



May 11, 2009

Ady to support Edmonton's Universiade 2015 bid in Brussels

Promotes Alberta as a tourist destination in Paris and Frankfurt

Edmonton... Tourism, Parks and Recreation Minister Cindy Ady will be part of a Canadian delegation in Brussels on May 22 and 23, making a final presentation to the International University Federation in support of Edmonton's bid to host the Universiade 2015 Summer Games.

"It's a tremendous privilege to back Edmonton's bid as the best choice to host the Universiade 2015 Summer Games," said Ady. "Alberta has an outstanding track record in hosting successful international events. Bringing the Universiade Games back to Edmonton would be important as an economic generator, and an opportunity to bring increased international exposure to Alberta."

Edmonton successfully staged the 1983 Universiade Summer Games. A formal decision on the host site for the 2015 Universiade Summer Games will be made on May 23.

Prior to the final bid presentation for Universiade 2015 in Brussels, Minister Ady will promote Alberta as a tourism destination in France and Germany. From May 17-21 she will meet with European travel media representatives in Paris and Frankfurt. Meetings have also been scheduled with French and German tour operators to promote the new improved air access between Amsterdam and Calgary.

"Travel Alberta has identified Germany and France as important tourism markets with great potential," Ady added. "In the current global economy, we need to ensure Alberta is top-of-mind in two of Europe's most significant markets. We want travelers in these markets to think of Alberta as a must-see destination."

Travel Alberta's 2009-12 Business Plan identifies France as a developing market and Germany as one of Alberta's primary leisure tourism markets. In 2007, 479,000 European tourists visited Alberta and spent more than \$495 million in our province.

The estimated cost of the trip including travel, accommodations and meals for Ady and her executive assistant is \$6,100.

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Backgrounder: Itinerary

Media inquiries may be directed to:

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403-803-8623

To call toll free within Alberta dial 310-0000.

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General itinerary Cindy Ady, Minister of Tourism, Parks and Recreation Belgium, France and Germany

Thursday, May 14

- Depart for Brussels, Belgium

Friday, May 15 and Saturday, May 16

- Personal time at Minister's own expense

Sunday, May 17

- Travel to Paris, France

Monday, May 18

- Meet with European media to promote Alberta as a tourism destination
- Meet with leading tour operators from France

Tuesday, May 19

- Travel to Frankfurt, Germany

Wednesday, May 20

- Meet with Travel Alberta's German tourism representatives
- Attend luncheon with media to promote Alberta as a tourism destination
- Meeting with Air Canada
- Depart for Brussels, Belgium

Thursday, May 21

- 2015 Summer Universiade presentation committee meeting
- Meeting with the Canadian Ambassador to Belgium

Friday, May 22

- Rehearsal for final presentation/International University Sport Federation reception

Saturday, May 23

- Final bid presentation/International University Sport Federation reception
- Return to Alberta

Note: This itinerary is tentative and subject to change.

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