided to those that fulfill all or most of the requirements outlined in the “Should Have/Be” section.

*Any business/product that does not fall into any of the categories listed in this document will be considered on a case-by-case basis.





GRANTING EXCEPTIONS

The following exceptions and processes are also used in addition to the matrix:

- Exceptions may be granted to those who fall into Explore Edmonton's key product development targets/areas of focus
- Trusted online and print media will be used to help determine the viability of a business or experience (Ex. Trip Advisor, Yelp, Where Magazine, Edify Magazine etc.)
- Explore Edmonton will use its discretion in combination with the following matrix to ultimately determine which experiences are included on the website and promoted via social media.

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FOOD
& DRINK



FOOD & DRINK

MUST HAVE/BE:

- **LOCATED IN EDMONTON REGION**
- **CURRENT WEBSITE**
- **INDEPENDENT / ORIGINAL TO EDMONTON***
- **PROPER LICENSING**
- **MARKET READY PRODUCT**
- **HIGH QUALITY IMAGES**
- **POSITIVE REPUTATION****

SHOULD HAVE/BE:

- **A PROACTIVE APPROACH TO ONLINE REVIEW PLATFORMS**
- **CAPACITY/NET RATES**
- **SOCIAL MEDIA PRESENCE**
- **WILLING TO PARTNER ON PACKAGES**

MUST NOT HAVE/BE:

- **INVOLVED IN ILLEGAL ACTIVITY**
- **RELIGIOUS OR POLITICAL AFFILIATION**
- **A FRANCHISE/CHAIN***

*Exception will be granted to those who fall into Explore Edmonton's key product development targets/areas of focus

**Reputation is determined by online reviews (Google, Yelp, Trip Advisor etc.), print media (Edify, Where etc.) and social listening.

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ATTRactions
& EXPERIENCES



ATTRACTIONS AND EXPERIENCES

MUST HAVE/BE:

- **LOCATED IN EDMONTON REGION***
- **CURRENT WEBSITE**
- **ACCESSIBLE TO TOURISTS**
- **PROPER LICENSING**
- **MARKET READY PRODUCT**
- **HIGH QUALITY IMAGES**
- **POSITIVE REPUTATION****

SHOULD HAVE/BE:

- **UNIQUE TO EDMONTON***
- **SOCIAL MEDIA PRESENCE**
- **WILLING TO PARTNER ON PACKAGE**
- **COMPLETE ATIS PROFILE**
- **OFFER NET RATES**

MUST NOT HAVE/BE:

- **INVOLVED IN ILLEGAL ACTIVITY**
- **RELIGIOUS OR POLITICAL AFFILIATION**
- **TARGETED LARGELY AT LOCALS**

*Exception will be granted to those who fall into Explore Edmonton's key product development targets/areas of focus

**Reputation is determined by online reviews (Google, Yelp, Trip Advisor etc.), print media (Edify, Where etc.) and social listening.

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FESTIVALS & EVENTS



FESTIVALS AND EVENTS

MUST HAVE/BE:

- **LOCATED** IN EDMONTON REGION*
- **CURRENT** WEBSITE
- **INFO SUBMITTED AT LEAST 2 WEEKS** BEFORE EVENT START DATE
- **MARKET READY** PRODUCT
- **HIGH QUALITY** IMAGES
- **A STRONG MARKETING DRAW** TO ATTRACT VISITORS
- **OFFER A MEMORABLE** EXPERIENCE
- **ACCESSIBLE** TO TOURISTS**
- **POSITIVE** REPUTATION***

SHOULD HAVE/BE:

- **SOCIAL MEDIA** PRESENCE
- **WILLING TO PARTNER ON** PACKAGE
- **EXPLORE EDMONTON** BRAND ALIGNMENT

MUST NOT HAVE/BE:

- **SUSPECTED** OF ILLEGAL ACTIVITY
- **RELIGIOUS OR POLITICAL** AFFILIATION
- **NO FUNDRAISING** AFFILIATION
- **TARGETED** LARGELY AT LOCALS

*Exception will be granted to those who fall into Explore Edmonton's key product

development targets/areas of focus

** Ticketed events must be bookable by phone or online.

***Reputation is determined by online reviews

(Google, Yelp, Trip Advisor etc.),

print media (Edify, Where etc.) and social listening.

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DEFINITION OF TERMS



DEFINITIONS

Explore Edmonton Brand Alignment – Please reference Explore Edmonton brand guidelines.

Current Website – Partner’s website must be fully functional on all of the latest browser versions and the content must be up-to-date and accurate.

Proper Licensing – Operators must have the appropriate business licensing (varies between industries).

Market Ready Product – Operators must have a product that is ready to be mass marketed, packaged and sold to tour operators and tourists; Explore Edmonton’s product development team will be devoted to helping partners become market ready.

Vacation Packages – Accommodation partners are encouraged to produce unique and robust packages that entice visitors to visit Edmonton or extend their stay.

High Quality Images – All partners need authentic imaging (1-3 images minimum) to be included on ExploreEdmonton.com or shared on social channels. On-brand images depict people experiencing the product first hand and are not artificially edited. Stock images and images with graphics/ text on them are not accepted. Images must be between 1-10MB.

Online Channels – This includes ExploreEdmonton.com, Facebook, Twitter, Instagram, Pinterest, TikTok and any other online channel that Explore Edmonton chooses to use in its online marketing.



DEFINITIONS

A Proactive Approach to Online Review Platforms – All partners are encouraged to take ownership of their profiles on online review platforms such as Trip Advisor, Yelp and others. Explore Edmonton reserves the right to remove an existing partner from ExploreEdmonton.com or from any social partnerships if their reputation is deemed unfavourable or unacceptable.

Committed to Customer Service – Partners must be committed to providing a great visitor experience. One way a partner can show their dedication and focus to customer service is by training staff to answer visitors questions and encourage them to direct visitors to ExploreEdmonton.com or Explore Edmonton social accounts.

Social Media Presence – All partners are encouraged to get involved in social media and follow Explore Edmonton's lead for delivering consumer based destination messaging about their product.

Edmonton Region – Partner's must be located within the legal boundary of Edmonton and be a City of Edmonton tax payer.

Top Dining Experience – The top experiences will be determined using social listening, Trip Advisor, Google and Yelp ratings, as well as external resources like Edify Magazine, Where Magazine and other media outlets.



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DEFINITIONS

Independent / Original to Edmonton – Partners need to be a unique Edmonton experience that visitors could not replicate elsewhere. Some exceptions will be granted to those that fall into Explore Edmonton’s key product development targets/areas of focus.

Net Rates - Operators must be willing to offer group or discounted rates and sell their product to international/national tour operators. This will help bring tour groups to Edmonton.

Willing to Partner on Packages – All partners should be willing to work with the EDMH and tour operators to create experiential packaging.

Committed to Tourism Industry – All partners should consider tourism a significant aspect of their business and should be willing to invest into regional marketing campaigns.

Capacity and Accessibility – All partners should be accessible (have regular operating hours) and experience/attraction-based partners should be scalable (accept large or small groups of tourists).

Top Retail Experience - The top retail experiences will be determined using social listening, Trip Advisor, Google and Yelp ratings, as well as external resources like Edify Magazine, Where Magazine and other media outlets. Individual retail listings are not permitted on ExploreEdmonton.com.



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Top Festivals or Events – The top experiences will be determined using social listening, Trip Advisor, Google and Yelp ratings, as well as external resources like Edify Magazine, Where Magazine and other media outlets.

Export Ready Experience – Operators must have a product that is ready to be mass marketed, packaged and sold to international tour operators.



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Contact marketing@exploreedmonton.com