

# EXPLORE EDMONTON

**June 9, 2021** – May was a busy month for our Travel Trade team as they took part in two marketplaces: USTOA (United States Tour Operators Association) and Rendezvous Canada (RVC), Canada’s signature international tourism marketplace where the international travel trade connects with Canada’s tourism industry partners.

Between the two virtual marketplaces, the Trade team took a total of 138 appointments with receptive tour operators and tour operators in Canada, USA, Mexico, Germany, France, United Kingdom, Netherlands, China, and Japan. In these appointments we shared a Wide-Open Spaces sample itinerary that includes more off the beaten path experiences where you will find less crowds and more of the outdoors, as well as an Indigenous Cultural Experiences sample itinerary in partnership with Jasper National Park.



Key takeaways from both marketplaces include:

- Alberta product seems to be in high demand – particularly open spaces, national and provincial parks, and using the cities as a hub & spoke.
- National parks in the US are either already booked at capacity, or likely will be throughout the summer. There is also a major rental car shortage and surge in rental car prices; therefore, tour operators are looking for alternatives. This could be used to our advantage throughout the next year once the border opens.
- Indigenous experiences are in high demand.
- People are staying longer and spending more on upgrades or additional experiences.
- Sustainability is becoming more of a consideration when booking travel.

If you have any questions for the Travel Trade team, please do not hesitate to email Nancy Gordy at [NGordy@exploredmonton.com](mailto:NGordy@exploredmonton.com).