

tourism
calgary



destination report

Q3 2017





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Highlights

Tourism Calgary's mission: Inspire more people to visit Calgary for memorable experiences.

Tourism Calgary's business objective: Work with our community to grow tourism revenues to \$2.3 billion by 2020. We will lead with a bold Calgary brand and leverage the tourism marketing investments of the entire industry.

Performance measurements:

	2016 Actual	2017 Target	YTD Sept. 30 2017
Room nights generated			
Sports and Major Events	43,239	52,000	19,493
Joint Marketing Agreements	79,272	82,000	
Total incremental rooms nights generated	122,511	134,000	N/A
Partner referrals			
from visitcalgary.com	546,674	628,675	760,528
from visitor information services	26,009	36,500	57,939
Total referrals to industry	572,683*	665,175	818,467*
Brand promotion			
PR – media impressions**	475,294,270	225,000,000	13,184,191
Social media engagement	785,108	900,000	855,297
Visitcalgary.com visitation	2,447,735	2,815,000	1,842,089
Revenue generated for collaborative marketing support	\$866,241	\$870,000	\$639,146
Industry satisfaction	87%	88%	N/A

* Targets and tracking in development as part of new in-market strategy

**Measured previous to 2017 as organic media impressions

Overall

Travel to Calgary in the third quarter set records for the number of hotel rooms sold in July, August and September - up 5.9, 9.1 and 9 per cent, respectively, over the same months last year. The year-over-year increase has resulted in an additional 72,779 hotel rooms sold in the third quarter (19,711 in July, 27,509 in August and 25,559 in September 2017).

These record numbers are made possible in part by the amount of new hotels opening throughout the city. While hotel rooms sold are up 5.5 per cent through Sept.30, hotel room supply is also up 5.5 per cent over 2016, bringing the number of annual hotel rooms available in Calgary to 5.3 million.

Marketing

In Q3, marketing efforts were geared toward programs focused on regional, national, and U.S. markets, the redevelopment of visitcalgary.com and a new approach to public relations.

Read more on page [5](#).

In-Destination Services

In Q3, the In-Destination Services team was recognized with Alto and AMMY awards for their frontline experience pass and expanded mobile information strategy respectively. Read more on page [11](#).

Travel Trade

In Q3, the Travel Trade team hosted eight familiarization tours to promote Alberta as a year-round destination, and attended strategy meetings about Calgary's international awareness in key markets. Read more on page [12](#).

Sports, Culture & Major Events

In Q3, Calgary hosted the Rugby Canada Invitational, YONEX Canada Open Badminton Grand Prix, Canadian BMX Championship and the 2017 Shaw Charity Classic. A successful bid was made for the 2019 Special Olympics Alberta Winter Games. Read more on page [14](#).

Stakeholder Engagement & Destination Development

Calgary's stakeholder-led Destination Strategy was shared with over 50 partner organizations. Proactive and reactive media relations efforts in Q3 focused on the health and success of the industry through the height of the summer season, and on special events and festivals in our city including Calgary Stampede, Calgary Folk and Music Festival, Shaw Charity Classic and Garth Brooks concerts. 10 businesses joined Tourism Calgary as new partners. Read more on page [15](#).

