

**Memorandum of Understanding**  
**British Columbia-Alberta Tourism Initiative**

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**THIS MEMORANDUM OF UNDERSTANDING** made this 8<sup>th</sup> day of October, 2003.

**BETWEEN:** THE GOVERNMENT OF THE PROVINCE OF BRITISH COLUMBIA (hereinafter referred to as British Columbia), as represented by the Minister of Competition, Science and Enterprise

OF THE FIRST PART;

**AND:** THE GOVERNMENT OF THE PROVINCE OF ALBERTA (hereinafter referred to as Alberta), as represented by the Minister of Economic Development

OF THE SECOND PART.

**Whereas** British Columbia and Alberta (hereinafter referred to as the “Partners”) wish to work together more closely and to collaborate on issues, projects and initiatives of mutual interest to both governments, and

**Whereas** British Columbia and Alberta wish to increase the contribution that tourism and travel activities make to the economies of both provinces and western Canada, and

**Whereas** both British Columbia and Alberta recognize that stronger collaboration could significantly enhance the economic benefits associated with increased travel and tourism, particularly for the regions and small communities across the provinces, and

**Whereas** British Columbia and Alberta have signed **THE PROTOCOL OF COOPERATION** in order to formalize their cooperative initiatives and improve working relations, and

**Whereas** both British Columbia and Alberta serve to confirm that, through the Ministry of Competition, Science and Enterprise and the Ministry of Economic Development respectively, they have agreed to enter into an agreement for the purposes of implementing joint travel trade and tourism consumer activities;

**NOW, THEREFORE,** the Partners hereto mutually agree as follows:

## **1.0 Purpose:**

British Columbia and Alberta have identified potential partnership opportunities to undertake joint efforts to market and promote tourism and travel to key overseas and North American markets in order to increase tourism revenues for both provinces through improved efficiencies in tourism marketing and promotion activities.

## **2.0 Key Markets and Joint Activities**

2.1 Over the next year, the Partners will as appropriate implement the cooperative initiatives and activities listed in this MOU in these key markets:

- United States
- Australia
- Japan
- China
- South Korea
- United Kingdom
- Germany
- Netherlands

2.2 The Partners will work cooperatively with travel trade business interests to enhance training and education of tour operators in both provinces by undertaking:

- In-market seminars
- In-province familiarization tours
- Cooperative consumer advertising (provinces and travel trade partnering)

2.3 The Partners will combine efforts to promote joint story ideas to key overseas and North American travel media. Included in these efforts will be the introduction of an Olympic travel corridor between Calgary, Alberta and Whistler, British Columbia, site of the 2010 winter Olympics. In addition, independent (i.e. self-guided) travel routes will be introduced. They will highlight regions and communities in both provinces by undertaking the following initiatives:

- Media familiarization tours
- Pre-written stories
- Joint press releases
- Trade events

The following regions to be highlighted include:

- Peace River Country Tour
- Thompson Country Tour
- Southern Rockies Kootenay Tour

2.4 Among travel products to be promoted by the Partners are “circle tour” routes across the provinces. All circle tours and independent travel routes will be promoted in both directions. These routes will include key areas in Alberta and BC, throughout the Rockies to the west coast:

- The Best of the West
- Glaciers to the Pacific
- Rockies Circle West

Details will be worked out between the governments, communities and industry participants.

2.5 The Partners will operate cooperatively *Canada’s West Marketplace*, an international trade event to be held alternately in each province. The event will be hosted in Whistler, British Columbia on December 2-5, 2003 and in Alberta in 2004 (the date to be determined).

### **3.0 Accountabilities**

The lead province for each initiative undertaken within the scope of this MOU will be responsible for guiding and directing that initiative. All participants in those initiatives will be consulted where major decisions must be made on significant issues, including financial issues. The Partners will determine for each initiative the methods and conditions for the collection of revenue from participating buyers, sellers and sponsors, and the responsibility for paying all suppliers for services.

### **4.0 Review of this MOU**

All initiatives undertaken within the scope of this MOU will be reviewed one year following the signing of this MOU.

### **5.0 LIAISON**

Upon the signing of this MOU, the Partners will determine the key contacts within each jurisdiction for handling all correspondence and communication related to all initiatives undertaken.

### **6.0 ACCEPTANCE**

The Partners accept and all other participants recognize that this **British Columbia – Alberta Tourism Initiative** is a positive and valuable contribution to the promotion of travel and tourism in western Canada.

This **Memorandum of Understanding** has been executed on behalf of **British Columbia** by the Minister of Competition, Science and Enterprise, and on behalf of **Alberta** by the Minister of Economic Development.

**The Government of British Columbia    The Government of Alberta**

The Minister of Competition, Science  
and Enterprise

The Minister of Economic Development

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The Honourable Rick Thorpe

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The Honourable Mark P. Norris