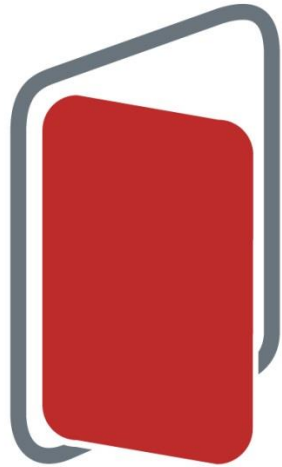


check in

C A N A D A

rest assured

AHLA Convention
2015



check in

C A N A D A

Vision

To connect every guest directly
to the hotels and lodging that serve them.



Hotels in Canada paid

\$317 Million

Hotels in Alberta paid

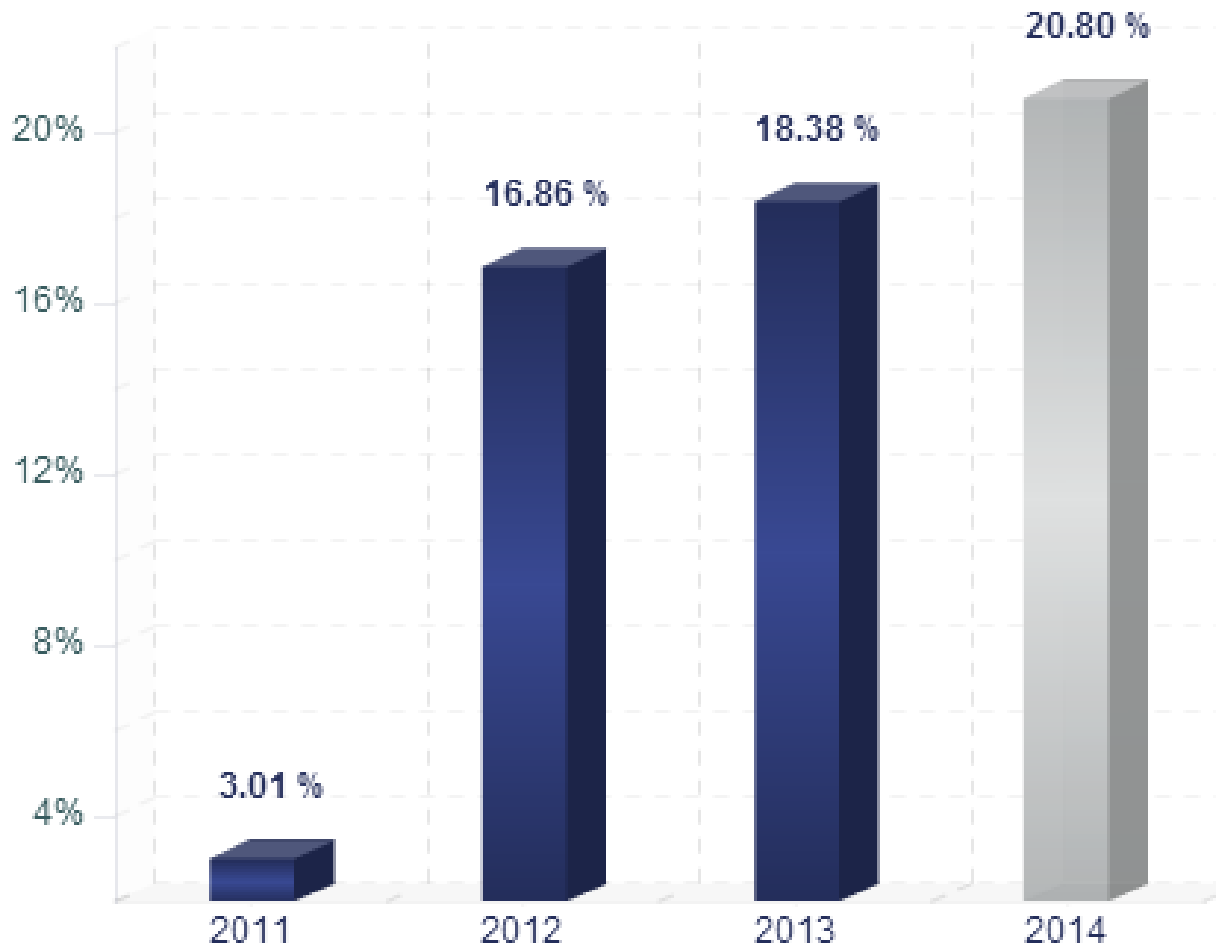
\$61 Million

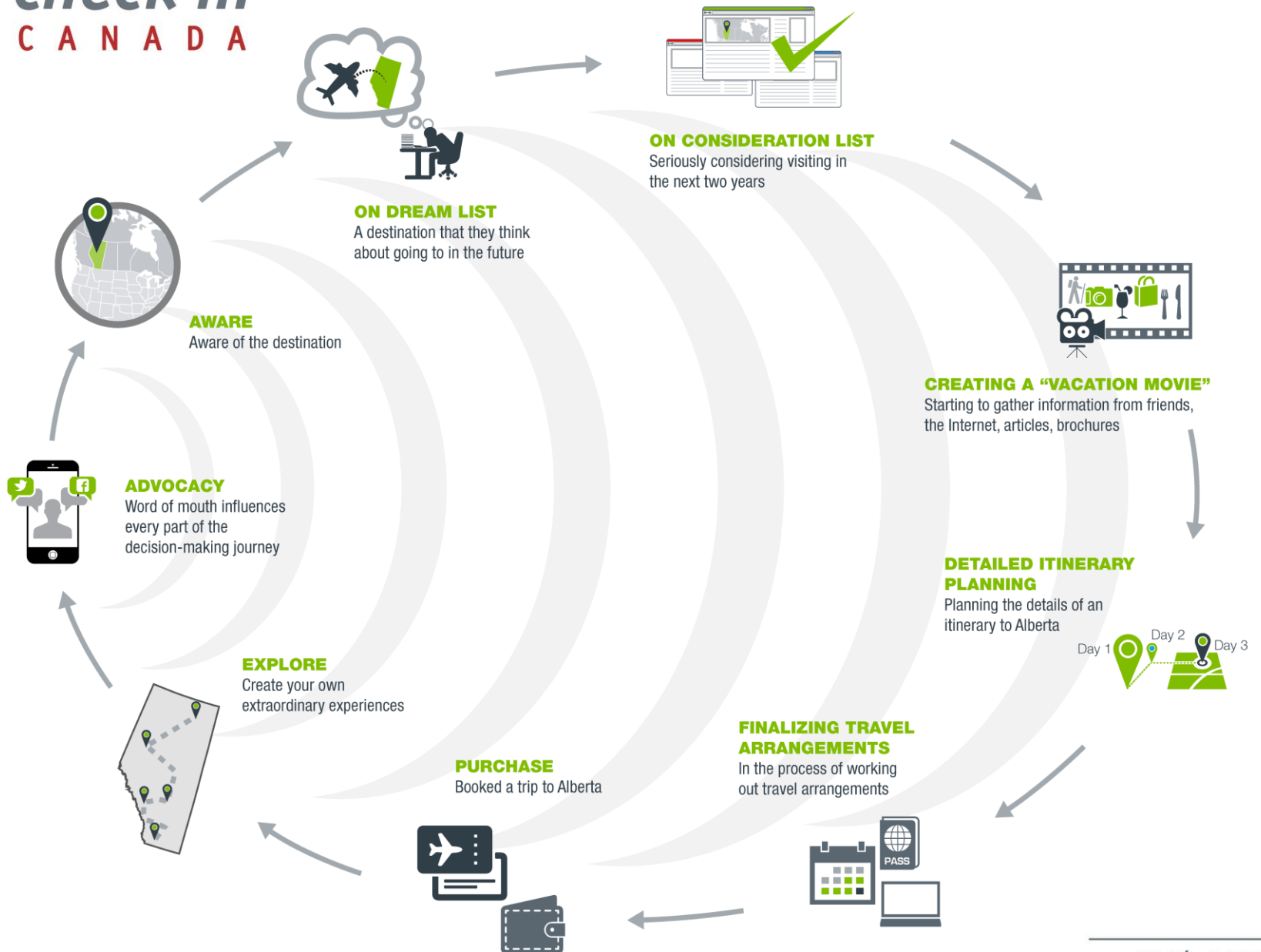
in commissions to OTAs in 2013 alone.



