

# PRESENTATION TO COUNCIL

OCTOBER 13, 2015

## FRANK CREASEY

CEO, FORT McMURRAY TOURISM

515 MacKenzie Blvd

Fort McMurray, AB T9H 4X3



# PRESENTATION OVERVIEW



- 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)

# 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)



# Local Marketing

Oversized Post Cards

YMM



**NORTHERN  
STRONG!**

Showcasing our facilities, our people, Buffalo's 2015 events offer something for everyone. Sports, history, family, or culture – the vibrancy of the region shows through.



**FORT  
McMURRAY**  
TOURISM

Culinary Tourism Scene  
Thrives in Fort McMurray



66 TMM August / September 2015 • www.yourmcmurraymagazine.com

**FORT  
McMURRAY**  
TOURISM

# Local Marketing

## Airport Welcome Sign - North Terminal & ETE Tours





# Local & Regional Marketing

## YLW (Kelowna) & YMM Advertisements



# Regional Marketing



## Alberta Outdoorsmen Magazine Ads & Advertorials

1.800.565.3947 | FortMcMurrayTourism.com

# NORTHERN STRONG!

explore the  
**Athabasca Sand Dunes**

Now offering tours to the Athabasca Sand Dunes and Six Lakes Provincial Park

in partnership with  
**Travel Alberta**  
Canada

**FORT McMURRAY TOURISM**

REGIONAL MUNICIPALITY OF WOOD BUFFALO

**FORT McMURRAY TOURISM**

1.800.565.3947 | FortMcMurrayTourism.com

# NORTHERN STRONG!

in partnership with  
**Travel Alberta**  
Canada

REGIONAL MUNICIPALITY OF WOOD BUFFALO



While many of these lakes and rivers are drive accessible, others offer the unique experience of fully outfitted lodges on rustic and isolated camps. Up north, you'll find stellar fishing for pike, walleye, perch, lake trout and Arctic grayling. Most of the lakes and rivers are accessible from the main highways. Convenient air access and connections from major centers make your trip an easy one. In addition to Highway 63, Highway 881 now provides fully paved secondary access to Fort McMurray and the great fishing locations in the Conklin area.

No crowds, no stress fishing is the way of the north, and the northern operators you'll find listed here can outfit you with all the gear, help you find the very best spots and pick just the right lure to land that big one. Whether you're looking for the catch of a lifetime, wanting to spend some time in the great outdoors or a family looking for a fun vacation, fishing the north is the experience for you!



# NORTHERN STRONG!

1.800.565.3947  
FortMcMurrayTourism.com

### Fishing Lodges

**Andrew Lake**  
T: 780.464.7111 | ANDREW.LAKELODGE.COM

**Channing Lake Lodge**  
T: 780.464.6144 | CHANNING.LAKELODGE.COM

**Grand Haven Lodge**  
T: 780.464.1234 | GRANDHAVEN.COM

**Quincy Lake Lodge**  
T: 780.464.5176 | QUINCY.LAKELODGE.COM

**Wendy Lake Lodge**  
T: 780.464.6144 | WENDY.LAKELODGE.COM

**Jack Lake Lodge**  
T: 780.464.3161 | JACKLAKEPORTFISHING.COM

**Chad Lake Lodge**  
T: 780.464.6144 | CHAD.LAKELODGE.COM

**Whispering Willow Lodge**  
T: 780.464.6144 | WHISPERINGWILLOWFISHING.COM

**Norway Lake Lodge**  
T: 780.464.6144 | NORWAY.LAKELODGE.COM

**Windward Lake Lodge**  
T: 780.464.6144 | WINDWARD.LAKELODGE.COM

**Guided Day Trips**  
Anemone Boat  
T: 780.464.6144  
E: anemoneboat@anemoneboat.ca  
Wood Buffalo Wilderness Tours  
T: 780.464.6144 | WBT.TOURS.CO

For more information on fishing and packages available, please register at our website at FortMcMurrayTourism.com





# Regional & International Marketing

## WestJet up! Magazine



**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 Atmosphere. 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.

