



tourism
calgary

Destination Report

Q3 | 2019

Q3 2019 highlights

From July to September, Hotel room demand expanded by 4.8 per cent and Calgary once again set record highs for rooms sold - surpassing records set in 2018.

Throughout Q3, Tourism Calgary continued to champion strategic initiatives and tactics that support the achievement of objectives outlined in Calgary's Destination Strategy and the organization's 2018-2020 strategic plan.

The Things-to-Do co-op marketing campaign set records in Q3, achieving its largest ever participation rate with 48 partners investing more than \$400,000 in the program.

Tourism Calgary applauded Calgary City Council's historic, city-building decision to develop a new Event Centre in the heart of Rivers District.

"The development of new sport and entertainment hosting infrastructure – designed to meet current and future needs – clearly aligns with Calgary's brand, destination development and quality of life aspirations," said Cassandra McAuley, Executive Director, Stakeholder Engagement and Destination Development.

As ultimate hosts, Tourism Calgary welcomed 19 sport, cultural and major events and eight meetings and conventions to the city.

"Calgary is a city with hosting in its DNA," said Carson Ackroyd, Senior Vice President, Sales. "Hosting events like the 2019 Canadian Country Music Awards and Country Music Week, Red Bull Outliers and the Society of Petroleum Engineers' annual Technical Conference throughout Q3 provided unique opportunities to showcase Calgary's hosting abilities to thousands of organizers, participants, fans and delegates."

Tourism Calgary's White Hat Academy won Destinations International's 2019 'Most Replicable' WOW Award. The program was also named among the finalists for the 2019 Travel Alberta Alto Awards and Tourism Industry Association of Canada 2019 Canadian Tourism Awards.

The industry continued to see year-over-year growth, with September marking the 10th consecutive month of increased hotel room demand. Year-to-date, room supply has expanded by 6.9 per cent, placing downward pressure on room rates.

More details about Tourism Calgary's quarterly activities and performance can be found in this report.





Marketers

Moving consumers down the path-to-purchase

Guided by a key performance indicator that measures intention to visit, all Q3 marketing efforts focused on generating quality engagements with “high intent travellers” – those who demonstrate a strong interest in Calgary, but who may not be aware of the city’s unique offerings.

Content consumption proves travellers are interested in Calgary

The key to determining if potential travellers are interested in visiting Calgary lies in content consumption. Based on marketing industry standard, content performance is traditionally measured based on minutes of content consumed and on audience engagement (likes, shares, comments). The more audiences watch, read and engage with Tourism Calgary content, the more likely they are to move along the path-to-purchase and toward booking a trip to Calgary.

Tourism Calgary content performance has remained strong, with over 5.8 million minutes of content consumed throughout Q3 – a 54 per cent increase over Q2 – and with outbound referrals to industry partners up 14 per cent year-to-date over 2018. Additionally, over 20,000 room nights have been booked so far in 2019 as a result of Tourism Calgary marketing content and campaigns, with 94 per cent of the annual target achieved by the end of Q3. These results provide evidence that Tourism Calgary’s efforts to impact visitor intention and purchasing behaviour are working. Potential travellers are definitively consuming content about Calgary, identifying our city as a potential travel destination, then choosing to book a trip to Calgary.

Key marketing initiatives in Q3

Things-to-Do co-op marketing campaign

Strong content consumption and purchase conversion results were largely attributed to record-setting support of the Things-to-Do co-op marketing campaign among industry partners. In Q3, the program achieved its largest participation rate to-date, with 48 Tourism Calgary partners investing more than \$400,000 into the program - up three per cent over 2018. In times of economic challenge in the city, surpassing 2018 participation and investment levels in Q3 proved that tourism industry partners continue to see significant value in this program and continue to trust Tourism Calgary to help them achieve their marketing goals.