chart by amCharts.com

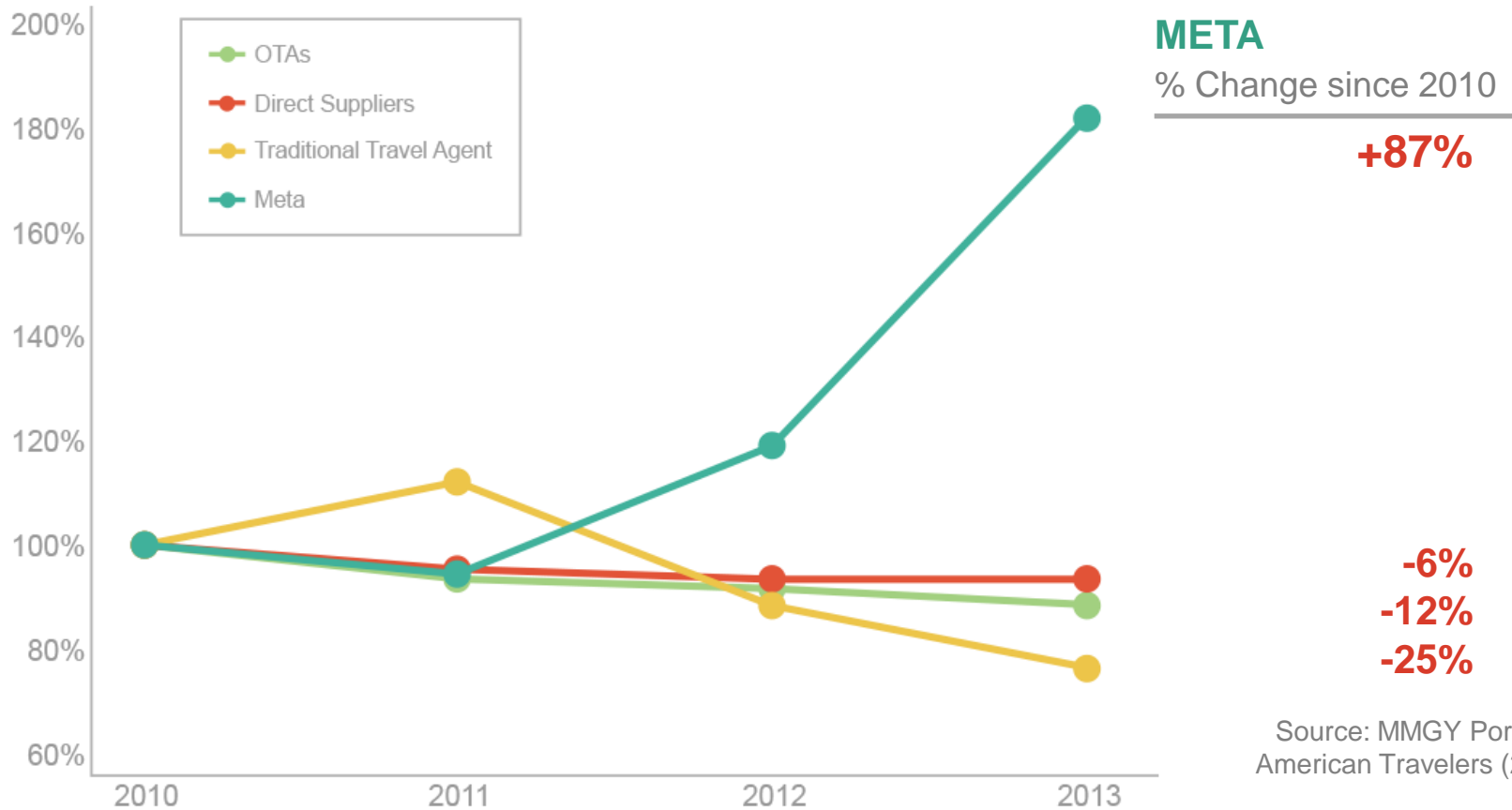
Annual Revenue Growth





CONSUMER USE OF META IS GROWING

What type(s) of travel websites did you consult before making a reservation?



Source: MMGY Portrait of American Travelers (2013).

ALBERTA TOURISM INFORMATION SERVICE (ATIS)

AGGREGATE

Travel Suppliers
Tourism Operators, Accommodations Providers

Niche Data Aggregators
Associations, Interest Groups, Meta Search Providers, Government Agencies, DMO's

Travellers
Travel Reviews, Photos, Videos, Stories



ATIS

Tourism Product Inventory

- Attractions
- Accommodations
- Events & Festivals
- Food & Entertainment
- Natural Wonders
- Museums & Historic Sites
- Transportation
- Visitor Service Centers

listings, travel offers, articles



DISTRIBUTE

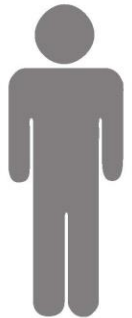
Marketing Partners
Travel Alberta, DMO's, Travel Publishers, GPS & Location Service Providers, Visitor Service Centers, Meta Search Providers

