

WELCOME TO

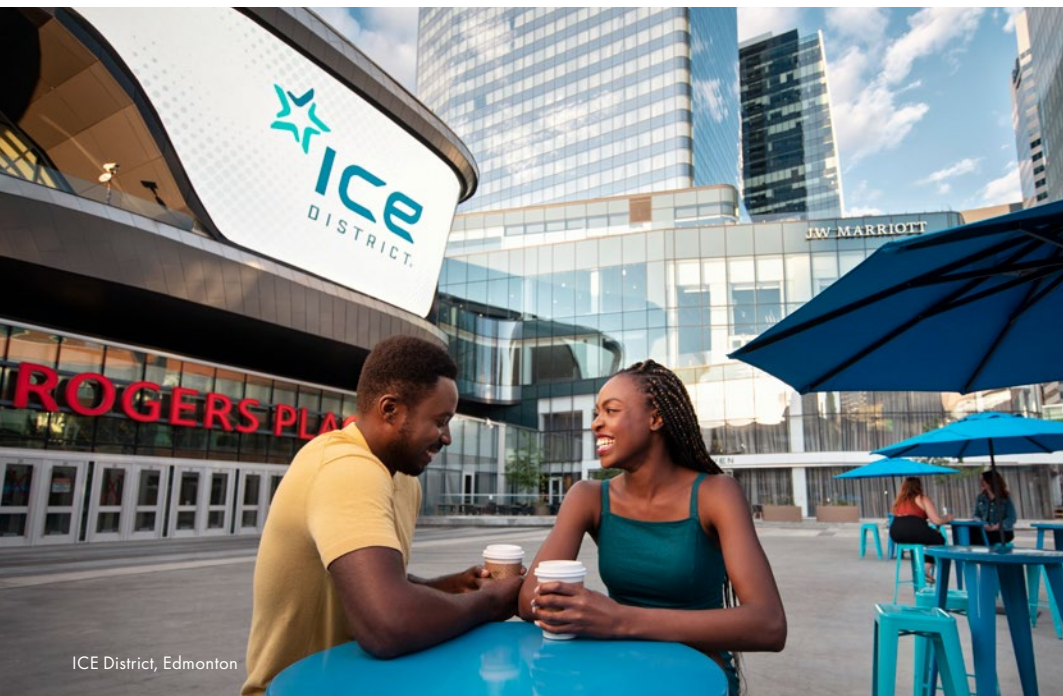
Rendez-vous Canada 2024



This week, Edmonton will host over 350 international buyers from more than 29 countries from around the world.

This event has a big impact for the City of Edmonton, with over 4000 room nights booked and many opportunities for buyers and sellers to explore the city and surrounding area. Rendez-vous Canada (RVC) is an unparalleled opportunity to show the world the unique spirit, incredible places and welcoming communities found across the province.

This package includes some information and links to resources that can support you as you prepare to meet with buyers from our key international markets.



ICE District, Edmonton

CANADA'S WILD SIDE — WELCOMING VISITORS TO ALBERTA

Adventure awaits in Alberta, where the bold, the adventurous and the free-spirited come to play: natural wonders, big cities and all the magical spaces in between.

When many travellers envision Canada, they see Alberta in their minds. Here, travellers can immerse themselves in vibrant Indigenous cultures, dive into outdoor activities of all types, see real dinosaur fossils, experience world-class culinary, arts and events, and explore the unique small-town spirit and western hospitality of rural Alberta.

Alberta is always changing. Now, we're inviting people from around the world to find out: **"How will Alberta change you?"**

QUICK FACTS

More than **220,000 people** in Alberta are employed in the tourism sector.

There are **48 recognized First Nations, 22 Métis Districts** and many Indigenous Peoples living in urban areas throughout the province.

Banff National Park receives over **4.2M annual visitors**.

Royal Tyrell Museum of Palaeontology receives nearly **half a million annual visitors**.

Alberta has over **470 parks and protected areas** and is home to **six of Canada's 20 UNESCO World Heritage sites**.

Known as Canada's festival city, **Edmonton has more festivals than days in the year**.

