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FOR IMMEDIATE RELEASE

## TOURISM CALGARY TO JOIN MEETINGS & CONVENTIONS CALGARY MARKETING PARTNERSHIP

(Calgary, Alberta) – Tourism Calgary, the Calgary TELUS Convention Centre, and the Calgary Hotel Association announced today a unique partnership aimed at attracting new meetings and conventions to Calgary.

The new arrangement focuses an all team effort on the important meeting and convention market which has become the most competitive market segment in the tourism industry. The team will align marketing efforts and pool resources to intensify efforts in building awareness primarily in the US and international markets. This group will operate under the umbrella of the recently formed Meetings & Conventions Calgary (MCC). Its mandate is to assist meeting planners, association executives and corporate clients in selecting Calgary as a prime location for their meetings and conventions.

Increased meeting capacity in Canada, the economic downturn, and greater advertising investment by many North American destinations means that Calgary must be more innovative, collaborative and united in its marketing efforts. Destinations looking to add to their market share must aggressively compete on price, uniqueness, accessibility, availability, amenities, value-add services and the green and sustainability agenda.

“This is a brand new model for marketing the meeting and convention business,” said George Brookman, Chair of Tourism Calgary’s Board of Directors. “We’re known for doing things differently here. The partnership will enable us to have more people in more places telling the Calgary story, selling our first-class amenities, and bringing more business travel here to experience our great city first hand.”

Peter Gregus, Managing Director, Meetings & Conventions Calgary, said “The goal of the partnership is to reach out to specific target groups with competitive offers, consistent branding, quick turn-around and coordinated responses tailored to unique needs. It’s essentially a turn-key approach. The industry is evolving rapidly, becoming more demanding – customized offers and unique experiences are what it’s all about.”

“As the economy begins to rebound, the time is right to go after new markets,” said Joseph Clohessy, President, the Calgary Hotel Association. “We’re seeing some movement in the US as organizations realize the value of meeting face to face. Calgary has a solid reputation as a great host city, and our hotel and convention facilities are second to none. With a consolidated marketing approach, we can expect to grab a larger share of this lucrative market.”

“Being successful is what the partnership is all about,” said Randy Williams, President & CEO, Tourism Calgary. “As Calgary’s Destination Marketing Organization, Tourism Calgary has a responsibility for insuring our market share for visitation grows from all markets – for both business and pleasure travel. During this time of economic rebuilding, it’s all about collaboration, innovation, and generating a return on investment for our members, the tourism industry, and the people of Calgary.”

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### **Media contacts**

Barbara Warburton  
Tourism Calgary  
T: 403.750.2373  
E: barbaraw@tourismcalgary.com

Peter Gregus  
Meetings & Conventions Calgary  
T: 403.261.8580  
E: pgregus@meetingscalgary.com

### **About Tourism Calgary**

Tourism Calgary is Calgary's Destination Marketing Organization. Representing almost 500 members, Tourism Calgary brings Calgary to the world and the world to Calgary for meetings and conventions, leisure travel, and sport, culture and major events, contributing over \$1 billion annually to the local economy.

### **About Meetings & Conventions Calgary**

Meetings & Conventions Calgary (MCC) has been established through a partnership between the Calgary Hotel Association and the Calgary TELUS Convention Centre. Housed at and coordinated through the Calgary TELUS Convention Centre, its mandate is to market Calgary as a prime location for meetings and conventions to planners, association executives and corporate clients. MCC is funded by the Calgary Hotel Association Destination Marketing Fund.

### **About the Calgary TELUS Convention Centre**

The Calgary TELUS Convention Centre has been one of Canada's premier convention and meeting facilities since opening its doors in 1974. Operated by the Calgary Convention Centre Authority on behalf of The City of Calgary its mandate is to market, manage and operate in an efficient and competitive manner in order to maximize overall economic benefits to the city of Calgary.

### **About the Calgary Hotel Association**

The Calgary Hotel Association (CHA) is a member-based organization responsible for coordinating the efforts of the membership with other tourism industry participants which have similar interests in the development, sustainability and marketing of tourism in Calgary and surrounding region. Through a member-based financial contribution system, funding is provided to the CHA's Destination Marketing Fund, which in turn, provides operating and promotional funds to tourism industry partners.