

## ATIS EVENT TYPES

The following section defines ATIS event types.

Event Types	
<i>An event occurs in a certain place during a specific interval of time. Events can be organized as a single event or a series of events and should have a spectator component. Regularly occurring, weekly, biweekly or monthly events that exceed a period of four months must have an element that varies per occurrence in order to be considered an event.</i>	
<b>Agricultural Fair</b> - Includes agricultural fairs and exhibitors.	<b>Arts &amp; Performing Arts</b> - Includes plays, musicals, dance performances, film and video and literary arts produced or performed by professional or semi-professional arts organizations.
<b>Cultural</b> – Any event with a focus on cultural heritage or history. Includes aboriginal, western heritage and museums & historic sites.	<b>Culinary</b> – Any event with a <i>focus</i> on food/drink products that is open to the public. Events with a broad focus but a food and drink element are not considered a culinary event.
<b>Exhibits &amp; Shows</b> – Exhibitions and shows including arts/crafts, motor shows, and special exhibits.	<b>Festival</b> - A single or multiple day event that celebrates a particular theme (E.g., film, music, etc.) and has a varied program of events or entertainment.
<b>Rodeo</b> - Includes professional/amateur rodeos and chuck wagon races.	<b>Music &amp; Concerts</b> - Any type of musical presentation, ranging from rock concert to symphony, produced or performed by professional or semi-professional organizations.
<b>Sport Events</b> - Individual or team sport competitions (races, championships, games) performed by professional or semi-professional sports organizations.	

## ATIS LISTING CATEGORIES & TYPES

The following section defines ATIS listing categories and types.

<b>Natural Attraction</b>	
<i>Natural attractions comprise geographic or other natural features. These are of tourist interest including, but not limited to the following: waterfalls, lakes, dams, beaches, caves, rock formations, scenic lookouts, viewing areas and other geographical or geological area with impressive natural beauty.</i>	
<b>National Park</b> – A scenic, historic or natural area protected by the federal government for the enjoyment of the general public or the preservation of wildlife. There are five National Parks in Alberta: Banff, Elk Island, Jasper, Waterton Lakes and Wood Buffalo.	<b>Provincial Park</b> – A scenic, historic or natural area protected by the provincial government for the enjoyment of the general public or the preservation of wildlife.
<b>Recreation Area</b> – An area of land preserved for recreational use.	<b>Lookout Point</b> – A location providing scenic landscape views or of a man made feature of interest.
<b>Lake</b> – A body of standing water, usually fresh, that is surrounded by land.	<b>River</b> – A body of water, usually fresh flowing towards another body of water.
<b>Waterfall</b> – A place where water flows over a vertical drop in the course of a stream or river.	<b>Mountain</b> – A large natural elevation of the earth's surface rising abruptly from the surrounding level.
<b>Northern Lights</b> – The aurora of the Northern Hemisphere.	<b>Dark Sky Preserve</b> – An area, usually surrounding a park or observatory that is kept free of artificial light pollution and holds an official designation as a Dark Sky Preserve.
<b>Canyon</b> – Also called a gorge, a Canyon is a deep ravine between cliffs often carved from the landscape by a river.	<b>Glacier</b> – A slowly moving mass or river of ice formed by the accumulation and compaction of snow on mountains or near the poles.
<b>Beach</b> – An area of shore adjacent to and extending into a river or body of standing water that provides opportunity for water recreation and activities.	<b>Trail</b> – A beaten path through rough country such as a forest.