ADDITIONAL RESOURCES AND SUPPORT

If you have any questions or run into any issues during RVC, please call or text:

Jamie Roswarne at 613-601-1666



[Venue Map →](#)



[Event Schedule →](#)



[Appointments →](#)

[Click the links](#)

KEY INTERNATIONAL MARKETS



UNITED STATES [Read full profile](#)

KEY DIRECT ROUTES TO ALBERTA

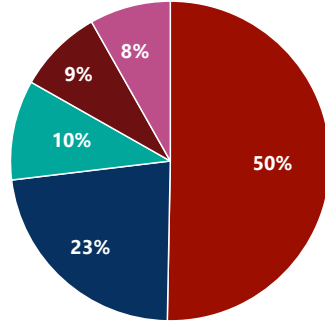
- Los Angeles
- San Francisco
- San Diego
- New York
- Austin
- Houston
- Dallas

TOP THREE TRIP ANCHORS

Northern lights	33%
Natural attractions like mountains or waterfalls	32%
Nature parks	25%

TRAVELLER SPENDING

- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation
- Retail



UNITED KINGDOM [Read full profile](#)

KEY DIRECT ROUTES TO ALBERTA

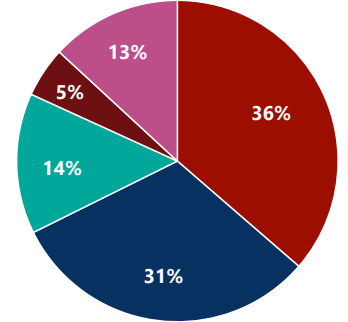
- London to Calgary (WestJet/Air Canada)
- Edinburgh to Calgary (WestJet)

TOP THREE TRIP ANCHORS

Nature attractions	64%
Trying local food and drink	59%
Hiking or walking in the nature	56%

TRAVELLER SPENDING

- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation
- Retail



GERMANY [Read full profile](#)

KEY DIRECT ROUTES TO ALBERTA

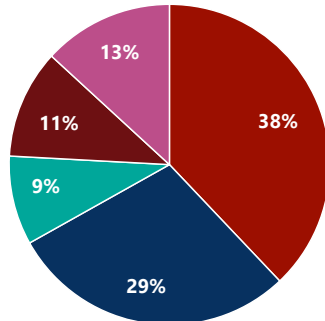
- Frankfurt to Edmonton/Calgary (Condor/Air Canada)

TOP THREE TRIP ANCHORS

Nature parks	56%
Hiking or walking in nature	56%
Trying local food and drink	50%

TRAVELLER SPENDING

- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation
- Retail



FRANCE [Read full profile](#)

KEY DIRECT ROUTES TO ALBERTA

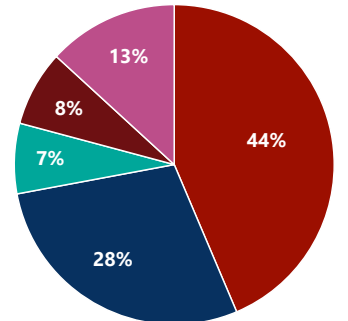
- Paris to Calgary (WestJet)

TOP THREE TRIP ANCHORS

Hiking or walking in nature	58%
Nature parks	56%
Northern lights	50%

TRAVELLER SPENDING

- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation
- Retail



JAPAN [Read full profile](#)

KEY DIRECT ROUTES TO ALBERTA

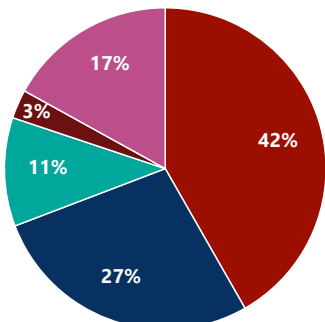
- Tokyo to Calgary (WestJet)

TOP THREE TRIP ANCHORS

Hiking or walking in the nature	46%
Natural attractions like mountains or waterfalls	44%
Historical sites	43%

TRAVELLER SPENDING

- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation
- Retail



SOUTH KOREA [Read full profile](#)

KEY DIRECT ROUTES TO ALBERTA

- Seoul to Calgary (WestJet)

TOP THREE TRIP ANCHORS

Northern lights	52%
Natural attractions like mountains or waterfalls	47%
Nature parks	46%

TRAVELLER SPENDING

- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation
- Retail