Marketing

Target Audience	Objective	Tactic	Outcome
Regional	Overcome online perceptions that Calgary has nothing new to offer and there is no reason to visit.	Things To Do Program Year-round content and social media campaign (listicles, weekend guides, concert guides, and explainer videos) focusing on travel motivators including major events, holidays, and other natural moments of travel such as celebrations, bachelor(ette) weekends, anniversaries, etc.), to create a sense of urgency to 'book now'	<ul style="list-style-type: none"> • 139,716 visits: +11% year-over-year • 68,578 referrals to partner websites from visitcalgary.com: +152% year-over-year • 46% conversion rate, meaning nearly half of web audiences sought detailed information or completed a booking with a partner: +24% year-over-year • 123,032 engagements with Things to To content on Facebook
	Create urgency to visit Calgary by showcasing compelling, fixed-time experiences with the goal of increasing visitor spend and generating weekend visitation.	2017 Regional Co-op Campaign Video (traditional format and 360° format) showcasing Calgary experiences Influencer hosting and engagement (including social promotion) to leverage credible third-party story tellers Content articles (distributed through social, display, search engine marketing, in-market targeting) Content partnerships with major content production brands Social, display and native advertising	<ul style="list-style-type: none"> • 180,530 sessions: -1.7% year-over-year * • 36,849 referrals: +85.8% year-over-year * • May-Aug. 2017 year-over-year comparison: • 224,942 sessions**: -15% year-over-year • 42,333 referrals: +25.7% year-over-year • 18.8% conversion rate: +13.2% year-over-year • 4:04 avg. time on page: +264.2% year-over-year <p>*note, these year-over-year comparisons appear artificially high because in 2016 the program concluded on Sept. 11. In 2017, we have moved to a 365-day/year approach. **although sessions are down, referrals are pacing significantly ahead, indicating that we are driving more qualified traffic to the site, capturing users who are more likely to click through to partner sites, indicating a higher intent to visit.</p>
	Focus on influencing visitation to and within Calgary through relevant responses to queries on visitcalgary.com.	Search Engine Marketing Program Serve results to users searching purchased keywords that focus on Calgary, travel, product category (i.e. accommodations, dining, getting around, things to do, attractions, Banff/Lake Louise.)	<ul style="list-style-type: none"> • 116,500 sessions from paid search: +10.8% year-over-year • 1:07 average time on page*: -8.9% year-over-year • 2.07 average pages/session*: -28.6% year-over-year <p>* Average time on page and sessions per visit has decreased potentially reflecting changing user behavior (i.e. shorter browsing time, seeking specific information, then concluding session)</p>
National	Highlight Calgary as a basecamp to adventure or an essential addition to a Canadian trip (i.e. Rocky Mountain, UNESCO sites, Canadian Badlands.)	Social media initiatives highlight urban adventure, mountain, badlands, and photography experiences via the following tactics: <ul style="list-style-type: none"> • User-generated photo posts on social media • Instameets with local influencers • Surprise in-market travellers with products or experiences 	<p>This program runs from Q3 to Q4. Final results will be reported following Q4.</p> <ul style="list-style-type: none"> • Interim results at the beginning of Q3 include: Average 4,600 completed Instagram story views indicating a strong organic appetite for user-generated narrative featuring distinctive urban and outdoor experiences

		<ul style="list-style-type: none"> • Monitor social channels for keywords indicating users are planning a visit to the Rockies with the goal of providing outbound counselling and convincing travellers to include Calgary as part of their itinerary • Provide recommendations from local influencers and tastemakers on what to see in and around Calgary • Encourage use of #CaptureCalgary hashtag via physical postcards, digital signage, and Instagram stories 	<ul style="list-style-type: none"> • Up to 15,000 engagements on albums posted to Facebook of user-generated content and an average of 2,000 engagements per individual photo post, indicating national markets are impressed with and interested in Calgary experiences
U.S.	In partnership with Destination Canada, Travel Alberta and Banff & Lake Louise Tourism, the 2017 U.S. program targets U.S. travellers already considering a trip to Canada. The program aims to show why Calgary and area is the best choice for an ultimate Canadian vacation over any other destination in Canada.	U.S. Campaign <ul style="list-style-type: none"> • Targets California, Texas, Washington, New York, and New Jersey • Display, native, programmatic and social media advertising re-targeting leads interested in Canada and Alberta 	<ul style="list-style-type: none"> • 4,296,890 impressions • 117,226 video views • 10,041 sessions • 0.55% avg. click through ratio • ad performance pacing 9% ahead of spend <p>*No year-over-year data available as the campaign was not in market during Q3 2016.</p>

Digital

In Q3, content marketing activities focused on generating incremental visitation and spend from our regional markets by providing compelling suggestions on things to do in Calgary through 360° videos, articles and experience and explainer videos. Nationally, efforts focused on improving perceptions of Calgary (traveller and local recommendations, social engagement and testimonials) with the goal of increasing the likelihood that national markets will visit. In total, 90 content products were actively promoted to regional and national markets, including 65 new content products.

The year-round content partnership with TripAdvisor aimed at engaging travellers regionally, nationally, and internationally seeking out Calgary-related information continued through Q3, including publishing eight new 'frequently asked questions' articles within TripAdvisor forums. It is our goal to provide useful (and influential) information to travellers on both owned and third-party platforms.

In Q3, Season 5 of [SING TALK PLAY](#) Calgary Sessions, a content partnership between Tourism Calgary and Nur Films was released. This partnership targets Canadian travellers with the goal of improving perceptions of Calgary's arts and culture scene and resulted in an average 45,000 views per video.