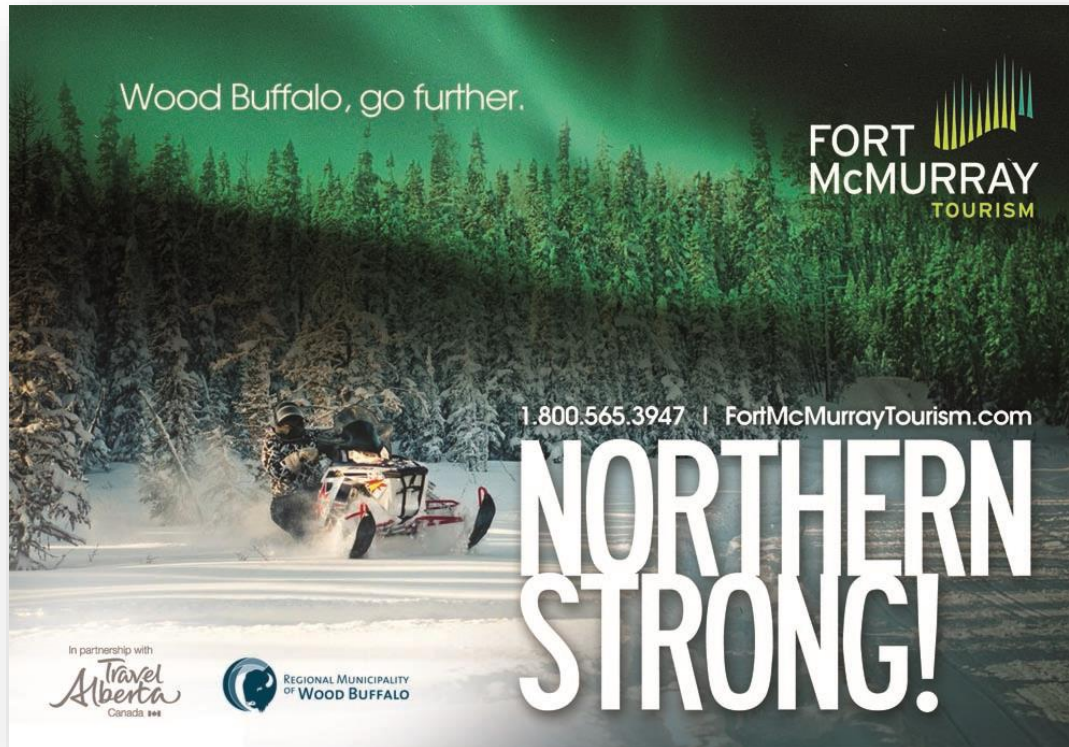
Embarrassingly, my assumptions about Fort McMurray were wrong. If you're looking for adventure and arguably the friendliest folks in Alberta, take this as your cue to head to Fort Mac.