New websites launched

In partnership with Evans Hunt, Tourism Calgary launched the redesigned industry partner, sport and major events, travel trade and media websites in Q3. Fully integrated into the existing visitcalgary.com infrastructure, this project required a full team effort with all Tourism Calgary departments dedicating time and resources to deliver the project on schedule and on budget. As part of Meetings and Conventions Calgary’s integration into Tourism Calgary, discussions also began around opportunities to build meetingscalgary.com into the visitcalgary.com infrastructure.

A busy summer for earned media

From floating music writers down the Bow River to take in the 40th anniversary of Calgary Folk Music Festival, to supporting an emerging country music artist and creator during the 2019 Canadian Country Music Week, Q3 was a busy time for hosting earned media in our city. Between 31 familiarization trips and a new program called Creator House, Tourism Calgary hosted 114 media and creators/influencers throughout Q3. These efforts garnered coverage from publications like Time Magazine and resulted in over 64 million earned media impressions over the quarter. Media hosting that took place during the 2019 Canadian Country Music Association Awards and Country Music Week resulted in a 38 per cent increase in media coverage when compared with 2018 results.

Hosting media and ensuring a positive Calgary experience requires the ongoing support of industry partners. A sincere thanks to all hotel, restaurant and attraction partners that assisted with Q3 earned media efforts.



How success will be measured

- Grow Canadian travellers' intent to visit Calgary to 31 per cent from 28 per cent by 2020.
**Baseline developed in 2018 with 28 per cent of Canadians planning to visit Calgary in the next two years.*



Key activities

- Attended GoMedia in Ottawa, Canadian Inbound Tourism Association Summer Event, Mexico sales mission in partnership with Travel Alberta and the Destination Canada Leisure Advisory Committee Meeting;
- Hosted 90 media on 31 FAM tours and 23 creators/influencers through Creator House;
- Built and launched ancillary industry websites on time and on budget;
- Largest wave of the year for Things-to-Do co-op campaign with 21 partners participating;
- Destination brand creative platform finalized and endorsed by Tourism Calgary board;
- Operational review of content portfolio and integration of responsibilities across marketing teams.



Performance

- >64 million earned media impressions garnered - +800 per cent over Q3, 2018;
- >502,000 social media engagements – 108 per cent increase over Q3, 2018;
- 100 per cent of 2019 Things-to-Do co-op marketing campaign investment achieved;
- >528,000 digital and face-to-face referrals to industry partners.



Advocates

Advocacy

In Q3, Tourism Calgary undertook three public advocacy positions, which included applauding Calgary City Council's decision to build a new Event Centre in the heart of Rivers District and highlighting the value of Calgary's tourism industry with the goal of mitigating city budget cuts to Tourism Calgary and fellow civic partner funding.

Event Centre

As part of Calgary's stakeholder-led and endorsed Destination Strategy, Tourism Calgary actively supported plans to develop a new Event Centre for the benefit of Calgarians and visitors over the last three years.

Research and stakeholder engagement previously conducted as part of the development of Calgary's Destination Strategy identified that Tourism Calgary stakeholders viewed a new Event Centre, along with the expansion of the BMO Centre and subsequent investment and development of the area, as a critical catalyst for the revitalization of Calgary's Culture and Entertainment District.

In Q3, Tourism Calgary continued to work alongside tourism industry partners to advocate for this important development. Advocacy efforts focused on articulating the public, social and economic benefits for Calgarians through investment, vibrancy, increased tourism and visitor spending.

On July 30, Tourism Calgary applauded Calgary City Council's historic, city-building decision to develop a new Event Centre. Envisioned as a year-round, permanent gathering and event hosting place, this important infrastructure will support Calgary's quality of life aspirations of being a vibrant and active city.

City Budgets

In advance of Calgary City Council deliberations in July, Tourism Calgary proactively articulated how funding cuts would impact its operations and outputs. Calgary's tourism industry is a vital economic driver, and as such, Tourism Calgary will continue to advocate for ongoing municipal investment into our city's tourism industry.

