



2026 Go East of Edmonton Summer Marketing Report & Achievements

Another Successful Year for Tourism Marketing

Hello Tourism Partners,

We are pleased to present this report highlighting our **2026 Summer Marketing achievements**. Once again, we've seen consistent high traffic for summer tourism throughout the region.

Go East of Edmonton continues to make a **positive economic impact** in every community. This report showcases the outstanding efforts of the Go East of Edmonton team in attracting visitors who are **spending money locally** and **exploring communities** they may not have otherwise visited.

Travel Alberta Grants

A new milestone reached – **Over 10 years of Travel Alberta grants!** Plus, for the **sixth consecutive year**, we have received **\$50,000 or more** in grant funding from **Travel Alberta**.

In 2026, Travel Alberta once again entrusted us as the regional DMO to promote the entire region's summer tourism events and activities. Their team noted the **strong results** from our marketing campaigns and provided continued funding for both our **Summer Marketing** and **Roadtrip Adventure Game** promotions.



The 2026 Travel Guide – A Continued Success!

Another record-breaking year with
60,000 copies printed!

The **2026 Travel Guide** once again featured an enhanced **pullout map** and **Roadtrip Adventure Game section**, complete with a **hard cover and binding**, giving it the feel of a premium coffee-table book. We also expanded content on **Attractions**, **Agritourism**, and **Things to Do**.

By early June, over **50,000 copies** had already been distributed. Outlets in Edmonton reported they **“couldn't keep up”** with demand—it was flying off the shelves faster than ever before!

Between April and July, weekly calls came in from people asking where they could get a copy—our **highest demand ever!**

Testimonials continue to pour in praising the guide's engaging content. Many tourism operators reported a **strong return on investment**, noting that the Travel Guide is the **#1 reason** visitors discovered road trips into the region. See more testimonials online at <https://goeastofedmonton.com/travel-guide/>

In 2026, distribution included **Red Deer**, plus over **300 outlets in the Edmonton & Capital Region area**, key visitor centres **across Alberta**, and full local distribution. With **60,000 copies printed**, the guide was running out by early August.

Year after year, the Go East of Edmonton Travel Guide continues to be recognized as one of Alberta's best and most popular tourism guides.

Website Traffic – Continued Growth and Record Engagement

Website performance continues to **soar!** (Full year over year stats till Aug 31, 2026)

- Over **555,000 pageviews** for the Go East of Edmonton website.
- **285,000+ total users** and **355,000+ sessions (visits)** recorded and **1.7 million event counts** (*can include page views, clicks, purchases, downloads, video plays, or form submissions*)
- **Over 13 million Google search impressions** (up 1 million from last year), generating **200,000+ clicks** to partner pages and content.



The **Roadtrip Adventure Game** and other content - such as **Outdoor Adventures, Attractions, Events Calendar, Camping, Golfing, Things to Do, and Business Directory** - continue to perform exceptionally well.

Our **Online Travel Guide** alone nearly reaching **200,000 pageviews**, bringing total web traffic across all platforms to **over 700,000 annually!**

Across East Central Alberta and the Northeast Lakeland region, **no other tourism website comes close** to this high level of traffic.

Reminder: Send us your event and activities updates each month at **info@goeastofedmonton.com** so your content stays featured on our website!

Social Media Success – Over 60,000 Followers!

New milestones reached:

- Over **60,000 combined total followers** across all social media platforms + e-news subscribers.
- As of September: **40,889+ Facebook followers** and **12,444 e-newsletter subscribers**.
- Continued growth on **Instagram now at 5253 followers** and our **TikTok page at 1442 followers**.
- **NEW: Go East of Edmonton NOW VERIFIED** on all 3 platforms – the only verified account for regional tourism in the region.

Amazing Reach This Summer:

- **Over 4.4 Million views on content** (May–August). Summer views increased by over 300%.
- Easily reaching **500,000+ people per month** on Facebook and Instagram.

Did you Know?

- We post **7 days a week**, every day!
- Over a dozen new followers join daily—and hundreds each month during summer.

Be sure to tag us **@goeastofedmonton** or use **#goeastofedmonton** in your posts!

Broadcast & Video Promotions

Global Edmonton Morning News

On **Tuesday, June 23**, Go East of Edmonton was featured on the **Global Edmonton Morning News** with **Vinesh Pratap**, a long-time admirer of our work. He promoted our Travel Guide during the segment, which created a huge social media buzz and a noticeable increase in website traffic.

Watch it here:

[🔗 Global Edmonton – Go East Feature](#)



We also ran an **ad campaign** on Global Edmonton throughout **June and early July**.

Ongoing Event Marketing & Promotions



Throughout 2026, the Go East of Edmonton team participated in **over 25 events and promotions**, featuring our **display booths, Go East Car**, and other on-site activities.