Marketing Channels

-
-
-
-
-
-



Traveller

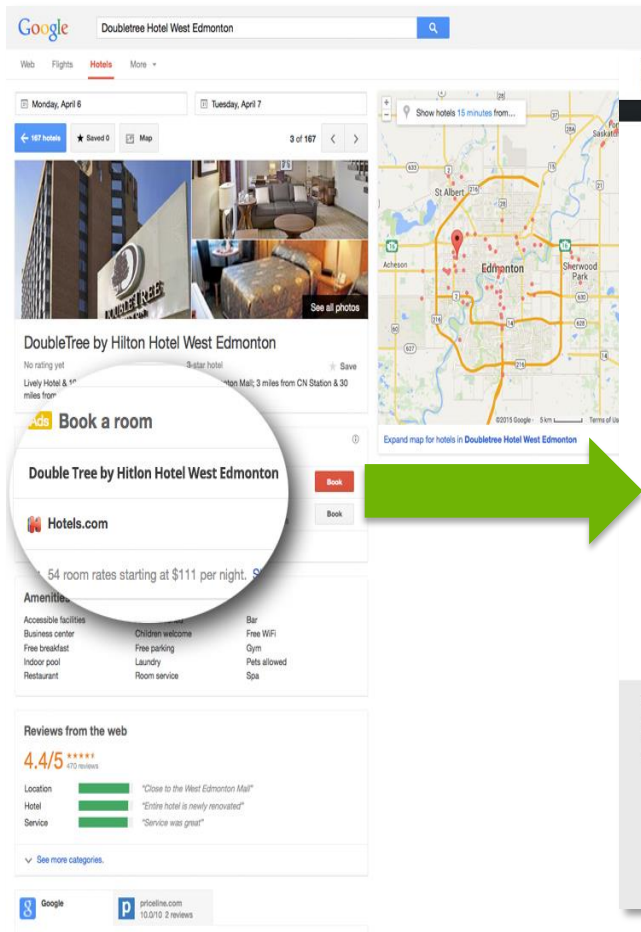


Sector performance, regional performance

MEASURE

Traveller interests, travel purchase behavior

MARKET HOTEL & DESTINATION TO THE SAME AUDIENCE FROM THE SAME REFERRAL



Google Doubletree Hotel West Edmonton

Monday, April 6 Tuesday, April 7

197 hotels 3 of 167

DoubleTree by Hilton Hotel West Edmonton

Book a room

Hotels.com

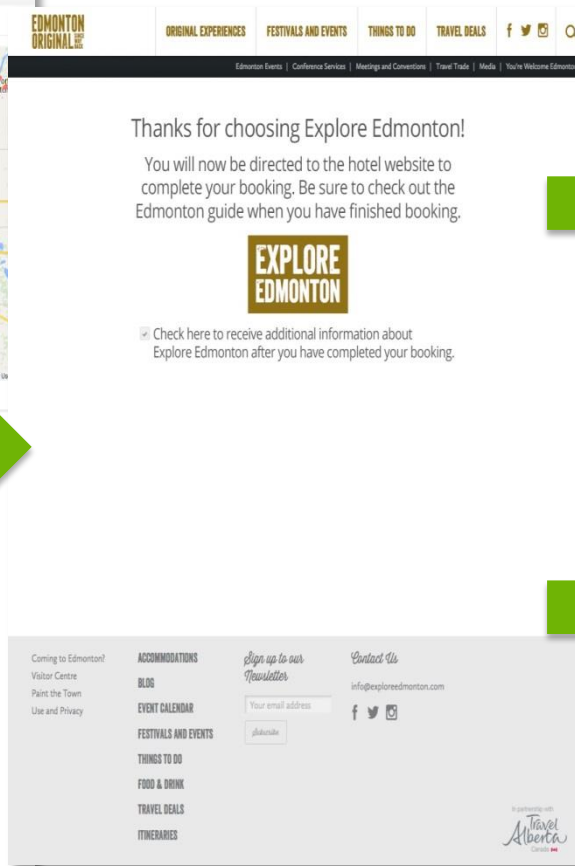
54 room rates starting at \$111 per night.

Reviews from the web: 4.4/5

Location: "Close to the West Edmonton Mall"

Hotel: "Entire hotel is newly renovated"

Service: "Service was great"



EDMONTON ORIGINALS

ORIGINAL EXPERIENCES FESTIVALS AND EVENTS THINGS TO DO TRAVEL DEALS

Thanks for choosing Explore Edmonton!

You will now be directed to the hotel website to complete your booking. Be sure to check out the Edmonton guide when you have finished booking.