Corporate media relations

Leveraging both proactive and reactive media relations, Tourism Calgary worked with local, national and international media throughout Q3 to highlight organizational efforts, the contributions of Calgary's tourism industry and the impact of the visitor economy. Tourism Calgary's Q3 corporate media relations efforts focused on highlighting Calgary City Council's decision to develop a new Event Centre and on sharing the tourism benefits and impacts associated with hosting the Calgary Stampede, PGA TOUR Champions Shaw Charity Classic, 2019 Canadian Country Music Association Awards and Country Music Week and Red Bull Outliers.

Stakeholder engagement

Q3 Tourism Calgary stakeholder events

On July 4, Tourism Calgary hosted the annual First Flip Pancake Breakfast along Stephen Avenue in partnership with Calgary Arts Development, Calgary Economic Development, Calgary TELUS Convention Centre and Platform Calgary. Over 4,000 visitors and Calgarians attended, ate pancakes provided by Apolzer and Son and enjoyed entertainment provided by Dandy Little Orchestra, Joe Nolan, Mariel Buckley, Tim Buckley, Green Fools and Chinook Country Line Dancers. A special thanks to supporting partners: Evans Hunt, Hyatt Regency Calgary, Marriott Calgary Downtown and Sign Craft.

On Sept. 24, Tourism Calgary hosted its annual Industry Social event at the Calgary Marriott Downtown to celebrate the busy summer season and to formally launch the new, responsive and informative industry website. More than 125 partners attended this high demand event.

Partnership

Tourism Calgary's partnership base grew to 733 organizations, with 17 new businesses joining in Q3. Throughout the quarter, members of the Tourism Calgary team met face-to-face with 19 industry partners to inform them about Calgary's Destination Strategy and the marketing benefits, programs, services and engagement opportunities available to them through their Tourism Calgary partnership.



How success will be measured

- 93 per cent of stakeholders believe Tourism Calgary is an effective champion for industry – up three per cent over 2018;
- 15 Destination Strategy initiatives advanced or completed by 2020:
 - Total: One initiative advanced or completed in 2019.



Key activities

- Public advocacy positions:
 - Total: 10 positions undertaken in 2019;
 - Q3: Three positions undertaken.
- Proactive and reactive media relations related to: Calgary City Council's decision to build a new Event Centre in the heart of Rivers District; the 2019 Canadian Country Music Awards and Week and Red Bull Outliers.
- Annual partnership renewal invoices distributed.



Performance

- Tourism Calgary partners:
 - 733 partners;
 - Total: 103 new partners in 2019;
 - Q3: 17 new partners joined.



Hosts

Supported events

Sport, cultural and major events

Tourism Calgary welcomed 19 sport, cultural and major events to our city in Q3, which attracted more than 146,000 attendees and contributed \$69,221,371 in economic impact*. Some feature supported events included:

Swimming Canada Junior Championship – July 24 – 28

More than 550 youth swimmers from across Canada travelled to Calgary to compete at Repsol Sport Centre. Based on a successful event and a proactive bid submitted by Tourism Calgary, this event will return to our city once again in 2021 and is projected to generate 2.8 million in economic impact.

PGA TOUR Champions Shaw Charity Classic – Aug. 30 – Sept. 1

Hosted at Canyon Meadows Golf & Country Club for the seventh consecutive year, this marquee summer event attracted over 38,500 spectators and featured a special 2019 Canadian Country Music Week kick-off performance by Chad Brownlee.

2019 Canadian Country Music Association (CCMA) Awards and Country Music Week– Sept. 5 – 8

Calgary further established its reputation as the country music capital of Canada by hosting the CCMA Awards for a record ninth time. In collaboration with the local host committee, Tourism Calgary helped plan and activate Country Music Week events like the Off-Country Music Series, which showcased 17 local venues and encompassed 50 acts that highlighted Calgary's diverse music scene. Final event attendance and economic impact results to follow.

Red Bull Outliers – Sept. 28

Hosted in Calgary's Eau Claire Market, Red Bull Outliers marked North America's first-ever city centre motorsports competition. Despite the snow, more than 5,000 spectators attended to watch professional and amateur motocross riders compete in this head-to-head Enduro competition. Final economic impact results to follow.

