

CONNECT AND CONTRIBUTE

STRENGTH OF PARTNERSHIP

Partnering with Tourism Red Deer is a great investment for local businesses and tourism operators! Your membership demonstrates support for the central Alberta tourism industry. Tourism Red Deer can connect you with new customers, assist with experience and itinerary development, expand your marketing reach, and provide access to industry resources to support business growth.

Partners also have exclusive access to a variety of tools to leverage marketing dollars including cooperative programs, digital content, networking events, industry contact list, educational workshops and much more. Join us as we showcase everything the City of Red Deer and Red Deer County has to offer, while inspiring visitors and central Albertans to seek out – and share – the experiences that are authentically ours.



OUR VISION

Be the collective voice of a strong and diverse tourism community and lead the development of authentic experiences.

OUR MISSION

Tourism Red Deer drives destinations development, creates awareness and promotes regional collaboration to enhance the visitor experience.

OUR MANDATE

experiences

- Increased leisure travel experiences featuring culinary, nature/outdoor recreation, and arts, culture & heritage opportunities
- Grow our role as a regional gateway and base camp for central Alberta, West Country and Canadian Badlands

economic growth & diversification

- Increase year-round visitation by target markets
- Increase the visitor spending and total economic impact for stakeholders
- Attract increased private and public sector investment in tourism experiences, services and infrastructure
- Increase awareness, understanding and support of the benefits tourism brings to our communities, the region and the province

environment

- Establish a positive and inclusive relationship between the region's tourism industry, community leaders, active stake holders, visitors and residents to ensure our community is engaged
- Maintain the integrity and quality of tourism resources in the region and destination's competitiveness

As the official Destination Organization (DO), Tourism Red Deer is a strong advocate for ongoing development and promotion of its stakeholders.

OUR INDUSTRY



\$1.2 billion industry
16% of visitor spending in AB



Generates 17,000+ FTE jobs
in central Alberta



9 million total person-visits
per year

**TOURISM
RED DEER**

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CONNECT AND CONTRIBUTE

Invest in a marketing & benefit package that suits your business needs...

Marketing & Benefit Packages	Business Partner (non-consumer)	Marketing Partner (consumer)	Partner Plus ★ (consumer)
Participation in educational and networking opportunities	✓	✓	✓
Business referrals	✓	✓	✓
Online restaurant guide listing	✓	✓	✓
Access to partner directory/database	✓	✓	✓
No charge VIC brochure racking	✓	✓	✓
Access to image and video gallery	✓	✓	✓
Online event posting	✓	✓	✓
visitreddeer.com	web link + 50 word description + logo + 1 photo	web link + description + photos	web link + enhanced description + photos
Distribution of consumer e-newsletter		✓	✓
Interactive mapping & trip planning tools		✓	✓
Experience development (consultation and partnerships)		✓	✓
Coop marketing (partnership opportunity)		✓	✓
Market research			✓
Social media promotion			✓
Sponsorship opportunities			✓
Additional website listing (for multiple property operators)			✓
Visitor Guide (2021-22)		30 word listing	50 word listing
Membership	AGM voting privileges, networking & event invitations, monthly e-newsletters, industry communications		
Marketing & Benefits subtotal	\$150	\$400	\$900
+ Membership	\$100	\$100	\$100
TOTAL	\$250	\$500	\$1,000



PARTNER BENEFITS

- Opportunities to grow your business
- New interactive mapping and trip planning tools
- Experience development consultations
- Access to coop marketing programs
- Target market identification assistance
- Social media promotions
- Connect with visitors
- Access to digital imagery
- Engage in and spread industry awareness
- Publication listings
- Regular communication
- Connect with peers
- Access to industry tools and resources



Business Partner (B2B) – For business service companies looking to work with members of Red Deer and Area’s growing tourism industry and benefit from business referrals and access to tourism-industry related news, events and tools.



Marketing Partner (consumer) – For organizations looking to extend their marketing budgets by leveraging Tourism Red Deer channels to connect with more visitors, media, travel trade tour operator representatives, and new experience development opportunities to grow your business.



Partner Plus (consumer) – For larger organizations looking to take their marketing efforts further through multiple enhanced listings on visitreddeer.com, opportunities to partner in the development of new experiences and unique sponsorship opportunities.