

International marketing campaign for Western Canada

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An investment from Western Economic Diversification Canada will help the Tourism Alliance for Western Canada implement an international marketing campaign to stimulate tourism in Western Canada. The campaign will promote Western Canada as a tourist destination in key target markets across the United States, Europe and Asia.

The Honourable Diane Ablonczy, Secretary of State (Small Business and Tourism), on behalf of the Honourable Rona Ambrose, President of the Queen's Privy Council for Canada, Minister of Intergovernmental Affairs and Minister of Western Economic Diversification announced \$5 million in funding for the campaign.

"Our government is committed to standing up for Western Canada's traditional industries," said Secretary of State Ablonczy. "The West's tourism industry includes more than 200,000 small- and medium-sized businesses, and I am confident this project will contribute to economic prosperity in western communities of every size."

The Tourism Alliance of Western Canada is a joint marketing consortium in which the four western provinces and their respective Tourism Marketing Agencies work cooperatively to promote growth in tourism within the private sector. Under this project, each of the Alliance members - Tourism British Columbia, Travel Alberta, Tourism Saskatchewan and Travel Manitoba - will coordinate a series of activities tailored to the needs and priorities of each province.

"The timing of this announcement is perfect for British Columbia," commented Rod Harris, president & CEO of Tourism BC. "We need to access every resource available to truly maximize the benefits of hosting the Vancouver 2010 Olympic and Paralympic Winter Games - and this investment will help us do just that."

Tourism is one of Canada's top economic generators. In the West, tourism contributes about \$18 billion to the economy each year and directly employs nearly 280,000 westerners in sectors that include accommodation, food and beverage services, recreation and entertainment, transportation, and travel services.

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