Meetings and Conventions

In Q3, Tourism Calgary supported eight meetings and conventions, which attracted more than 4,250 delegates and generated more than \$1,564,000 in direct attendee spending**. Events supported in Q3 included:

Society of Petroleum Engineers annual Technical Conference and Exhibition – Sept. 30 – Oct. 2

Hosted at the BMO Centre, this marked the first ever Society of Petroleum Engineers annual Technical Conference and Exhibition to be hosted in Canada. Oil and gas professionals from 145 countries attended, injecting an estimated \$5 million into Calgary's economy.

Travel trade familiarization tours

Three travel trade familiarization tours took place in Q3, with 17 tour operator and travel agent representatives from Canada, Mexico and the United Kingdom experiencing Calgary's hospitality, attractions, accommodations and restaurants.

Attracted events

In Q3, Tourism Calgary secured 18 additional sport, cultural and major events and 15 additional meetings and conventions for Calgary. Feature attracted events included:

2021 Canadian Ringette Championship

Calgary was selected as the host city for the 2021 Canadian Ringette Championship after a successful bid by Tourism Calgary and Ringette Calgary. Returning to our city for the first time since 2004, this event is anticipated to draw more than 40 teams and their visiting families and to generate an estimated \$7 million in economic impact.

2023 Association of Fish and Wildlife Agencies Annual Meeting

Set to take place in Sept. 2023, the Association of Fish and Wildlife Agencies Annual Meeting is anticipated to draw more than 700 fish and wildlife leaders from across North America to Calgary, resulting in an additional 1,600 future hotel room nights contracted.

Meetings and Conventions Calgary (MCC) integration

MCC completed its move to Tourism Calgary in July. The goal through the integration was to ensure a smooth and seamless process that allowed the team to focus on securing new business. Leveraging findings from several stakeholder engagement sessions, work continued in Q3 to develop the MCC mandate and 2020 business plan.



How success will be measured

- Grow the number of Tourism Calgary-supported events to 75 from 68 by 2020;
- Achieve incremental growth in attendees at Tourism Calgary-supported events by three per cent, annually*.

** Baseline developed in 2018 with 315,526 attendees at Tourism Calgary-supported events.*



Key activities

- Collaborated with industry partners in close proximity to Repsol Sport Centre to offer special deals to athletes competing in the 2019 Swimming Canada Junior Championship;
- Hosted four sport events rights holders in Calgary and explored venues that meet their hosting requirements;
- Celebrated Calgary's local event champions by hosting them at a Cavalry Football Club game at Spruce Meadows.



Performance

- 61 events supported in 2019 - 19 in Q3;
- 220,888 attendees hosted at supported events in 2019 – 146,785 in Q3;
- \$106,136,333* in economic impact generated through supported sport, cultural and major events in 2019 - \$69,221,374 in Q3;
- 19,706 room nights contracted for future events – 11,554 in Q3;
- Hosted 19 travel trade familiarization trips in 2019 – three in Q3.

**Economic impact is determined using the Destination International Event Impact Calculator.*

*** Direct attendee spending calculated from estimates of average daily spend per delegate, per room night including spending on all products/services while in Calgary attending a conference.*



Activators

Visitor services

Visitor inquiries and the #askmeyyc roaming team

Tourism Calgary offers year-round, in-person visitor counselling services through its corporate office and event information booths. In Q3, Tourism Calgary staff and volunteers counselled 1,600* visitors and Calgarians, leading to 7,000* face-to-face industry partner referrals.

For the fourth year, Tourism Calgary mobilized its #askmeyyc roaming team to provide accessible, in-person destination counselling and experience planning services from the base of the Calgary Tower and other high-traffic locations including the Calgary Central Library; Studio Bell, home of the National Music Centre; Bow River Pathway and Olympic Plaza. Between May 18 and Sept. 30, the #askmeyyc roaming team counselled more than 17,500* visitors and Calgarians, provided over 46,500* face-to-face referrals to industry partners and booked more than 95 experiences with Calgary-based tour operators.

