

April 11, 2011  
**For Immediate Release**

## **Tourism Calgary and Calgary Hotel Association Announce Partnership Agreement for \$7.1 Million in Funding Over Three Years**

**Calgary – April 11, 2011** Tourism Calgary and the Calgary Hotel Association (CHA) announced a comprehensive partnership agreement that will help secure stable funding for Calgary's destination marketing. Of equal importance to the financial component is the renewed partnership between the two major stakeholders in Calgary's tourism industry. The partnership will allow for the strategic, long-term planning necessary in one of the world's most competitive sectors.

The partnership includes a series of five agreements that will provide a minimum level of funding for the next three years and sets a process for increased funding opportunities. The total minimum commitment for each of the next three years is \$2,375,000. In 2010 Tourism Calgary received \$2,256,000 in funding from the CHA's Destination Marketing Fund (DMF) on an ad hoc project-by-project basis.

Key benefits of the Tourism Calgary and Calgary Hotel Association Partnership Agreement:

- Unites two of Calgary's key tourism stakeholders in a shared vision for the city's destination marketing;
- Provides a minimum of funding for three years stabilizing what has been inconsistent funding, which allows for long-term, strategic planning;
- The Agreement details a process of collaboration and coordination and strengthens the destination's strategic marketing approach;
- Clarifies roles and responsibilities between Tourism Calgary and the Calgary Hotel Association; and
- Details a process for annual consultation, collaboration and reporting.

The Master Funding Agreement includes funding in three detailed schedules for website development; leisure and travel trade; and sport, culture and major event funding. The Agreement also includes a Memorandum of Understanding encapsulating a shared Destination Marketing Vision.

"The only way that Calgary's tourism efforts will be able to compete globally, grow revenues and increase market share is through continued collaboration with the city's tourism stakeholders," said Randy Williams, Tourism Calgary president and CEO. "The partnership between Tourism Calgary and the CHA will result in coordinated destination marketing that is innovative, consistent and above all effective."

The partnership with the CHA demonstrates that Tourism Calgary has the confidence of the accommodation sector in the delivery of destination marketing. The three-year deal also provides a framework for reporting and accountability that points directly to the key performance indicators outlined in Tourism Calgary's 2011-2013 Strategic Plan.

"This partnership is going to bring about great things for Calgary. It will allow the CHA and Tourism Calgary to align our efforts and create greater efficiencies. More importantly it will enable a unified message ensuring success in our marketing efforts," said Joseph Clohessy, Calgary Hotel Association President.

The Agreement addresses one of two significant funding issues for Tourism Calgary – that being inconsistent funding throughout the last five years. The second and remaining issue is that Tourism Calgary has fewer available funds for destination marketing than Canada's other major cities.

## Canadian Destination Marketing Organization Budgets

<i>Cities ranked by population</i>	<i>Total budget</i>
Toronto	\$36 million
Montreal	\$31 million
Vancouver	\$15.3 million
Calgary (act 2010)	\$6.8 million
Edmonton	\$7.7 million
Ottawa	\$12 million

Calgary is the country's fourth largest city and one of Canada's top urban travel destinations attracting more than 4.7 million visitors annually. Tourism in Calgary generates more than \$1.1 billion in revenue for Calgary annually and employs 1 in 10 Calgarians.

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### Media Contacts

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