**WESTJET**  
**up!**  
upmagazine.com

**FORT  
McMURRAY**  
TOURISM

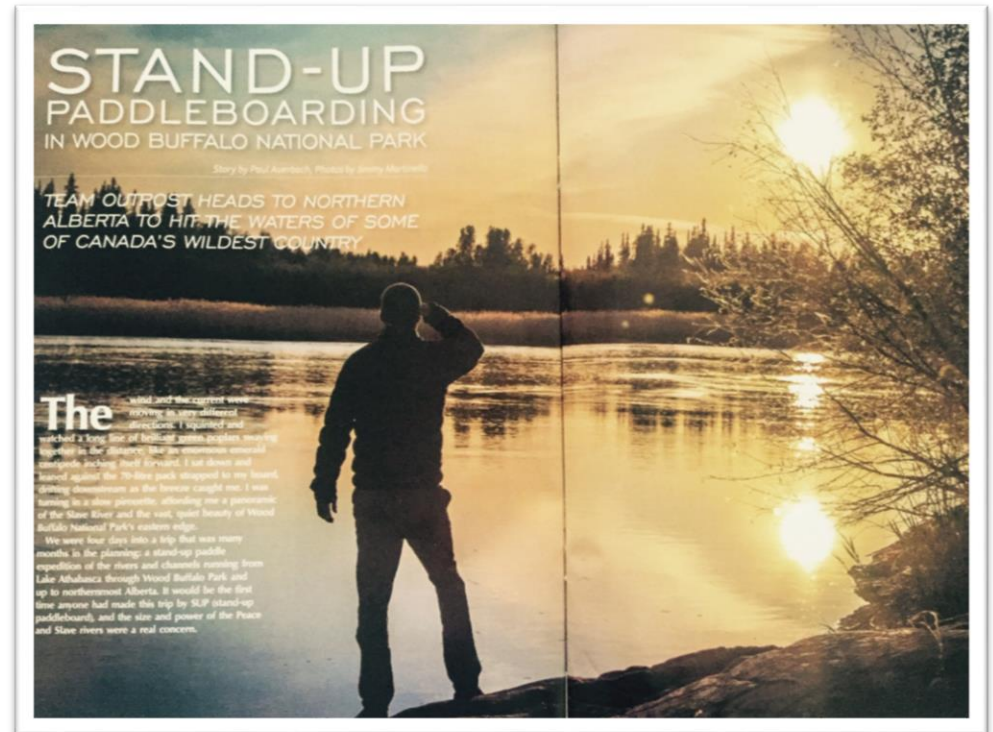
# Regional & National Marketing

## SnoRiders



# Regional & National Marketing

## Outpost Magazine





# 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



# 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.

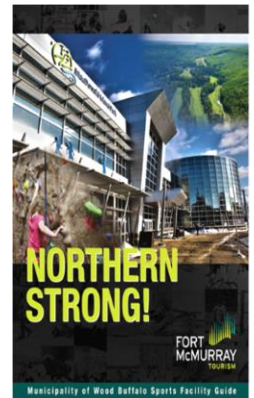
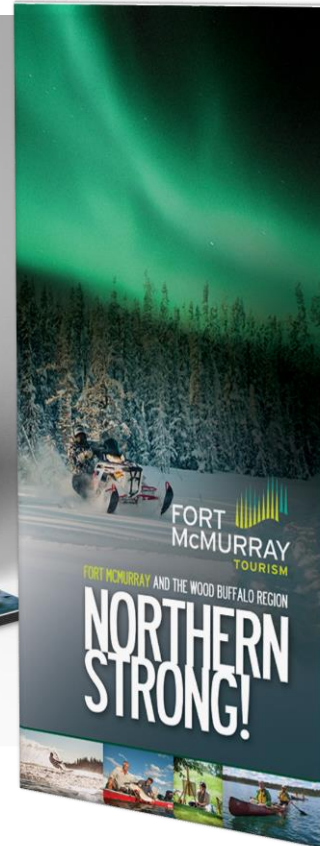


# Promotional Collateral

Visitors' Guide

Conference Planner

Visitors' Map Sports Guide





# Responsive Regional Website



# Visitor Services

Includes:

- In-person inquiries
- 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



# 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)

# BUDGET OVERVIEW – DMO (core)

## B) Marketing, Promotions & Development (core):

- ✓ Product Development & Research,
  - ✓ Familiarization Tours & ETE Tours,
  - ✓ Marketing (campaigns, tradeshow, online/social media) & collateral, etc.
- 
- Fort McMurray Tourism – industry professionals with global experience
  - Impacting 2 + locally employed people annually

# BUDGET OVERVIEW – Destination Management Organization (DMO - core)

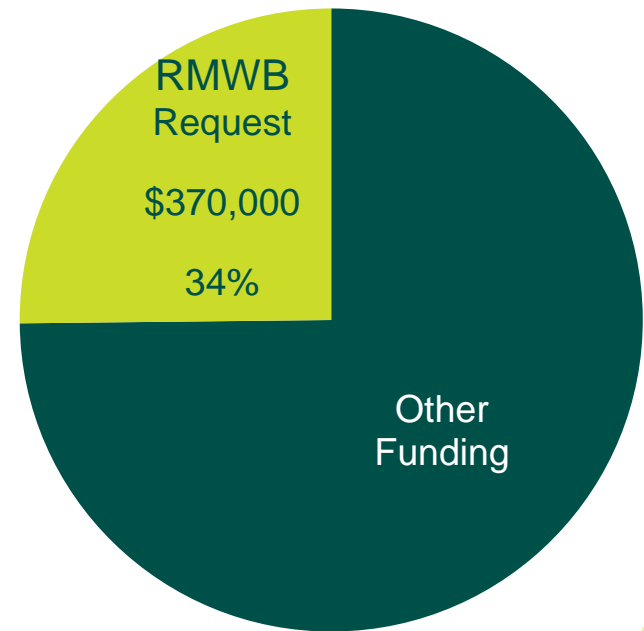
Total funding request - \$670,000

## Budget Item Request

A) Visitor Services & Experiences (core)