**Preliminary data. Subject to change upon research audit and analysis. Final numbers to be reported in Q4, 2019.*

Online concierge

Tourism Calgary's online concierge program offers 24/7 online destination counselling services through visitcalgary.com and through Facebook Messenger. Between April and September 2019, the program yielded 1,559 online consultations and 1,536 digital referrals to industry partners. The data collected through this program provides Tourism Calgary with valuable insight into the customer journey, traveller purchasing behavior and referral and conversion targets. This data is then used to inform other organizational marketing and in-destination programs.

Frontline ambassador development

White Hat Academy

Throughout Q3, Tourism Calgary's White Hat Academy – a free, first-of-its-kind online destination learning program – continued to make waves in the tourism community. In September, the program received Destinations International's 2019 'Most Replicable' WOW Award, which celebrates exemplary ideas and creativity in tourism visitor services. The program was also named a finalist for Travel Alberta's 2019 ALTO Awards and the Tourism Industry Association of Canada's 2019 Canadian Tourism Awards – presented in October and November 2019, respectfully. Participation in the White Hat Academy has far exceeded initial targets, with 985 individuals enrolling in the program and 533 graduates earning their certification by the end of Q3.

2019 Frontline Experience Pass

The 2019 Frontline Experience Pass ran from April through July 2019, providing over 4,800 ambassadors with the opportunity to personally experience key Calgary attractions, tours and restaurants. This valuable learning tool ensures visitor-facing staff and volunteers have the information they need to provide tailored industry partner referrals. Full program results will be reported in Q4.

Thank you to the Calgary Attractions group, our sponsors and other industry partners for supporting this important program for the fourth consecutive year.



How success will be measured

- Increase the proportion of Calgarians who believe tourism is an important contributor to Calgary's economy and to quality of life*;
**Baseline developed in 2018 with 85 per cent of Calgarians believing tourism is an important contributor to Calgary's economy and to quality of life.*
- Increase the proportion of Canadians and Calgarians who believe Calgary offers shareable experiences*;
**Baseline developed in 2018 with 66 per cent of Canadians and 84 per cent of Calgarians believing Calgary offers shareable experiences.*



Key activities

- 2019 Frontline Experience Pass and #askmeyyc roaming team programs concluded;
 - 4,800 Frontline Experience Passes distributed to Calgary ambassadors;
 - 17,500+ visitors and Calgarians counselled by #askmeyyc roaming team.



Performance

- Increase visitor spending by two per cent annually**;
- Grow face-to-face partner referrals through the #askmeyyc roaming team, corporate office and event consultations:
 - Total: 57,031*** face-to-face partner referrals;
 - Q3: 42,900*** face-to-face partner referrals.
- White Hat Academy graduates:
 - Total: 533 graduates and 985 registrants since launch in March 2019;
 - Q3: 90 graduates and 271 registrants.

*** The baseline for this measure will be calculated in 2019.*

**** Preliminary data. Subject to change upon research audit and analysis. Final numbers to be reported in Q4, 2019.*

Q3 | Tourism Calgary Marketing Performance

Key performance indicator:

- Grow Canadian travellers' intent to visit Calgary to 31% from 28% by 2020
- Increase proportion of Canadians (66%) and Calgarians (84%) who believe Calgary offers shareable experiences

↑ Indicates on or above quarter target

↓ Indicates below quarter target

Awareness

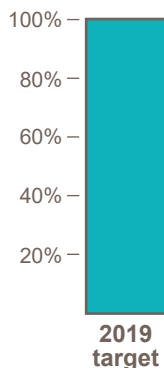
2019 target includes website visits, earned media impressions, social media engagements and digital connections.

