PRESENTATION TO COUNCIL

NOVEMBER 4, 2015

FRANK CREASEY

CEO, FORT McMURRAY TOURISM

515 MacKenzie Blvd

Fort McMurray, AB T9H 4X3

FORT McMURRAY TOURISM

PRESENTATION OVERVIEW

FORT McMURRAY TOURISM

- Vision & Mission
- Budget related program request
- Budget overview (program related & organization)
- Personnel (delivery) costs

VISION AND MISSION

- Vision
- Mission
- Guiding Principles:
  - Innovation
  - Passion
  - Ambassadors
  - Leadership
  - Accountability
  - PEOPLE!
- Destination Management Organization

Present Board of Directors (elected March 26, 2015)

FORT McMURRAY TOURISM

BUDGET RELATED PROGRAM REQUEST

Engage Community

Marketing

- Locally
  - ✓ Encourage a live, stay and play at home atmosphere
- Provincially, Western Canada, North America & internationally
  - ✓ Build destination awareness -> engage various markets with tourism experiences
  - ✓ Media Familiarization [Fam] tours (compliment Tour Operator Fam tours)

FORT McMURRAY TOURISM

Local Marketing

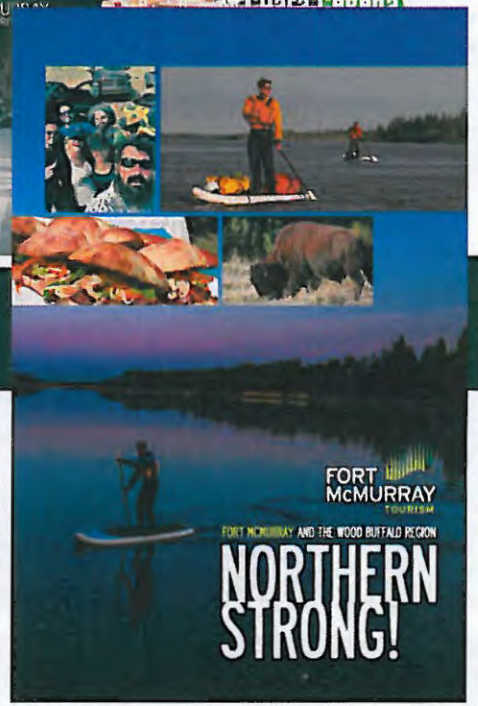
Oversized Post Cards

YMM

FORT McMURRAY TOURISM

Local Marketing

Airport Welcome Sign - North Terminal & ETE Tours



Local & Regional Marketing

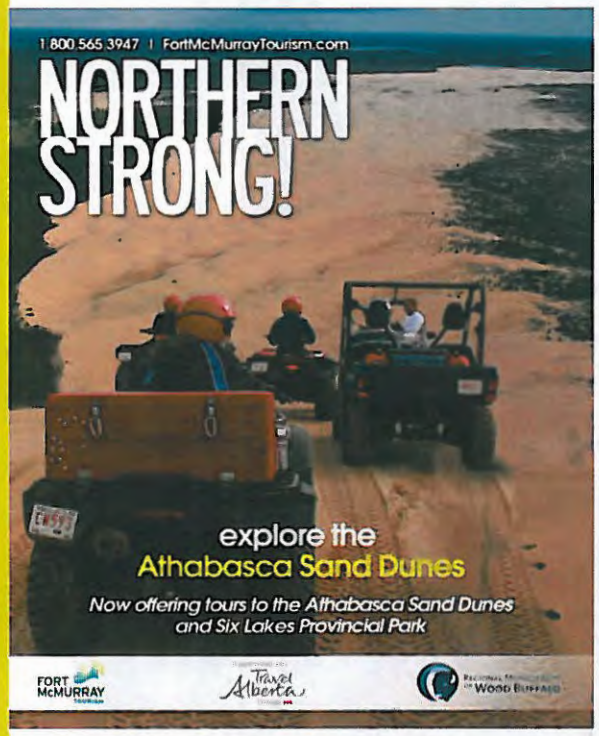
YLW (Kelowna) & YMM Advertisements

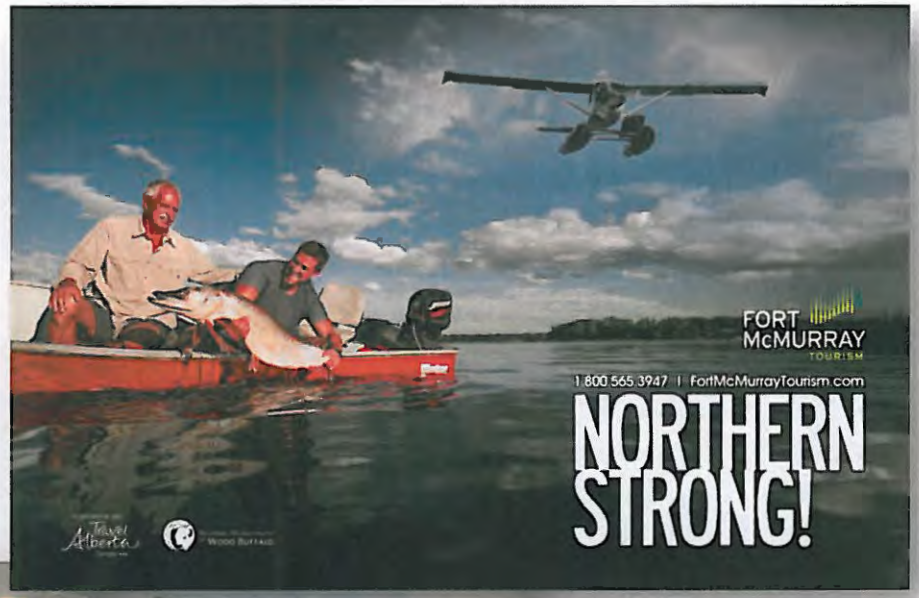
FORT McMURRAY TOURISM

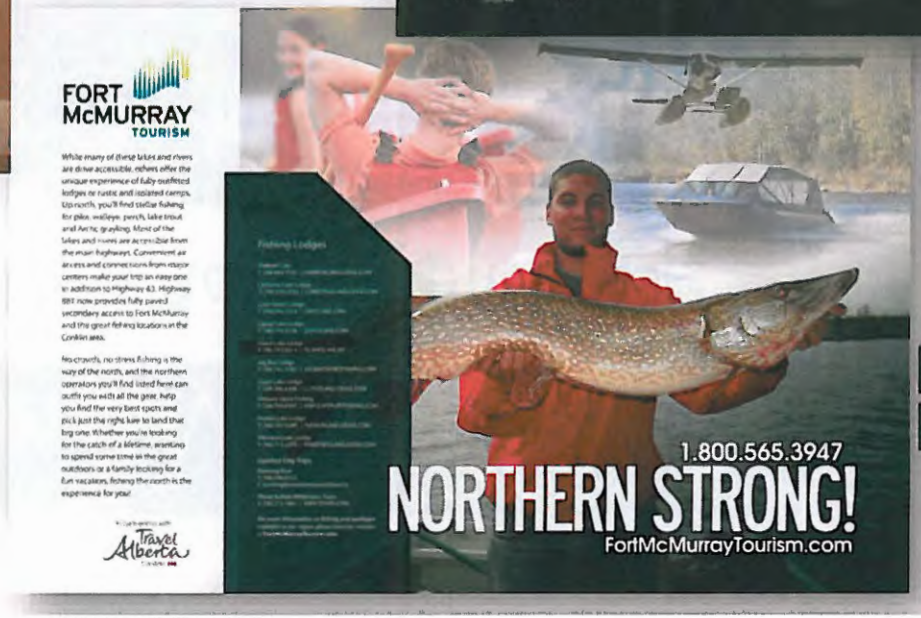
Regional Marketing

ALBERTA OUTDOORSMEN MAGAZINE

Alberta Outdoorsmen Magazine Ads & Advertorials







FORT McMURRAY TOURISM

Regional & International Marketing

WestJet up! Magazine

FORT McMURRAY TOURISM

Myth bustin' Fort Mac

JODY ROBBINS
travel writer and blogger

NORTHERN STRONG!
VisitFMT.com

FORT MCMURRAY, AB - From the minute my plane hovered above the boreal forest just outside of Fort McMurray, I knew my expectations were out of whack. I'd never been to Fort McMurray and if you haven't either, I bet you also hold assumptions about this northern Alberta city.