Content marketing efforts resulted in 82,015 partner referrals from visitcalgary.com, with the following highlights:

100+ things to do in Calgary this August long weekend	<ul style="list-style-type: none"> • 15,029 referrals to partners • 11,422 unique pageviews • 132 per cent conversion rate*
8 famous filming locations in Calgary (<i>article to promote Calgary International Film Festival</i>)	<ul style="list-style-type: none"> • 13,616 unique pageviews • 6:51 average time spent on page
9 Canada Day fireworks displays in Calgary	<ul style="list-style-type: none"> • 19,909 page visits on July 1 • 5,561 referrals on July 1
Beakerhead explainer video	<ul style="list-style-type: none"> • 332,414 video views

* Conversion rate is calculated by the number of referrals (clicks to partner websites) per unique pageviews. A conversion rate over 100 per cent indicates the average visitor clicked on multiple partner links.

Social Media

Initiatives across all channels culminated in a follower base of 292,479 users and 311,442 engagements across six established social media platforms as follows:

Platform	Connections/Followers	Engagements
Facebook	98,343	183,856
Instagram	56,637	121,465
LinkedIn	3,843	291
Pinterest	809	15
Twitter (two accounts)	131,792	5,263
YouTube	1,055	552

Compared to Q2, total engagements increased by 37 per cent and engagement per post increased by 116 per cent.

Snapchat experimentation continued through Q3 with 19 stories created. On average, these stories had an 85 per cent completion rate, indicating high engagement with content. There were 45,000 views of Snapchat story content during Q3 – a 539 per cent growth over Q2. Tourism Calgary continues to experiment with this channel.

Website Redesign

In order to effectively tell Calgary’s destination brand story and provide an effective resource to travellers and Calgarians, we have partnered with Critical Mass, an expert in the digital space, to redesign visitcalgary.com. The updated, research-driven site will better influence travellers and Calgarians by inspiring them and facilitating exploration.

Phase one of Visitcalgary.com is set to launch in December 2017.

Website Referrals

Visitcalgary.com was the source of 290,051 industry referrals (+25.4 per cent from 2016) in Q3.

Jackrabbit Systems – Booking Referral Engine

51,338 referrals came from JackRabbit Systems with a conversion rate of 15.9 per cent (8,192 direct referrals). This reflects an influx of summer travellers looking for accommodation and things to do deals.



Earned Media

Tourism Calgary works with journalists, freelance writers, social influencers, editors, and broadcasters to build destination awareness in our top regional, national, and international travel markets. By influencing the development of factual, intriguing, and interesting Calgary-focused stories, we are able to leverage the voice and reach of credible third parties to influence consumer behavior, perceptions and decisions. In Q3 the public relations department evolved from traditional public relations to the new space of earned media, and welcomed Lindsay Gallant as Manager, Earned Media.

Moving forward, we will be evolving our approach to include a strong focus on growing and leveraging advocates (travellers and Calgarians who recommend a Calgary experience or destination) to improve brand performance, create urgency to visit, and change perceptions. With the pervasiveness of peer-to-peer networks (including includes social channels [Facebook, Twitter, and Instagram] and review sites [TripAdvisor, Google Reviews]) and the influence of peer-to-peer communication, it is critical that we leverage the power of word of mouth to move Calgary’s brand forward in the competitive travel marketplace.

	Q1	Q2	Q3	Q4
Media Impressions	7,672,494	2,105,734	3,405,963	
Media Quality Score*	8.1/10	8.1/10	9.2/10	

** The Media Quality Score measures tonality of travel articles produced about Calgary that were supported by Tourism Calgary public relations efforts. The score, measured on a scale of ten, assigns points on specific criteria including: alignment with brand messaging, inclusion of compelling images, audience reach, mentions of identified Calgary travel motivators and overall positive sentiment about the destination. The articles are reviewed and marked by a third-party reporting agency.*

Marketplaces

Tourism Calgary attends a number media marketplaces and media missions annually. By regularly connecting with key writers, influencers, and broadcasters we keep Calgary top of mind and ensure Calgary content continues to be present across major travel outlets.

In Q3, our earned media team met with 82 writers, influencers and content creators from domestic and long-haul international markets before attending GoMedia 2017. Tourism Calgary and Travel Alberta capped off GoMedia with an Alberta-themed reception in celebration of hosting GoMedia in 2018. We are thrilled to be next year’s host city for an event that will bring in top-tier media to experience our destination first hand. Committee planning meetings will commence in November.