## Accommodation

*Alberta based accommodation allowing one or more night's stay which are available to the general public on a consistent or seasonal basis.*

<p><b>Backcountry Hut</b> - A self-contained accommodation situated in a secluded location not accessible by road but by trails or air. This accommodation may vary from rustic to more comfortable in nature.</p>	<p><b>Bed &amp; Breakfast</b> – An establishment situated on private property or small residential building offering a small number of guest rooms with breakfast provided.</p>
<p><b>Lodges &amp; Cabins</b> – A self-contained accommodation situated in a secluded or semi secluded location that is available for rent on a frequent basis.</p>	<p><b>Guest Ranches &amp; Farm Stays</b> – Guest Ranches are an establishment providing western ambiance, cuisine, atmosphere and activities, or an establishment situated on a farm. Farms Stays are in a rural setting offering the opportunity to observe or become involved in farm focused activities.</p>
<p><b>Hotel, Motels &amp; Inns</b> – An establishment providing accommodations, meals, and other services for travelers and tourists. Motels are a lodging establishment where rooms may be accessible from exterior or interior with limited food service options. Inns are an accommodation that is larger than a bed and breakfast offering a more personalized service than a hotel. Meal service is often limited to a breakfast and an evening meal.</p>	<p><b>Hostel</b> – A facility with a focus on budget travellers and backpackers. Accommodations typically have dormitory style rooms and shared facilities such as kitchens and bathrooms.</p>
<p><b>Campground &amp; RV Parks</b> – A facility with space for RV's and tents or offering other accommodation such as tipis or other structures for overnight or multi night stays. A facility or space with designated sites for RV's and or tents or alternative camping choices such as tipis or comfort camping along with a range of support services.</p>	<p><b>Vacation Home</b> – A residents secondary home used for recreation purposes that they rent out to travellers.</p>

## Attraction

*A physical location considered a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance or adventure and amusement opportunities.*

<p><b>Amusement, Theme Park &amp; Science Centres</b> - A commercially operated park or permanent facility that has family friendly games, rides, and/or exhibits and activities with a science focus.</p>	<p><b>Arts &amp; Performing Arts Venue</b> – A multi-use performance space, venue or facility that is primarily intended for use by various types of live performing arts such as ballet, theatre or music.</p>
<p><b>Gondola &amp; Tramway</b> – A self-propelled, or operator driven cable vehicle that offers an opportunity to be: (a) transported from ground to a mountain peak in an attached cabin car or (b) travel along a fixed track.</p>	<p><b>Landmarks &amp; Buildings</b> – Man-made structures of interest to visitors including bridges, marinas, buildings or places of worship.</p>
<p><b>Museum &amp; Historic Site</b> - A building or designated site that has historic/cultural significance. Facility must offer interpretive displays.</p>	<p><b>Zoo &amp; Wildlife Park</b> - A location or facility that focuses on the appreciation and interpretation of wildlife, such as a zoo or bird sanctuary.</p>
<p><b>Garden</b> – A peaceful area used for growing flowers, vegetables and/or fruit.</p>	<p><b>Golf Course</b> – A developed location consisting of landscaped features, including greens and fairways with a minimum of 9 holes, including mini golf. Depending on location food and other retail services may be available.</p>
<p><b>Spa</b> – A facility offering a variety of wellness focused services including fitness and health enhancement. Spas may be part of a resort, hotel or inn or in a standalone building and must offer a full range of services, not just a single service.</p>	<p><b>Agricultural</b> – An attraction that is located on a farm such as a corn maze or entertainment farm.</p>
<p><b>Hot Springs</b> – A natural thermal spring producing water that is above 30 degrees Celsius. Alberta has two hot springs, one in Banff National Park and the other in Jasper National Park.</p>	<p><b>Retail Outlet</b> – Commercial locations offering the sales of goods and merchandise providing consumers with a unique shopping or retail experience. Can include individual stores or shopping districts. Chain stores may be considered if they are unique to Alberta and have fewer than five locations.</p>
<p><b>Ski Hills</b> – A developed mountain location offering downhill skiing and snowboarding.</p>	<p><b>Sports &amp; Recreation Facilities</b>– A multi-use sporting facility, venue or stadium that is primarily intended for exercising, sports training or live competition in various sports such as hockey, football, baseball or basketball.</p>

## Food & Entertainment

*Food Venues and establishments that serve and prepare food or beverages for consumption. Also includes organizations or establishments that exist to entertain guests with or without a food component. Chains are not permitted to have an ATIS listing unless they are Alberta based with five locations or fewer.*

