

Overview:

Cindy Ady, Minister of Tourism, Parks and Recreation, left for Brussels, Belgium on May 14 and returned to Alberta on May 23. In Brussels, she participated in Edmonton's final bid to host the 2015 Universiade Summer Games.

In addition to supporting the 2015 Universiade bid in Brussels, Minister Ady also met with influential tourism industry representatives and operators in Frankfurt, Germany and Paris, France, and participated in media interviews in Frankfurt to help increase Alberta's profile as a must-see destination.

The mission was successful in meeting its objectives as outlined below.

Objectives:

- To support and participate in the final presentation of Edmonton's Universiade 2015 Summer Games bid.
- To assist Travel Alberta in achieving its goals as outlined in the Business Plan by actively marketing Alberta as a tourism destination in Frankfurt, Paris and Brussels.
- To participate in media interviews to generate interest in Alberta as a tourism destination.
- To meet with tour operators to discuss opportunities with Alberta's tourism industry and product.

Results:

Minister Ady arrived in Brussels, Belgium on May 15. She then travelled to Paris by train on May 16 and, upon arrival in Paris, met with Laurent Briquet of Expertiz.Biz to prepare for meetings with French travel trade media and tourism operators.

On May 18, Minister met with the following media journalists and operators:

- Laurent Briquet, Directeur Associé Expertiz
- Rémi Bain-Thouvez, magazine i-Tourisme
- Dominique Pourias, magazine Tour Hebdo
- Jean-Baptiste Leguy, magazine Quotidien du Tourisme
- Richard Soubielle, Directeur de Produits NGTravel. Directours, Promoséjours
- Frédéric Vanhoutte, Président Level.com association des acteurs de l'e-tourisme
- Philippe Cobessi, cx DG Carrefour Voyages, Freetime Voyages
- Pierre Duarte, Associé Expertiz

During these meetings, Minister Ady promoted Alberta as a must-see tourism destination while also discussing what it will take to help draw French tourists to Alberta. There was also discussion on ways to take advantage of the new non-stop KLM air service from Amsterdam to Calgary and the fact that French tourists are now connected to Alberta with one-stop service.

On May 19, Minister Ady travelled to Frankfurt, Germany. The following day, she met with Travel Alberta's in-market representatives Martina Shafer and Tina Söllner who had organized the following media to meet with the Minister:

- Wolfram Marx, Travel One
- Holger Vonhof, Frankfurter Neue Presse
- Wiebke Fey, Frankfurter Neue Presse
- Nilgun Burgucu, Freelancer for editorial office "Pragnant"
- Ulla Atzert, Hessischer Rundfunk HR
- Petra Gross, touristik-news.com
- Stefanie Simon, Rhein-Neckar-Zeitung

This provided an excellent opportunity to promote Alberta via the media in Germany, which is one of Travel Alberta's primary overseas leisure markets.

The Minister also conducted a 15 minute radio interview with HR3, which reaches 1.1 million listeners per day. This interview will be used for radio promotion August 31 to September 19 during which time a contest for a six-day trip to Alberta for twenty German listeners will be conducted. Minister Ady talked about Alberta's beautiful nature, scenery, people and culture.

On May 21, Minister returned to Brussels by train from Frankfurt to attend a Universiade 2015 Summer Games presentation committee meeting led by Bid Committee President Eric Newell. Following this meeting, she met with H.E. Mr. Louis de Lorimier, the Canadian Ambassador to Belgium, and assisted the Bid Committee in their lobbying efforts with FISU delegates.

On May 22, Minister Ady joined the Edmonton Universiade bid committee at a presentation rehearsal, took part in the opening of Edmonton (Canada's) Bid Booth and attended dinner with FISU delegates.

The bid committee included Bid Committee President Eric Newell, federal Minister of State for Sport Gary Lunn, Edmonton Mayor Stephen Mandel, Edmonton Tourism VP Ken Fiske, University of Alberta President Indira Samarasekara, Canadian Interuniversity Sport Chairman Richard White, and Bid Committee Vice-Presidents Mike Mahon and Al Maurer.

The final presentation was made to the International University Sport Federation on May 23. Following the presentations, Gwangju, Korea was announced as the winner of the bid to host the 2015 Universiade Summer Games. Minister Ady travelled home to Alberta following the announcement.

Although Edmonton did not secure the bid to host the 2015 Universiade, this was a successful mission, building stronger ties in key target tourism markets and demonstrating provincial support for the pursuit of world-class events. This bidding process also allowed us to showcase the City of Edmonton and the province of Alberta to the world. The knowledge gained from this process will provide insight to others who try to attract future events to our province.

Delegation:

Cindy Ady, Minister of Tourism, Parks and Recreation
Daryn Fersovich, Executive Assistant to the Minister

Other participants:

Roger Kramers, Tourism Parks and Recreation