Media Coverage

The following is a selection of editorial coverage earned through Tourism Calgary projects and partnerships:

- [Conde Nast Traveler](#)
- [Conde Nast Traveler \(2\)](#)
- [The Toronto Star](#)
- [New York Daily News](#)
- [52 Perfect Days](#)
- [San Francisco Date](#)



Q3 Media FAMs

Through proactive and partnered efforts, Tourism Calgary supported five press trips, welcoming over 20 media guests in Q3. Proactively, our efforts supported print, online and social outlets from across the nation and internationally, specializing in story topics that included indigenous travel, the Calgary Stampede, and festivals.

We'd like to sincerely thank all of our hotel, restaurant, attraction, and industry partners for their support: Hotel Arts, Hyatt Regency Calgary, Fairmont Palliser, Marriott Downtown, Westin, Studio Bell, Calgary Food Tours, Nomad Gear Rentals, The Dean House, The Nash, Una Pizza, and Calgary Brewery Tours.



In-Destination Services

Alto Award-winning Calgary Frontline Experience Pass

The Calgary Frontline Experience Pass encourages frontline personnel to become better ambassadors for Calgary by giving them free access to attractions and tours. With enhanced knowledge of the city, frontline personnel are better equipped to speak enthusiastically about Calgary experiences and be ultimate hosts. This year's Calgary Frontline Experience Pass was a successful collaboration between 18 attraction and tour partners and was distributed to over 1,500 frontline ambassadors, who redeemed their passes for over 2700 experiences. This program was recognized with an Alto Award for exhibiting exceptional achievement in tourism marketing at the 17th annual Travel Alberta Industry Conference.

We'd like to thank the following partners who participated in the program and look forward to the continued growth of the program in 2018:

- Bow Habitat Station
- Butterfield Acres Farm
- Calaway Park
- Calgary Food Tours
- Calgary Tower
- Calgary Zoo
- Canada's Sports Hall of Fame
- Fort Calgary
- Glenbow Museum
- The Hangar Flight Museum
- Heritage Park Historical Village
- Lougheed House
- Military Museums
- RiverValley Adventure Co.
- Skyline Luge Calgary
- Studio Bell
- TELUS Spark
- WinSport
- Air Canada

AMMY Award-winning mobile information strategy

Tourism Calgary's mobile information team had a record year offering itinerary planning and experience suggestions for travellers and Calgarians. The mobile information strategy allowed the roaming team to connect with Calgarians and visitors where they were instead of relying on visitors seeking information at visitor information centres.

The mobile program expanded its reach in 2017 with more pop-up tools and equipment, additional roaming staff, an earlier start to the program and the implementation of a semi-fixed location. Experience counselling was available daily at the Calgary Tower from May to Aug., with a second team roaming high-traffic locations, attractions, festivals and events.

Results showed an increase in people engaged and referrals to industry partners made over the previous operating year (July – Sept. 2016.) In the summer peak (July - Aug.) engagements were up 65 per cent and referrals were up 95 per cent in 2017 compared to 2016.

	2016 Roaming	2017 Roaming	% CHANGE*
People Engaged	5,805	14,671	+ 152.7%
Industry Referrals	16,386	48,141	+ 193.8%

* Note: Increased results in 2017 reflect a longer operating season over the previous year. In 2016, roaming results were measured from July 1 to Sept 16; in 2017, roaming results were measured from May 19 to Sept 28.

This strategy, coupled with other frontline initiatives, was awarded the Alberta Culture and Tourism 2017 AMMY award for Best in Class: Visitor Service.

Event services

First Flip - July 7

Tourism Calgary partnered with Downtown Calgary, Calgary TELUS Convention Centre, Calgary Economic Development, and Calgary Parking Authority to host 5,000 visitors, Calgarians and industry partners at the annual First Flip Stampede breakfast. Tourism Calgary volunteers performed 150 White Hat ceremonies to celebrate Canada 150.

International Play Association Triennial World Conference. Sept. 13 - 17

Tourism Calgary supported The City of Calgary in hosting international delegates from over 40 countries at the International Play Association Triennial World Conference. Ultimate hosting initiatives included: a welcome Stampede Breakfast for over 600 guests featuring breakfast by the Stampede Caravan and Chinook Country Line dancers, a western/carnival themed cocktail event, and a Canada 150 themed event held at TELUS Spark for 400 delegates.

