






Subject: **Tourism Advocacy Summit 2024**  
Meeting Date: Tuesday, January 9, 2024  
Prepared By: Carolyn Van der Kuil, Legislative Services Coordinator  
Presented By: Mike Haugen, CAO

### RECOMMENDED MOTION:

That Council approve the attendance of Councillor McGhee and Councillor Christie to the Tourism Advocacy Summit being held in Edmonton on February 4-6, 2024.

### STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

### RELEVANT LEGISLATION:

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

### BACKGROUND/PROPOSAL:

Councillor McGhee and Councillor Christie are interested in attending the Tourism Advocacy Summit on February 4-6, 2024.

From the event website (<https://www.tiaalberta.ca/events/2024-alberta-tourism-advocacy-summit>): The event will be hosted at the JW Marriott in Edmonton, the Alberta Tourism Advocacy Summit is the industry's premier event to learn about current government priorities, to gain political and industry insights from experts and media observers, and for you to share your industry points-of-view with elected and nonelected representatives.

Responding to attendee feedback from the last Alberta Tourism Advocacy Summit, Summit 2024 has been reformatted to include breakout sessions on 4 main thematic areas: Marketing, Place, Access and Leadership. Each of the breakout sessions will feature speakers and panels on a wide range of topics including:

- Tourism zone development insights
- Air access capacity
- Destination reputation management
- Tomorrow's traveller
- Predictive analytics
- Public lands access
- Citizen engagement
- Meeting ESG expectations



**DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:**

The Agenda is attached for review.

The event is put on by the Tourism Industry Association of Alberta which is a not-for-profit, tourism association that advocates on behalf of all segments of Alberta's tourism economy for a competitive and sustainable business environment that generates substantial economic value for the province.

**FINANCIAL & STAFFING IMPLICATIONS:**

Registration cost is \$899.00 per attendee. Each attendee would require accommodation for two nights at \$240.00 per night. Each year Council members attend events and training sessions. Funding for this type of activity is included each year in the Operating Budget.

**RECOMMENDED ENGAGEMENT:**

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
--------	-------------------------	--------	--

**ATTACHMENTS:**

Tourism Advocacy Summit 2024 Agenda.

**COUNCIL OPTIONS:**

1. Approve Attendance for two Councillors.
2. Approve Attendance for one Councillor.
3. Receive for Information.

**FOLLOW-UP ACTIONS:**

Register and make reservations for approved Council members.

**APPROVAL(S):**

Mike Haugen, Chief Administrative Officer

Approved-

