

# Destination News

## Calgary Hotel Performance

An increase in room supply in Calgary of more than 20% during the past five years combined with competitive rates and rising numbers of visitors is enabling Calgary to set new records for overall rooms sold. September marks the sixteenth consecutive month of year-over-year growth in rooms sold overall in Calgary. Rooms sold reached record highs for the months of May, June, July, August and September 2018. July 2018 set the fourth consecutive record for rooms sold in July, while August and September 2018 set record highs for the second consecutive year. Overall, the number of rooms sold rose by 3.3% in Q3 compared to Q3 2017. Year-to-date, rooms sold has improved by 4.5% overall, with occupancy up 3.2 percentage points to 64.7% YTD September.

		YEAR-TO-DATE SEPT		
		2018	%Change	Difference
<b>Calgary Overall</b>	Occupancy Rate	64.7%	5.2%	<b>3.2</b>
	Rooms Sold	2,543,488	4.5%	109,877
	Room Supply	3,928,307	-0.7%	-26,440
	Daily Room Rate	\$147.37	2.2%	\$3.20
	RevPAR	\$95.42	7.6%	\$6.70
<b>Downtown</b>	Occupancy Rate	66.4%	4.5%	<b>2.8</b>
	Rooms Sold	786,368	4.5%	33,662
	Room Supply	1,183,701	0.0%	-27
	Daily Room Rate	\$197.09	2.0%	\$3.88
	RevPAR	\$130.93	6.6%	\$8.07
<b>Northeast</b>	Occupancy Rate	63.7%	4.6%	<b>2.8</b>
	Rooms Sold	1,022,245	9.4%	87,921
	Room Supply	1,605,104	4.6%	70,412
	Daily Room Rate	\$121.12	0.6%	\$0.76
	RevPAR	\$77.14	5.3%	\$3.86
<b>Northwest</b>	Occupancy Rate	65.7%	-0.8%	<b>-0.5</b>
	Rooms Sold	260,742	-7.7%	-21,721
	Room Supply	396,942	-6.9%	-29,484
	Daily Room Rate	\$119.15	5.5%	\$6.17
	RevPAR	\$78.27	4.6%	\$3.44
<b>South</b>	Occupancy Rate	63.8%	12.6%	<b>7.2</b>
	Rooms Sold	473,410	3.2%	14,788
	Room Supply	742,560	-8.3%	-67,341
	Daily Room Rate	\$134.90	4.6%	\$5.98
	RevPAR	\$86.00	17.8%	\$13.00

% change compared to previous year at the same time; Difference shows the raw change in value (in percentage points or dollars).

Source: Smith Travel Research, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

## Calgary Airport Authority Passenger Statistics

Passenger traffic through Calgary International Airport increased by 7% in the first nine months of 2018 compared to 2017, with domestic traffic up 7.4%, transborder (U.S.) traffic up 6.5% and international passenger traffic up 5.8% year-to-date. International passenger traffic experienced some turbulence in Q3 (July and August 2018 saw the first decline in year-over-year international passenger traffic since November 2015) as overseas direct air capacity to Alberta declined compared to last year. Overall, more than 13.1 million passengers moved through YYC in the first nine months of 2018, on track for another record year. The Calgary Airport Authority is forecasting 17 million passengers (Calgarians and visitors) will travel through YYC in 2018.

Passenger Statistics by Sector						
	2016	% Change	2017	% Change	2018	% Change
<b>Domestic</b>						
Q1	2,519,123	4.7%	2,502,221	-0.7%	2,609,959	4.3%
Q2	2,725,876	0.6%	2,813,183	3.2%	3,005,950	6.9%
July	1,122,628	2.0%	1,137,239	1.3%	1,279,853	12.5%
Aug	1,140,824	-0.2%	1,201,070	5.3%	1,328,614	10.6%
Sept	979,545	3.1%	1,005,009	2.6%	1,073,008	6.8%
Q3	3,242,997	1.5%	3,343,318	3.1%	3,681,475	10.1%
<b>Transborder</b>						
Q1	736,518	-6.6%	761,534	3.4%	811,825	6.6%
Q2	688,533	-6.1%	761,334	10.6%	826,651	8.6%
July	290,531	1.3%	296,328	2.0%	301,833	1.9%
Aug	284,810	-0.2%	297,294	4.4%	311,257	4.7%
Sept	246,507	1.8%	254,789	3.4%	273,063	7.2%
Q3	821,848	0.9%	848,411	3.2%	886,153	4.4%
<b>International</b>						
Q1	450,456	7.0%	485,002	7.7%	547,738	12.9%
Q2	364,619	5.7%	395,988	8.6%	417,362	5.4%
July	136,354	9.1%	139,970	2.7%	136,564	-2.4%
Aug	137,292	7.0%	147,193	7.2%	140,755	-4.4%
Sept	116,947	13.3%	123,007	5.2%	123,845	0.7%
Q3	390,593	9.5%	410,170	5.0%	401,164	-2.2%
<b>TOTAL – Q1</b>	<b>3,706,097</b>	<b>2.5%</b>	<b>3,748,757</b>	<b>1.2%</b>	<b>3,969,522</b>	<b>5.9%</b>
<b>TOTAL – Q2</b>	<b>3,779,028</b>	<b>-0.2%</b>	<b>3,970,505</b>	<b>5.1%</b>	<b>4,249,963</b>	<b>7.0%</b>
<b>TOTAL – Q3</b>	<b>4,455,438</b>	<b>2.1%</b>	<b>4,601,899</b>	<b>3.3%</b>	<b>4,968,792</b>	<b>8.0%</b>
<b>TOTAL – YTD</b>	<b>11,940,563</b>	<b>1.46%</b>	<b>12,321,161</b>	<b>3.19%</b>	<b>13,188,277</b>	<b>7.04%</b>

Source: Calgary Airport Authority

# Convention Sales

## Q3 new lead activity

The “new lead activity report” provides a summary of new leads received in Q3, along with quarter and full-year-to-date (FYTD) comparisons with the previous year.

In Q3 2018, Meetings + Conventions Calgary (MCC) forwarded 32 leads representing 29,886 potential room nights compared to 34 leads representing 41,647 potential room nights in Q3 2017. Of the 32 new leads in Q3, four leads turned definite (1,432 room nights), 23 remained tentative at the end of Q3 (23,281 room nights) and five leads were lost (5,173 room nights).

TOTAL				
	2018 Q3	2017 Q3	FYTD 2018	FYTD 2017
Leads	32	34	109	108
Attendance	15,815	24,420	54,150	89,695
Room Nights	29,886	41,647	98,704	136,102
Direct Attendee Spending	\$10,998,048	\$15,326,096	\$36,323,072	\$50,085,536

## Q3 all lead activity – definite events

The “all leads activity report” summarizes all leads in the MCC pipeline with a status change that occurred within the quarter.

In Q3, 13 events representing 4,388 room nights turned definite versus 13 events representing 6,671 definite room nights in Q3 2017. This does not include the 2025 Rotary International Convention at 44,650 total room nights (Letter of Intent received and the first financial deposits were made in Q3 to the two official venues).

DEFINITE EVENTS				
	2018 Q3	2017 Q3	FYTD 2018	FYTD 2017
Events	13	13	35	41
Attendance	2,605	9,115	21,055	23,489
Room Nights	4,388	6,671	18,280	28,284
Direct Attendee Spending	\$1,614,784	\$2,454,928	\$6,727,040	\$10,408,512

NOTE: Direct Attendee Spending is calculated from an estimate of the average daily spend per room night.  
Source: Meetings + Conventions Calgary, 2018 Q3 Report