Our strong **spring-to-summer push** (April–June) helped kickstart the tourism season and drive early traffic to the region. **Overall, this is amazing support back into our communities!**

Explore Edmonton and REDA Collaboration Grows in 2026

We are now working closer than before with Explore Edmonton involved in monthly meetings and collaborations on various tourism development and marketing initiatives.

Alberta Hub and BRAED for Economic Development

Some of you may have seen or heard about our presentations this spring. We were a featured Presenter at the Local to Global East Alberta Trade Corridor Economic Development Conference and the BRAED-Battle River Region Tourism Forum.

Digital & Radio Marketing Results (May–September 30)

Ongoing marketing initiatives included:

- **Radio ads** on top stations: CFCW, K97, The Breeze, and local Vista Ranch stations
- **Daily Facebook & Instagram (Meta) ads**
- **Daily Google Search and Display ads**
- **TikTok posts and reels**
- **Influencer marketing** including Family Fun Edmonton and Must Do Canada

👍 Combined, these campaigns delivered **over 5 million impressions** in 2026!

Radio Talk Shows:

- Weekly talk shows on **Ranch 106 (Vegreville & East Central)**
- Monthly talk shows on **Ranch 99 (Lakeland area)**, Interviews on **Stingray stations**.

Roadtrip Adventure Game 2026 Results (May–September)

2026 proved to be a resilient year for the Roadtrip Adventure Game. **For a summer that was rainy and had the highest gas prices ever- these are amazing results for all of us to celebrate.**

We have nearly the same entries and amount of Roadtrippers as 2025!

- **Once again over 1100 entries from people in the Roadtrip Adventure Game prize categories in 2026.** This is only a 4% decrease despite the excessive rain and fuel prices.
- Over 12,300 stickers given away across 46 communities.
- The Game continues to attract **new and repeat travellers annually, creating a reliable new revenue stream for participating communities - even in the rain and high gas prices!**
- **Our recent Game Player Survey Results:**
- **Over 30% stated it's the first trip East! Over 100 people/families are repeat travellers!**
- **Over 400 Nights booked** of paid Accommodations- Hotels, Camping or Unique Lodging
- **90%** Ate/shopped locally, **85%** visited Attractions.
- **80%** plan to take another roadtrip in the area next year.
- **Some Trip expenditures by travellers exceed \$2000. Over 30% spend over \$1000.**
- **2026 projected spending: Over \$250,000 again**
- **Over \$1.25 Million in Revenue spent in the region since 2020 as a result of this project!**

Outstanding Testimonials and Feedback from 2026 Travellers and Sticker Station Managers

Numerous Sticker Stations said lots of NEW people came through and purchases were made.

- It was a great successful summer participating in the game.
- It definitely brought new people to our community that would not have come here.
- Everything went really well, despite the rainy weather.
- Lots of new visitors and many plan to come back again. Some locations said up to 50% made purchases at the station and then went into the community.

Lac La Biche Museum: We want to express our gratitude for all the work you put into the Roadtrip Adventure Game. It brings people not only to our museum but to Lac La Biche as a whole, and we truly value its impact on our community. We're happy to be a station again next year.

Plamondon Co-op Gas Bar: We had a fabulous time with the game. Had lots of people come in for a sticker. Will do it again most definitely. A lot of people bought treats and made purchases.

Cold Lake Turn the Page Book Store: Double the business from last year. About 30 percent of the people buy something. Will be happy to participate again next year.

Strathcona Wilderness Center: Thought it was great. People came whether it was raining or not. Thought it was a great way to create awareness.

City of Camrose: Weather played a factor but thought it was busier than last year.

Jurassic Forest (Gibbons): Had a great year participating in the Roadtrip Adventure Game and welcomed so many new visitors and extra traffic throughout the summer. Many visitors commenting that they did not even know the location existed before discovering it through the game.

Wainwright Museum: Another great year with lots of new visitors coming into town throughout the summer. Travelers continued stopping by right up until the last day of the game, showing strong interest and engagement in the program. Visitors were not just collecting their stickers and leaving—they were also taking the time to explore Wainwright and discover local businesses and attractions.

A Full Roadtrip Adventure Game report with more details and results will be sent out soon.

Conclusion

It is clear that **Go East of Edmonton** is the **#1 promoter of tourism for economic growth** in this region. Our ongoing collaboration with partners, consistent media presence, and multi-platform marketing approach continue to deliver measurable results.

Stay tuned for **more updates and details** at our **upcoming AGM in November 2026**. **Dates to be announced very soon.**

For questions or partnership opportunities, contact Kevin Kisilevich or email anytime to **info@goeastofedmonton.com**.