

North American Edition

TIME FOR

DEMOCRACY

CASE STUDY:

Travel
Alberta
Canada 

Workforce Lead Generation

From: Travel Alberta





Trialling a new marketing approach to help solve the short-term workforce shortages across the Alberta province



ABOUT

The Canadian tourism industry has always faced challenges attracting skilled and unskilled workers, particularly in rural and remote regions. During the height of the global pandemic, this issue was further compounded with the loss of more than 250,000 workers from the hospitality industry to other sectors. Across Alberta, businesses large and small were feeling the effects of labour shortages with accommodation, retail and hospitality businesses hardest hit.

Travel Alberta recognised something needed to be done urgently to address the immediate problem. Without a dedicated tourism job vacancy portal and no clear government led strategy, they co-ordinated a collaborative marketing initiative to help attract more workers to the province ahead of the summer 2022 season.

Working with the 5 major DMO's across the province (Explore Edmonton, Banff and Lake Louise Tourism, Tourism Jasper, Tourism Calgary, and Tourism Canmore Kananaskis), Travel Alberta created a lead generation campaign for prospective workers. The campaign utilised fresh audience insights and trialled new channels to drive results.

While a larger nationwide government-led strategy is needed to address the broader workforce challenges (such as housing shortages and rising living costs), this campaign succeeded in its objectives to raise awareness of:

- The wide variety of hospitality jobs available in Alberta.
- Long-term career opportunities in the tourism sector.
- Specific job opportunities available throughout the Alberta province.

Alberta's tourism businesses are hiring



TAKEAWAYS

Being crystal clear about the audience and employing new channels to reach them was key to the success of this awareness campaign.

In collaboration, the DMO identified a key opportunity to target young underemployed Canadian residents living in Alberta, Ontario and Quebec. This included part-time workers and new graduates. These young people represented a key segment missing from the hospitality workforce. They were successfully reached through digital channels, including TikTok; a first for Travel Alberta.

The 6-week campaign generated high levels of interest with over 67 million impressions, 75,000 click-thrus to job platform Indeed and 69,000 click-thrus to specific DMO job pages.

Travel Alberta's advice for others wanting to run a similar campaign:

- Work closely with your tourism partners to identify gaps in the workforce.
- Determine what role you can play as a DMO and help create a collaborative strategy that ensures alignment with your partners.
- Drive all leads to a single platform – in this instance, Indeed.
- Employ marketing channels that resonate with your target audience – now is the time to try something different.
- Separate the broader challenges from the short-term needs of businesses.

RESOURCES

Online examples of job advertisements in Alberta:

- [Jobs in Jasper | Tourism Jasper](#)
- [Tourism Jobs in Alberta \(with Salaries\) 2022 | Indeed.com Canada](#)

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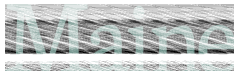
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