Tourism Talks – Sept. 27

A presentation on Tourism Calgary's Destination Strategy was held at National on 8th followed by a social networking event with over 60 industry partners. Thank you to our presenting sponsor Air Canada and supporting partner Concorde Group.

Travel Trade

Maintaining Calgary's international brand presence

- **Canadian Inbound Tourism Association (Asia Pacific)**
Tourism Calgary targets receptive tour operators with expertise in international target markets to maintain awareness of Calgary abroad. In line with this strategy, Tourism Calgary hosted Vancouver-based Asian receptive tour operator, Canadian Inbound Tourism Association (Asia Pacific), for a key account dinner.

Tourism growth potential from key markets

- **Destination Canada's program to grow tourism to \$22 B by 2022**
The Travel Trade team attended a strategic meeting in July as part of a collaboration between provincial, territorial and municipal destination marketing boards. At Rendez-vous Canada 2017, Destination Canada announced the Northstar 22 Pathfinder program that aims to attract 22 million international visitors and generate \$22 billion dollars in export revenue by 2022. Northstar 22 aims to grow Canada's tourism economy faster than global rates, (forecasted at three to four per cent per year) with a strategy focused on marketing to primary international markets – China, Japan, UK, Germany, Australia, U.S., South Korea (markets that have been identified as having high growth potential.) Destination Canada estimates Alberta has the potential to add an additional 291,000 visitors and \$196,600,000 in economic impact by 2022. As Alberta works towards greater economic diversification and less reliance on the energy sector, tourism presents huge opportunity and economic benefit.
- **Gateway '17 by Alibaba**
The Travel Trade team attended this China-focused business forum in September, featuring Prime Minister Justin Trudeau and Jack Ma, executive chairman and founder of Alibaba Group, in order to gain insights into destination promotion in Asian markets. These insights are important for Alberta tourism partners working on building business and strengthening Alberta's tourism brand in the Chinese market – a growing market for Calgary because of direct air access from Beijing to Calgary.

2018 is the Canada-China Year of Tourism, making it a good time to collaborate with multiple stakeholders in partnership with Destination Canada, to create momentum for long term business.

Providing authentic experiences to international markets through collaboration

In collaboration with Travel Alberta and our in-destination partners, the Travel Trade team hosted eight familiarization tours for tour operators, wholesalers and travel agents from companies operating in key geo-markets, China, Japan, UK, Germany, Australia, U.S., South Korea. By hosting these tours Calgary's vibrant culture was highlighted through authentic experiences and attractions throughout the city. By leveraging our local partnership network and our partnerships with Destination Canada and Travel Alberta, we maximize our impact on each familiarization tour.

Partners featured in tours:

Beakerhead
Calgary Brewery Tours
Calgary Tower
Glenbow Museum

Global Fest
Heritage Park Historical Village
Lifetime Adventures, Calgary Walks – walking tour
Shakespeare by the Bow

Sport, Culture & Major Events

Selling Calgary as the Ultimate Host City

The Sales, Sport and Major Events department conducted sales missions with national sport organizations in Ottawa and provincial sport organizations in Edmonton with the goal of pursuing new opportunities and strengthening existing relationships. Tourism Calgary engaged with key decision makers from 29 organizations and a subsequent 25 event leads were generated for evaluation.

Calgary selected as host city

2019 Special Olympics Alberta Winter Games

Calgary has successfully won the bid for the 2019 Special Olympics Alberta Winter Games. These games will provide an opportunity to showcase our ultimate hosting ability to over 500 staff, athletes, coaches, family and fans in February 2019.

Hosted in Q3

- **Yonex Canada Open Badminton Grand Prix**
From July 11-16, 256 international athletes competed for \$65,000 U.S. in prize money and valuable Olympic qualifying points at WinSport's Markin MacPhail Centre for the Yonex Canada Open Badminton Grand Prix.
- **2017 Canadian BMX Championship**
In its second consecutive year hosted in Calgary, over 400 athletes competed for national BMX racing titles during the 2017 Canadian BMX Championship Aug. 26 – 27.
- **2017 Shaw Charity Classic - PGA TOUR Champions**
From Aug. 30 – Sept. 3, the Shaw Charity Classic welcomed 78 stars, caddies and spectators and set a record for attendance with 45,250 spectators over three days of competition at the Canyon Meadows Golf and Country Club.
The PGA TOUR Champions showcased Calgary to the world through its broadcast on the Golf Channel. Since 2013, the Shaw Charity Classic has raised more than \$20 million for over 150 children and youth charities in Alberta.