Fort Mac, as we Albertans like to call it, is best known as ground zero for oil sands production. There's definitely energy here, but it's not just in the ground. I discovered it's much more than a hard working town. This vibrant community located within a picturesque valley offers plenty of adventures for outdoor enthusiasts. Let's see if we can't break down some of its most common myths.

It's full of men

"You're totally gonna get hit on. Fort Mac is crawling with men," my girlfriend predicted when hearing where I was headed. Secretly, I was hoping she'd be right, but actually this is a city of young families. The median age is 31 years old and with over 100 babies born every month, it's more like nappy valley. Fort McMurray draws in young professionals like nobody's business, and there are artisans, too.

There's nothing to do

Think people way up north hibernate all winter? Think again. With more than 130 kilometres of trails within the city, there are loads of excuses to get out and stay out. From snowshoeing to snowmobiling, there's a trail for every adventurer.

This is the place to catch the Aurora Borealis. Star gazing in the crisp midnight air is made even more exhilarating when your tour guide gives you an in depth low down on what you're actually looking at. Besides the constellations being brought to life, you'll receive an education on what makes the Northern Lights a natural phenomenon.

And let's say the weather truly is inclement, can still get your endorphin high with a visit to MacDonald Island Park. With so much under one roof, don't be surprised if you while away an entire day here. The amenities are endless with a public library, climbing wall, running track, curling rink, plus squash and racquetball courts. For families an indoor playground, tricked out splash park and multiple skating rinks ensures tots burn off all their energy.

The food's gonna suck

My first clue dining would be a pleasant surprise appeared in the swish, new airport. Not only does Earls have an outpost, but Famoso, an authentic Neapolitan pizzeria has also set up shop. In town, you can't go wrong with Mitchell's Cafe. Fresh soups, salads and sandwiches (made with home-baked bread) are filling and flavourful at this coffee shop cafe.

For dinner, snag a table at Atmosfere. It's high-end in that the food quality and preparation are top notch, yet the vibe is completely unpretentious. While steak and lobster are the most popular, you'd do well sampling Executive Chef Catto's creative riffs on seafood (flown in fresh several times a week) and bison short ribs.

There's no decent place to stay

If you really want a no tell motel, I'm sure you can find one, but far better to rest your head at Chez Dube, one of those quaint bed and breakfasts. Though occupying a large footprint, this B&B located steps away from Clearwater River is as cozy as it is charming. A large veranda wraps around the house, and inside you'll find a fully tricked out games room and inviting open kitchen. Guest rooms are spacious and range from suites with a separate living room to Victorian chintz with a clawfoot tub.

Embarrassingly, my assumptions about Fort McMurray were wrong. If you're looking for adventure and arguably the friendliest folks in Alberta, take this as your cue to head to Fort Mac.

