



tourism
calgary

2018 Annual Report



Calgary

Ultimate Host City

Calgarians are ultimate hosts, and as the city's official destination marketing and development organization, Tourism Calgary's aspiration is to make ours the Ultimate Host City.

In 2018, Tourism Calgary achieved success as defined by its stakeholder community and actualized benefits for visitors and Calgarians by **marketing** the city locally, nationally and internationally and **advocating** for its ongoing development as a destination.

The organization was also instrumental in **hosting** and attracting events and visitors and **activating** the city by fostering shareable, memorable experiences.

These efforts resulted in the industry seeing continuous year-over-year growth, with December 2018 marking the 19th consecutive month of increased hotel room demand.

Keep your boarding passes safe and enjoy your journey through Tourism Calgary's key activities and performance from 2018.



TOURISM DIVERSIFIES CALGARY'S ECONOMY



Industry



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Tourism diversifies Calgary's economy

Guided by Calgary's Destination Strategy, Tourism Calgary works alongside partners and stakeholders to develop the destination for the benefit of visitors and Calgarians. This translates to a robust visitor economy, pride of place for residents and a sought-after destination for visitors.



7,788,192*
total visits to
Calgary**



\$2 billion* injected in
Calgary's economy
through visitor spending**



A record **17,343,402**
passengers through YYC
Calgary International Airport

**Estimates subject to change as new information becomes available*

*** Forecast by Conference Board of Canada*

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7,788,192* total
visits to Calgary**

\$2 billion*
in visitor spending
contributed to
Calgary's economy**

17,343,402 passengers
through YYC Calgary
International Airport
(up 7% over 2017)

FREQUENT FLYER
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TOURISM ADVANCES CALGARY'S DESTINATION BRAND



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be part of the energy™



Marketers



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Tourism advances Calgary's destination brand

Driven by research, Tourism Calgary's local, national and international marketing is nimble, bold and creative; increasing the likelihood that travellers will visit Calgary within two years.



2,247,365

visits to newly launched visitcalgary.com



1,169,605

social media engagements



28 million

earned media impressions



Alberta Bound campaign used hyper-targeted digital advertising to influence potential travellers to add Calgary to their itineraries, resulting in **16,876** room nights and over **\$2 million** in revenue (ROI of 4.18:1)*



Phase two of the Brand Evolution Project completed; ideation workshops hosted for **200+** partners & local influencers resulting in a new destination brand model



37 Things-to-Do co-op marketing campaign partners supported through **\$303,415** of investment

*Calculated using revenue, not profit.

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28% of Canadians plan to visit Calgary within the next two years

2,247,365 site visits
(down 4% over 2017)

1,169,605 social media engagements
(up 7% over 2017)

28 million earned media impressions
(up 7% over 2017)

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TOURISM ENHANCES CALGARIANS' QUALITY OF LIFE



Advocates



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Tourism enhances Calgarians' quality of life

Tourism Calgary advocates for the industry and destination by working with stakeholders and partners to accomplish the city's collective goals and actualize benefits for visitors and Calgarians through Calgary's Destination Strategy.



A record
719 industry
partners



28 public advocacy positions
undertaken to support the
success of Calgary's
Destination Strategy



Supported by **83%** of
stakeholders, the Ultimate
Host 2026 campaign
provided information about
Calgary's potential bid for
the 2026 Olympic and
Paralympic Winter Games



23 organizations earned the Ultimate Host City
Designation in its inaugural year

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90% of stakeholders
believe Tourism Calgary
is an effective champion
for industry

10 Destination Strategy
initiatives advanced in 2018

719 industry partners
(up 16% over 2017)

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TOURISM BUILDS CALGARY'S SHAREABLE EXPERIENCES



Hosts



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Tourism builds Calgary's shareable experiences

Tourism Calgary attracts and supports events that build Calgary's brand, enrich the city's vibrancy, contribute to the economy, support hosting infrastructure and attract visitors.



A record **89** events supported including two first time major events: FINA Diving Grand Prix + ATP National Bank Challenger



\$108 million in economic impact generated through Tourism Calgary-supported events



58 future events secured including the 2019 Canadian Country Music Awards and Week and 2019 Grey Cup Championship and Festival



Calgary Sport + Major Events committee formed



Hosted GoMedia Canada, which garnered **49,000+** social media engagements, **18 million+** Twitter impressions and landed Calgary on New York Times' Top 52 Places to Go in 2019 list



28 travel trade familiarization trips hosted

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89 events supported in 2018
(up 7% over 2017)

315,526 attendees at Tourism Calgary-supported events

58 future events secured

30 travel trade joint marketing agreement signed with international tour operators

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TOURISM INVIGORATES CALGARY'S COMMUNITY SPIRIT



Activators



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Tourism invigorates Calgary's community spirit

As ultimate hosts, Tourism Calgary fosters a destination that is welcoming, innovative and experience-rich by providing the tourism industry with training, destination knowledge enhancement and real-time support tools.



A record **1,202,019** referrals to industry partners including:

1,132,937* digital referrals

46,646 face-to-face referrals
(down 22% over 2017)



3,900 active frontline ambassadors engaged through Tourism Calgary's Where Weekly Newsletter and Frontline Experience Pass programs



A record **902** Calgary White Hat Award nominees

**New measurement established in 2018*

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85% of Calgarians believe tourism is an important contributor to Calgary's economy and quality of life

66% of Canadians and **84%** of Calgarians believe Calgary offers shareable experiences

1,202,019* partner referrals

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