Event bidding in Q3

At the conclusion of Q3 2017, a cumulative 19,493 hotel room nights were contracted through the support of 39 sport, cultural and special events. A further 18 leads have been issued, representing a projected 19,192 room nights for events that are either determining a host city or selecting their official accommodation providers.

Stakeholder Engagement & Destination Development

Destination Strategy | Calgary: Ultimate hosts. Ultimate host city

Advocacy

Based on the outcomes of the Destination Strategy, an advocacy framework and guidelines have been developed to give clear direction and criteria about what Tourism Calgary may advocate for, and equally importantly, what we won't.

In Q3, we publicly advocated for new hosting infrastructure in Calgary, specifically for a new event centre and arena, in partnership with Calgary Economic Development, Calgary Arts Development and Sport Calgary.

Advancing the Destination Strategy

Through Q3, over 50 partner organizations were engaged regarding the Destination Strategy. It's important to note that these interactions are not singular events, but have all resulted in new opportunities, ongoing dialogue and opportunities for consideration and action.

Through the end of Q3, 10 organizations are actively collaborating on Destination Strategy-related initiatives.

Read the [Destination Strategy](#) | Calgary: Ultimate hosts. Ultimate host city.

Corporate communications

Media relations

Proactive and reactive media relations efforts in Q3 focused on the health and success of the industry through the height of the summer season, and on special events and festivals in our city including Calgary Stampede, Calgary Folk and Music Festival, Shaw Charity Classic and Garth Brooks concerts.

Strategic planning

Tourism Calgary's 2018-2020 strategic plan development began in Q3, and will be shared with industry stakeholders in Q4. This plan will highlight how the organization will be executing on the Destination Strategy over the next three years.

Tourism Calgary partners and members

As industry champions for over 630 businesses, Tourism Calgary supports members and partners through professional development opportunities, marketing support, programs and co-op campaigns, and through collaboration, research, and organizational and industry best practice support.

- 10 businesses joined Tourism Calgary as new partners in Q3.
- A Partner Orientation session was held for industry partners on Sept. 14 to heighten awareness of Tourism Calgary's programs and marketing opportunities.
- Staff built relations with 22 industry partners through meetings and other opportunities for engagement.
- Annual invoices for partnership renewal were distributed to all members/partners for continuation of their marketing benefits to Sept. 2018.

Professional development for industry partners:

- On Sept. 27, World Tourism Day, 50 industry partners attended the Industry Social at National on 8th and Tourism Talk on the Destination Strategy presented by Cassandra McAuley.

Destination News

The year-over-year improvement in rooms sold gained momentum in Q3, with all quadrants posting gains in rooms sold in each month during the quarter. Calgary set new record highs for overall rooms sold in July (+5.9 per cent over 2016), August (+5.9 per cent over 2014) and September (+2.3 per cent over 2014). Overall, the number of rooms sold rose by 7.9 per cent in Q3 compared to Q3 2016, exceeding the growth in room supply for the first time since Q4 2013 and resulting in a 1.9 per cent rise in occupancy to 74 per cent for the quarter. Year-to-date through September, rooms sold increased 5.5 per cent to equal the growth in room supply, resulting in a stable occupancy rate.

		YEAR-TO-DATE SEPT		
		2017	%Change	Difference
Calgary Overall	Occupancy Rate	61.2%	0.0%	0.0
	Rooms Sold	2,419,534	5.5%	125,632
	Room Supply	3,955,020	5.5%	206,419
	Daily Room Rate	\$144.43	-1.5%	-\$2.18
	RevPAR	\$88.36	-1.5%	-\$1.36
Downtown	Occupancy Rate	62.8%	-0.8%	-0.5
	Rooms Sold	743,957	7.1%	49,429
	Room Supply	1,183,728	8.0%	87,360
	Daily Room Rate	\$196.15	-1.0%	-\$1.89
	RevPAR	\$123.28	-1.7%	-\$2.18
Northeast	Occupancy Rate	60.6%	-2.8%	-1.7
	Rooms Sold	930,354	5.6%	48,975
	Room Supply	1,534,965	8.6%	121,048
	Daily Room Rate	\$120.62	-2.1%	-\$2.55
	RevPAR	\$73.11	-4.8%	-\$3.67
Northwest	Occupancy Rate	66.2%	5.9%	3.7
	Rooms Sold	282,376	5.9%	15,807
	Room Supply	426,426	0.0%	0
	Daily Room Rate	\$112.94	-4.3%	-\$5.06
	RevPAR	\$74.78	1.4%	\$1.02
South	Occupancy Rate	56.6%	3.2%	1.7
	Rooms Sold	458,762	3.0%	13,340
	Room Supply	809,901	-0.2%	-1,989
	Daily Room Rate	\$128.88	-2.0%	-\$2.66
	RevPAR	\$73.01	1.2%	\$0.87