Regional Municipality of Wood Buffalo | Travel Alberta

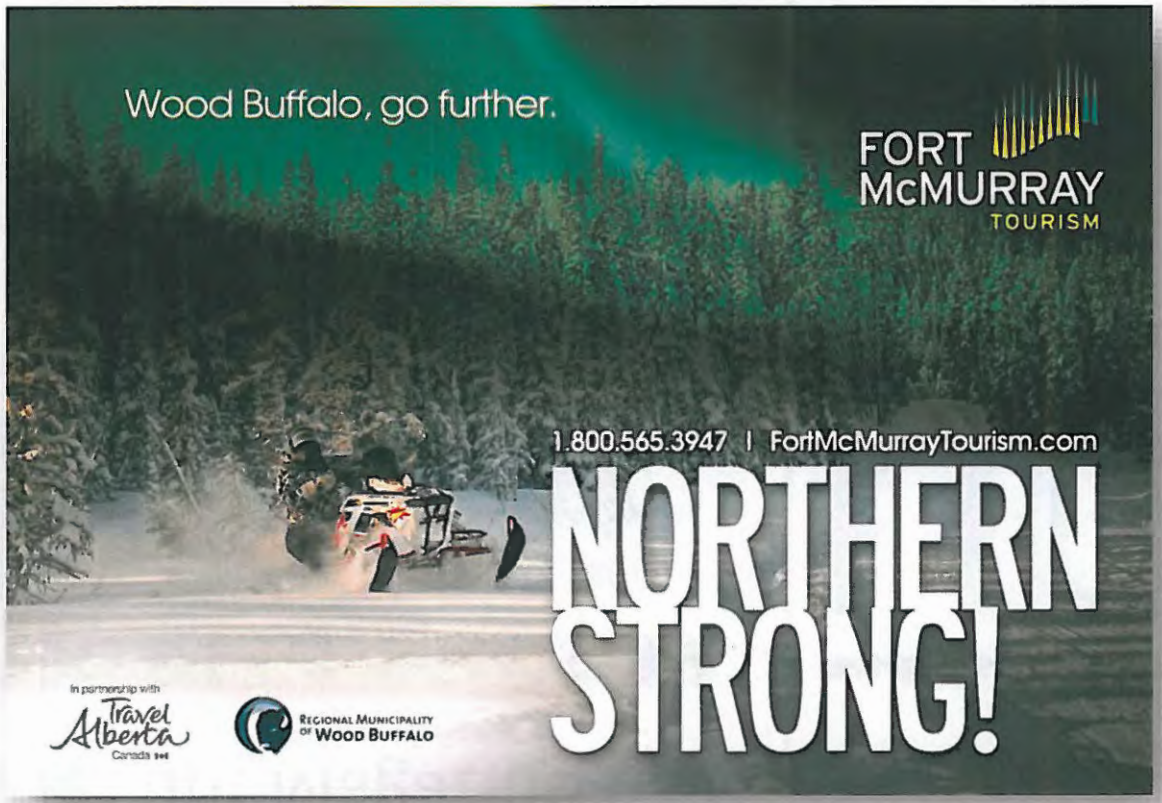
WESTJET up!

upmagazine.com

FORT McMURRAY TOURISM

Regional & National Marketing

SnoRiders



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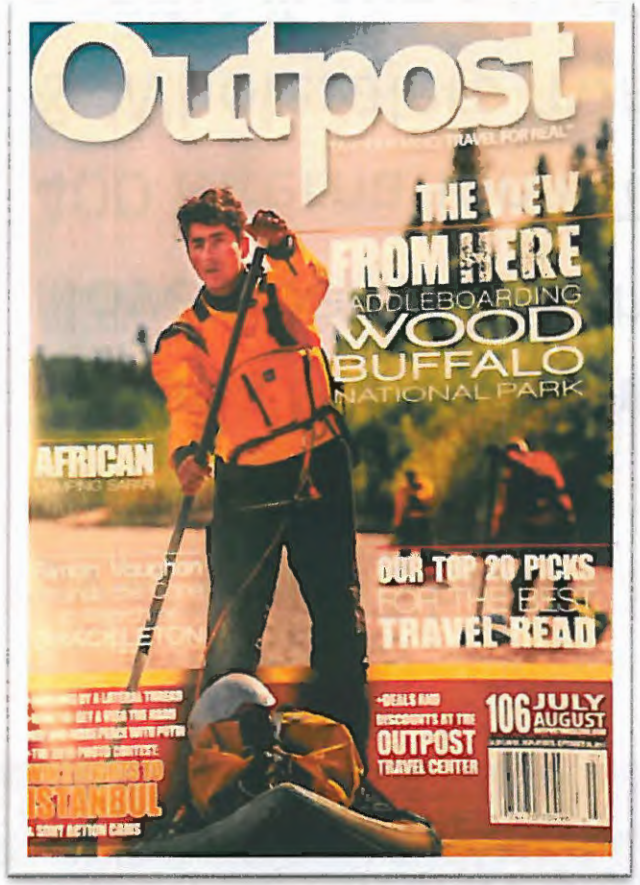
Regional & National Marketing