B) Marketing, Promotions & Development (core):

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



(~\$1.1 million total budget)



# 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

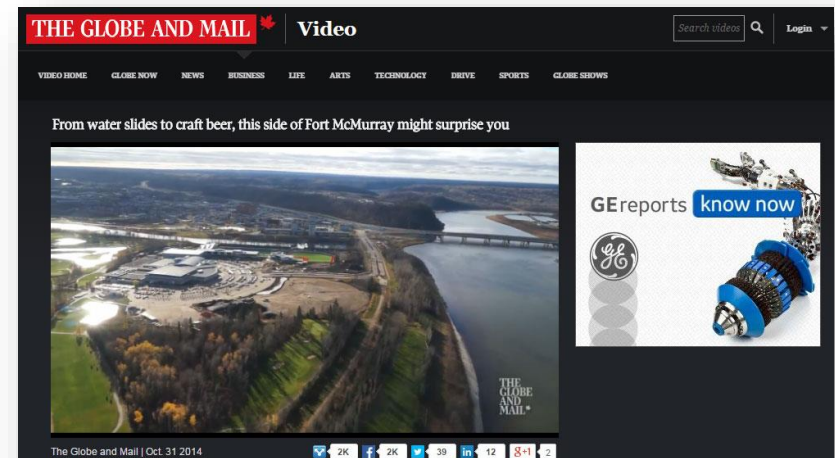
# Direct Value to the Region

## 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

# Direct Value to the Region

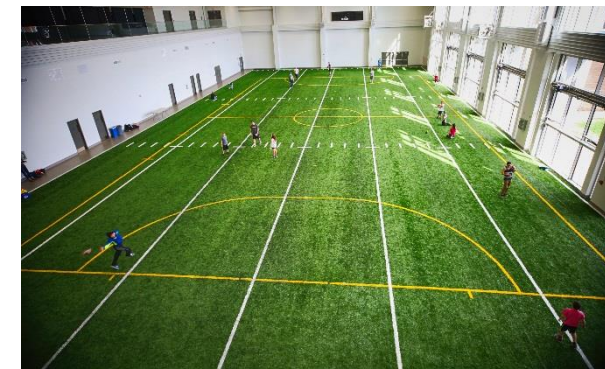
## The Globe and Mail





# 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

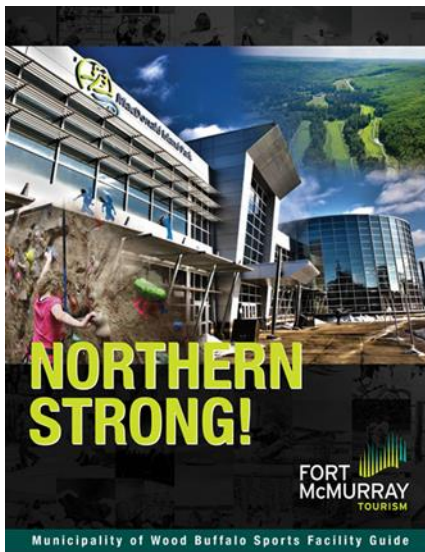
(newly supported by the RMWB)

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

## Budget Item Request



(\$300,000 total budget)

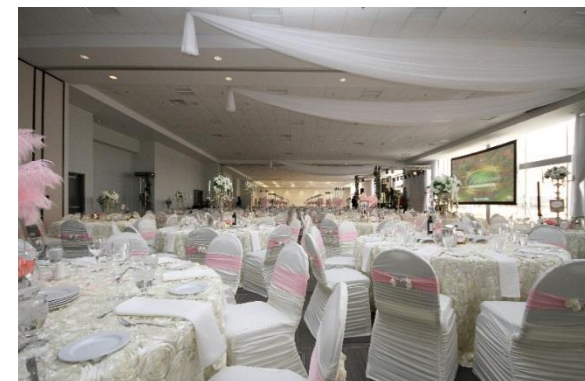




# MICE Market (Meetings, Incentive, Conferences, Exhibitions)

(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!