% 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. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Calgary Airport Authority Passenger Statistics

Passenger traffic increased by 3.3 per cent in the third quarter of 2017 compared to 2016, with domestic traffic up +3.1 per cent, transborder (U.S.) traffic up 3.2 per cent and international passenger traffic up 5.9 per cent. Overall, more than 12.3 million passengers moved through YYC in the first nine months of 2017, up more than 3 per cent from 2016.

Passenger Statistics by Sector						
	2015	% Change	2016	% Change	2017	% Change
Domestic						
Q1	2,405,818	0.9%	2,519,123	4.7%	2,500,438	-0.7%
Q2	2,709,288	2.1%	2,725,876	0.6%	2,813,171	3.2%
July	1,100,847	4.7%	1,122,628	2.0%	1,137,233	1.3%
August	1,143,595	2.3%	1,140,824	-0.2%	1,201,056	5.3%
September	949,671	4.0%	979,545	3.1%	1,003,735	2.5%
Q3	3,194,113	3.6%	3,242,997	1.5%	3,342,024	3.1%
Transborder						
Q1	788,948	-1.7%	736,518	-6.6%	761,534	3.4%
Q2	733,167	-2.8%	688,533	-6.1%	761,334	10.6%
July	286,906	4.6%	290,531	1.3%	296,328	2.0%
August	285,437	1.1%	284,810	-0.2%	297,294	4.4%
September	242,033	-0.1%	246,507	1.8%	254,789	3.4%
Q3	814,376	1.9%	821,848	0.9%	848,411	3.2%
International						
Q1	421,026	8.6%	450,456	7.0%	485,002	7.7%
Q2	345,059	2.1%	364,619	5.7%	395,988	8.6%
July	125,012	4.5%	136,354	9.1%	139,970	2.7%
August	128,364	-0.7%	137,292	7.0%	147,193	7.2%
September	103,220	-3.4%	116,947	13.3%	126,630	8.3%
Q3	356,596	0.3%	390,593	9.5%	413,793	5.9%
TOTAL – Q1	3,615,792	1.1%	3,706,097	2.5%	3,746,974	1.1%
TOTAL – Q2	3,787,514	1.1%	3,779,028	-0.2%	3,970,493	5.1%
TOTAL – Q3	4,365,085	3.0%	4,455,438	2.1%	4,604,228	3.3%
TOTAL – YTD	11,768,391	1.8%	11,940,563	1.5%	12,321,695	3.2%

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. The full-year-to-date shown is through Sept. 30.

In Q3 2017, Meetings + Conventions Calgary (MCC) forwarded 34 leads representing 41,647 potential room nights compared to 26 leads representing 34,828 potential room nights in Q3 2016.

TOTAL				
	2017 Q3	2016 Q3	FYTD 2017	FYTD 2016
Leads	34	26	108	120
Attendance	24,420	23,657	89,695	94,004
Room Nights	41,647	34,828	136,102	148,537
Direct Attendee Spending	\$13,701,863	\$11,458,412	\$44,777,558	\$48,868,673

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 6,671 room nights turned definite versus nine events representing 3,004 definite room nights in Q3 2016. No city-wide events were confirmed in Q3 2017.

DEFINITE EVENTS				
	2017 Q3	2016 Q3	FYTD 2017	FYTD 2016
Events	13	9	41	44
Attendance	9,115	2,465	23,489	20,972
Room Nights	6,671	3,004	28,284	33,268
Direct Attendee Spending	\$2,194,759	\$988,316	\$9,305,436	\$10,945,172

Source: Meetings + Conventions Calgary, 2017 Q3 Report