Outpost Magazine



FORT McMURRAY TOURISM

National & International Marketing

Travel Trade Shows & Consumer Shows

- Canada's West Marketplace - November, 2015 in Kelowna, BC
- 400 International Tour Operators & Wholesalers from Europe, Asia Pacific & the Americas
- Jointly hosted by Travel Alberta & Destination BC since 1989

Canada's West MARKETPLACE Alberta & British Columbia

FORT McMURRAY TOURISM

National & International Marketing

- Rendez-vous Canada is Canada's premier 4 day international tourism marketplace in May, 2015
  - More than 1,500 international tourism professionals
  - Series of twelve-minute appointments to promote or discover unique Canadian experiences.

Rendez-vous Canada 2015
Niagara Falls | presented by the Canadian Tourism Commission
présenté par la Commission canadienne du tourisme

FORT McMURRAY TOURISM

Promotional Collateral

Visitors' Guide Conference Planner Visitors' Map Sports Guide

Responsive Regional Website

FORT McMURRAY TOURISM

Visitor Services

Includes:

- In-person inquires
- 1-800 toll-free line
- online inquiries
- e-mail inquiries
- social media

Primary Location (gateway to region):

Oil Sands Discovery Centre

(AVIP* certified location)

- Mobile Visitor Information at special events, sporting events, conferences, etc.

Gov't of Alberta & FMT partnership in Wood Buffalo region announcement – **July 24, 2014**

Oil Sands Discovery Centre
Visitor Information Centre

FORT McMURRAY TOURISM

Visitor Experience

Gold Star Program

Includes:

- Customer service recognition program with Awards Gala
- Customer service training at the frontline and supervisory levels

BUDGET OVERVIEW – DMO (core)

Total funding request - $670,000

A) Visitor Services & Experiences (core):

- ✓ Visitor Information Centre,
- ✓ Gold Star Program Delivery,
- ✓ Market data collection & reporting,
- ✓ Administration associated with delivery

- ○ Fort McMurray Tourism - ambassadors serving people
- ○ Impacting 5 ~ 7 locally employed people annually (seasonal increase for summer)

FORT McMURRAY TOURISM

BUDGET OVERVIEW – DMO (core)

B) Marketing, Promotions & Development (core):

- ✓ Product Development & Research,
- ✓ Familiarization Tours & ETE Tours,
- ✓ Marketing (campaigns, tradeshows, online/social media) & collateral, etc.

- o Fort McMurray Tourism – industry professionals with global experience
- o Impacting 2 + locally employed people annually

FORT McMURRAY TOURISM

BUDGET OVERVIEW – Destination Management Organization (DMO - core)

