

Trail Expansion

The Project

The Grande Alberta Trail is a circle tour that extends

- West of Edmonton
- North along Highway 40, to Grande Prairie
- Back to Edmonton, via Highway 43

Communities and operators have banded together to promote tourism in the west central region under the umbrella of “The Grande Alberta Trail.” This encourages a broader range of investment and promotion, as well as enhances the region’s image.

Ideally, tourists will view the Grande Alberta Trail as a series of varied experiences to be enjoyed as alternatives to destinations south or further east. The goal is to develop the region into an extended stay destination, as well as promote overnight or short visit opportunities.

There is a great potential to profit from tourism growth in Alberta, as well as to capture a larger share of selected markets. The Grande Alberta Trail assists business development by promoting tourism opportunities to markets beyond the region. It also encourages existing tourism businesses to offer combined travel experiences, such as tour packages.

Background

Alberta’s tourism revenues grew from \$2.6 billion in 1990 to an estimated \$4.5 billion in 2001. Tourism is the fourth largest industry in Alberta, employing about 100,000 people province-wide. Albertans are responsible for 50% of total industry receipts, while the rest of Canada contributes 19%. The United States and other international markets each provides about 15-16% of Alberta’s total tourism revenues.

Increased tourism will help balance the cyclical nature of the mining, forestry, and agricultural industries in the region.

Implementation

The Grande Alberta Economic Region can bring communities and operators together to develop action-orientated strategies. This approach will increase tourism facility investment and make existing products more market ready. Identifying and implementing investment promotion priorities is an important step. An action plan should focus on developing.

- Attractions
- Accommodation
- Services
- Infrastructure

The Trail is primarily targeted to the Edmonton market as “a get-away destination at your doorstep.” Traffic on the way to Alaska is also a potential market. Some promotional initiatives can be shared with Travel Alberta, Marketing should increase destination awareness and position the region as a diverse family destination, offering outdoor recreation and adventure experiences.

Key Contacts

Parcon Travel Marketing
2nd Floor, 10318 – 111 Street
Edmonton, Alberta, Canada
T5K 1L2
Tel: (780) 425-8914
Fax: (780) 423-6722

Tourism Branch
Alberta Economic Dev.
6th Floor Commerce Place
Edmonton, Alberta, Canada
T5J 4L6
Tel: (780) 427-6660
Fax: (780) 727-0778

Denise Martell, Director, Special Products
Travel Alberta In-Province
Parcon Travel Marketing
2nd Floor, 10318 – 111 Street
Edmonton, Alberta, Canada
T5K 1L2
Tel: (780) 425-8914
Fax: (780) 423-6722