EXPLORE EDMONTON

Check here to receive additional information about Explore Edmonton after you have completed your booking.

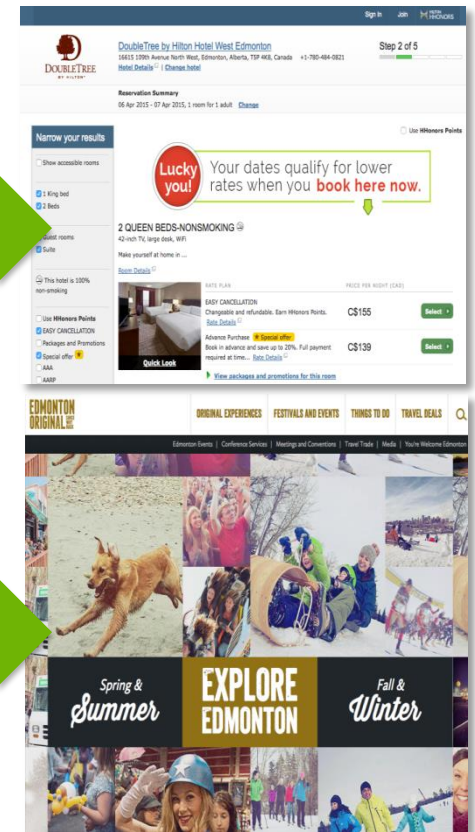
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Valtor Centre BLOG Your email address info@exploredmonton.com

Paint the Town EVENT CALENDAR Use and Privacy Your email address subscribe

FESTIVALS AND EVENTS THINGS TO DO FOOD & DRINK TRAVEL DEALS ITINERARIES

in partnership with Travel Alberta



DoubleTree by Hilton Hotel West Edmonton

Step 2 of 5

Reservation Summary

Lucky you! Your dates qualify for lower rates when you book here now.

2 QUEEN BEDS-NONSMOKING

42-inch TV, large desk, WiFi

Make yourself at home in...

Room Details

RATE PLAN PRICE PER NIGHT (CAD)

EASY CANCELLATION: Changeable and refundable. Earn Rewards Points. \$65/night

Advance Purchase: Book in advance and save up to 20%. Full payment required at time of booking. \$139/night

EDMONTON ORIGINALS

ORIGINAL EXPERIENCES FESTIVALS AND EVENTS THINGS TO DO TRAVEL DEALS

Spring & Summer EXPLORE EDMONTON Fall & Winter





About 643,000,000 results (0.43 seconds)

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HOTEL		HOTEL + FLIGHT		SHOWS	
CHECK IN	CHECK OUT	ROOMS	ADULTS	CHILDREN	
<input type="text" value="04/09/2015"/> 	<input type="text" value="04/11/2015"/> 	<input type="text" value="1"/> 	<input type="text" value="2"/> 	<input type="text" value="0"/> 	
 SEARCH HOTELS					



What happens in Vegas, stays in Vegas.®

72° F | 22° C
THURSDAY

ENGLISH

HOTELS & RESORTS

VACATION PACKAGES

SHOWS & EVENTS

TOURS

ACTIVITIES

RESTAURANTS

PLANNING TOOLS

HOW TO VEGAS

HOTELS

AIR + HOTEL

SHOWS

TOURS

ON SALE NOW

No matter where you choose to stay, Las Vegas is at your service.

CHECK-IN

04/09/2015



CHECK-OUT

04/11/2015



ROOMS

1

ROOM1

GUESTS

2



BEST RATE GUARANTEE

SEARCH HOTELS

35 LODGINGS found on Apr 10th - Apr 11th

SEARCH - FILTERS - SORT

DISPLAY: GRID LIST MAP



Chateau Lacombe

Lodging Type:

10111 Bellamy Hill NW
Edmonton, AB

PHONE

Conveniently located and is walking distance to the Shaw Conference Centre, Arts District, shopping and nightlife.

Average Rate/Night

\$120⁰⁰*

check in

View Rates by Date



View Map Visit Website More Info



Days Inn Downtown Edmonton

Lodging Type: All Lodging, Hotels, Motels & Inns

10041 - 106 Street
Edmonton, AB

PHONE

Our downtown Edmonton hotel delivers on the Days Inn slogan of offering "the best value under the sun." We certainly offer the best ...

Average Rate/Night

\$129⁰⁰*

check in

View Rates by Date



View Map Visit Website More Info



Union Bank Inn

Lodging Type:

Average Rate/Night

\$189⁰⁰*

Questions?