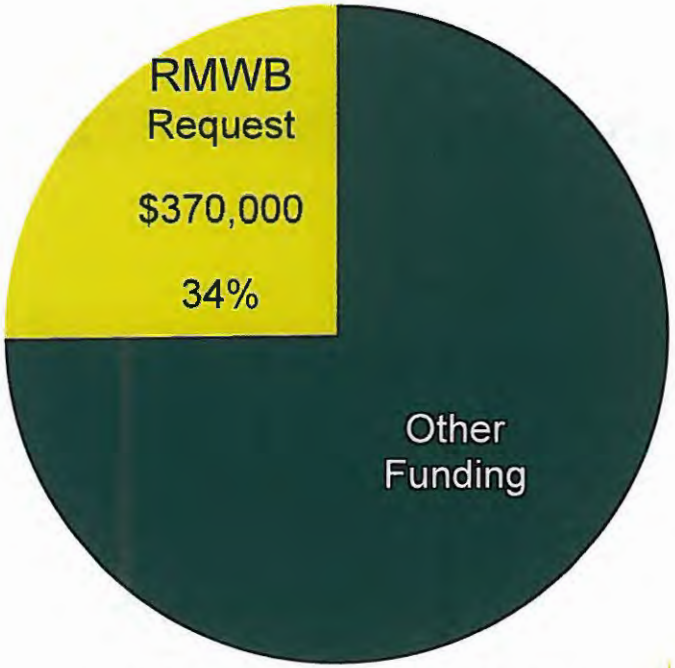
Total funding request - $670,000

A) Visitor Services & Experiences (core)

B) Marketing, Promotions & Development (core):

- Impacting 7 ~ 10 locally employed people annually (seasonal increase for summer)
- Personnel costs: 41%

Budget Item Request



(~$1.1 million total budget)

FORT McMURRAY TOURISM

Direct Value to the Region

West Jet Up!

Topics: Fort McMurray, Adventure Travel, Cross Country Skiing, B&B, Dining

Sportsnet

Topics: Fort McMurray, Western Canada Summer Games, River travel, Picnic

Outpost Magazine, MEC

Topics: Fort McMurray, Fort Chipewyan, Fort Smith, Stand up Paddle boarding from Fort Chip- Fort Smith, Wood Buffalo National Park, Adventure Travel, Wildlife

Globe & Mail, Seekers Media

Topics: Fort McMurray Adventure Travel, Sand Dunes and Richardson Backcountry

FORT McMURRAY TOURISM

Direct Value to the Region

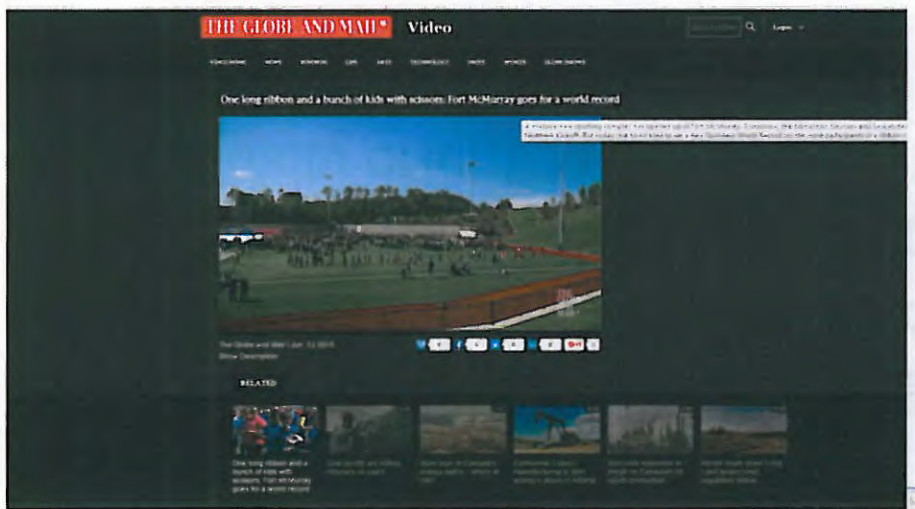
Media Familiarization Tours - between 2014-15