<p><b>Café, Bakery or Coffee Shop</b> - A small, informal food service provider with the focus of preparing and selling coffee, tea or other light refreshments and/or baked goods, sandwiches, and limited menu items for lunch and supper.</p>	<p><b>Dinner Theatre</b> – A dining location where theatrical or musical performances are the focal point of the experience. Examples include: Jubilations Dinner Theatre or Cornerstone Theatre in Canmore.</p>
<p><b>Diner</b> – An eating establishment primarily engaged in providing food service to patrons who order items at a counter or food bar for immediate consumption or offsite. These establishments may offer a variety of food items or may offer snacks or non-alcoholic beverages.</p>	<p><b>Farm &amp; Market</b> – A farm location or market, such as an orchard or u pick that sells Alberta grown products. A gathering of vendors who sell their product direct to consumers. These establishments must either be a member of the Alberta Farmer’s Market Association or be part of a public market where each food vendor has an individual food establishment permit and be operating in an Alberta Health approved facility.</p>
<p><b>Live Entertainment Club</b> – A licensed venue where the primary entertainment is the performance of live music or comedy. A live entertainment venue has an atmosphere similar to a nightclub or pub, but features live entertainment at least four days of the week.</p>	<p><b>Nightclub</b> – A licensed establishment primarily engaging in providing nighttime entertainment such as dancing, DJ’s and music, and serves alcoholic beverages for immediate consumption.</p>
<p><b>Performing Arts and Theatre Groups</b> – Professional or semi-professional theatre groups or performing arts ensembles that perform regularly scheduled repertoire under an established name to a live audience.</p>	<p><b>Pub</b> – A licensed establishment primarily engaging in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food service.</p>
<p><b>Restaurant</b> – A place where people pay to sit and eat meals that are cooked and served on the premises.</p>	<p><b>Sports Organizations</b> – An organization that competes in organized sport at a professional or semi-professional level during a regularly scheduled season.</p>
<p><b>Winery &amp; Brewery</b> – An establishment where the focal point is the brewing and distillation of wines, spirits or other alcoholic products. To be considered in this category the winery or brewery must offer a consumer education or tour component.</p>	

Definition Sources: <http://stds.statcan.gc.ca/naics-scian/2007/cs-rc-eng.asp?criteria=722>  
 Alberta Culinary Tourism Alliance

## Rental

*Businesses where travellers can rent items to augment their tourism experience or transport themselves from point A to point B.*

**ATV's, Snowmobiles, Motorcycles** – A location that rents recreational vehicles such as ATV's, motorcycles or snowmobiles.

**Sporting Equipment** – A location offering rental of one or many types of sporting equipment for the day or long term.

**Watercraft** – A location that rents either motorized boats, jet skis and non-motorized watercraft such as canoes, kayaks or other boats.

**Automobile** – A location offering rental of automobiles.

**Camping Equipment** – A location offering rental of camping equipment for the day or long term.

**Recreational Vehicle** – A location offering rental of campers; trailers or motorhomes.

## Guided Tours

*Business that delivers scheduled guided tours or is able to provide, upon request, custom guided experiences for individuals or groups.*

**Guided Operator** – A business that delivers scheduled guided tours or is able to provide, upon request, custom guided experiences for individuals or groups. Guided Operators must have insurance and a licence to operate under this premise.

## Transportation

*Businesses that provide transportation services to travellers.*

**Airport** – Designated location for scheduled air service from domestic and international markets. Alberta is serviced by three international airports in Edmonton, Fort McMurray and Calgary.

**Coach** – A type of bus service offering chartered, regular tours.

**Ferry** – Scheduled service providing transport to vehicles or people across a body of water.

**Bus** – Scheduled bus service providing consumers with service from a designated start and departure point.

**Rail** – Scheduled rail service providing transport for people from a designated start and departure point.

**Transfer & Shuttle** – Scheduled service designed to transport passengers to and from an airport or other location.

## Visitor Service

*Organizations that provide traveller assistance services*

**Port of Entry** – An access point, for international visitors into Alberta by road or air.

**Visitor Information Center** – A location, with regular scheduled hours offering visitors a place to gather information about Alberta.