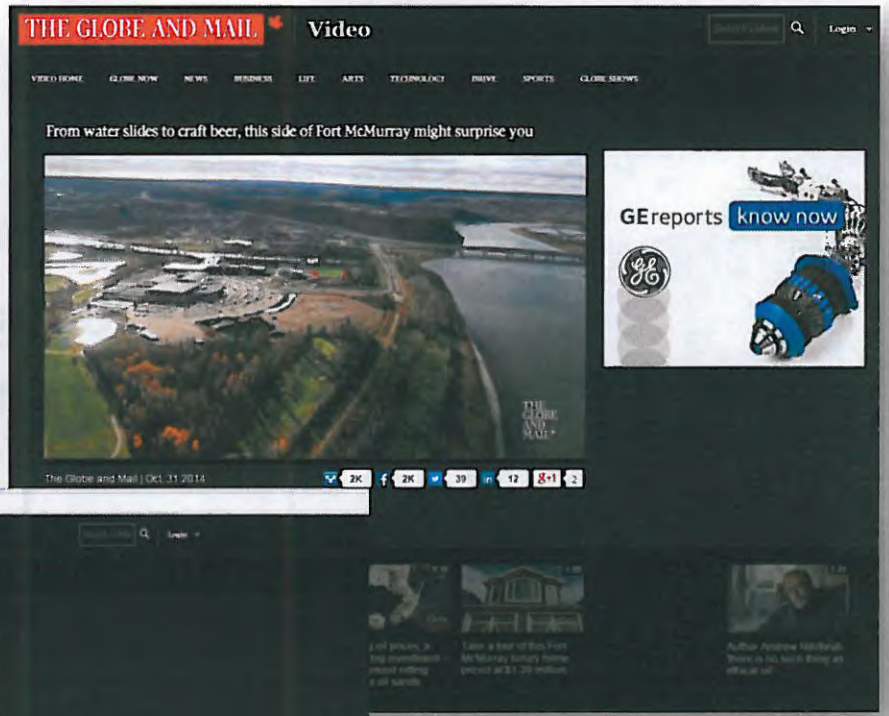
- Throughout the year FMT specifically targets media outlets with the purpose of enhancing our region's image and host a blend of event and media familiarization tours which have resulted in favourable coverage to date locally and nationally.
- $3+ Million earned media value (cost if you were to place ads across these channels in market)
- Partnered with Travel Alberta & Wood Buffalo businesses and experiences across all season

FORT McMURRAY TOURISM

Direct Value to the Region

The Globe and Mail





FORT McMURRAY TOURISM

Sports Tourism

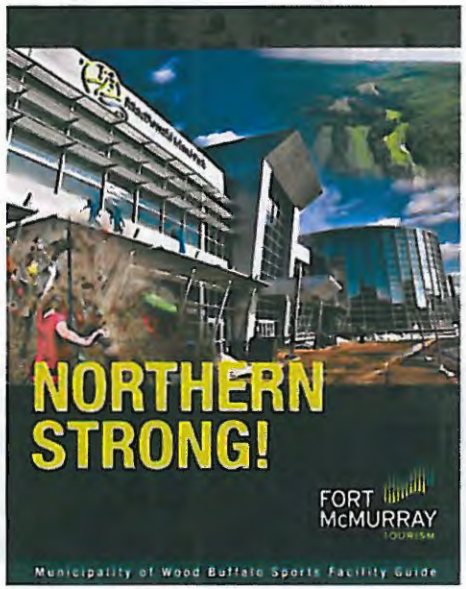
- ✓ GAP Analysis Report,
- ✓ Sales & Marketing Plan
- ✓ CSTA – STEAM PRO & Facility Inventory Tracking System (as is possible),
- ✓ Business development & marketing activities/materials.
- ✓ To support venues, sport user groups, RMWB in their endeavours to bid for sporting events (single & multiple sport)
- ✓ Externally oriented resource for the region.

BUDGET OVERVIEW – Sports Tourism

Sports Tourism

(newly supported by the RMWB)

- Fort McMurray Tourism – industry professionals with national experience
- Impacting 1 locally employed person annually
- Personnel costs: 36%



Canadian Sport Tourism Alliance
SPORT EVENTS CONGRESS
March 30 - April 1, 2015
Building Business Through Sport

Budget Item Request

($300,000 total budget)

FORT McMURRAY TOURISM

MICE Market (Meetings, Incentive, Conferences, Exhibitions)

(as resources allow)

- ✓ Sales & Marketing Plan,
- ✓ Business development & marketing activities/materials.
- ✓ To support venues, local businesses, facilitate larger meetings, conferences/conventions, incentive groups and exhibitions in our region's facilities,
- ✓ Externally oriented resource for the region for RFPs & Bids,
- ✓ Supportive of venue sales activities.

Thank you for your time!
FORT
McMURRAY
TOURISM