Proof Tourism Calgary is sharing stories about Calgary:

↑ **64M+**
earned media impressions

↑ **1,328,291**
visits to visitcalgary.com

↑ **502,367**
social media engagements



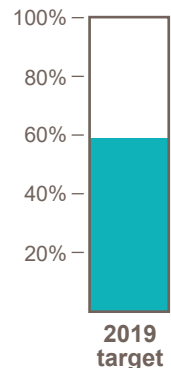
Consideration and planning

2019 target includes average number of web pages viewed per visit and digital inquiries.

Proof Tourism Calgary is growing knowledge of Calgary's offerings and influencing bookings:

↓ **1.34**
average number of web pages viewed per visit

↑ **5,819,493**
Minutes of content consumed
Baseline measure to be established in 2019. Up 64.8% over Q2 results.



Baseline measures for earned media efforts on trips booked to Calgary through online travel agencies will be established in 2019.

In-market

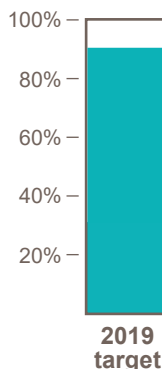
2019 target includes digital, social and in-person partner referrals; event attendance; experience pass distribution and marketing support revenue.

Proof Tourism Calgary is influencing in market exploration:

↑ **489,168**
digital partner referrals

↑ **38,971**
face-to-face partner referrals

↑ **\$31,000**
in marketing support revenue
Includes partner investment in Things-to-Do Co-op campaign, which is at 103% of 2019 target.



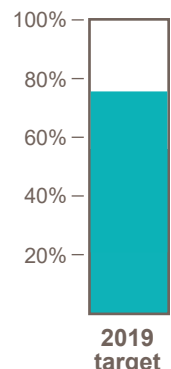
Consumer advocacy

2019 target includes social sentiment score and hashtag use.

Proof Tourism Calgary is increasing positive commentary about, and sharing of, Calgary:

↑ **47%**
positive social sentiment score
Considered healthy.

↓ **25,358**
hashtag uses
22% below Q3 target due to Instagram Story application programming interface limitations.



Baseline measures for positive online reviews and brand adoption will be established in 2019.

Baseline measures for economic impact of Tourism Calgary marketing efforts will be established in 2019.

Destination News

Calgary Hotel Performance

Hotel room demand expanded by 4.8 per cent overall in Q3 2019, in contrast to a year-over-year growth of 0.6 per cent in Q2 2019. Calgary once again set monthly record highs for rooms sold in July, August and September, surpassing records set last year. Concurrently, room supply saw year-over-year growth of 7.5 per cent in Q3 2019, with room supply expanding by 6.9 per cent overall year-to-date. The large increase in room supply during the first nine months of 2019 more than offset the gains in rooms sold, causing occupancy to fall on a year-to-date basis and placing downward pressure on room rates.

		YEAR-TO-DATE SEPT		
		2019	%Change	Difference
Calgary Overall	Occupancy Rate	62.6%	-3.4%	-2.2
	Rooms Sold	2,627,912	3.3%	84,821
	Room Supply	4,199,036	6.9%	271,830
	Daily Room Rate	\$146.07	-0.9%	-\$1.32
	RevPAR	\$91.37	-4.3%	-\$4.07
Downtown	Occupancy Rate	63.4%	-4.6%	-3.0
	Rooms Sold	828,808	5.4%	42,441
	Room Supply	1,306,773	10.4%	123,345
	Daily Room Rate	\$195.64	-0.7%	-\$1.44
	RevPAR	\$124.08	-5.3%	-\$6.88
Northeast	Occupancy Rate	62.2%	-2.4%	-1.5
	Rooms Sold	1,077,369	5.4%	55,330
	Room Supply	1,732,934	8.0%	128,658
	Daily Room Rate	\$117.82	-2.7%	-\$3.33
	RevPAR	\$73.22	-5.1%	-\$3.96
Northwest	Occupancy Rate	64.2%	-2.2%	-1.5
	Rooms Sold	243,890	-6.4%	-16,781
	Room Supply	379,743	-4.3%	-17,199
	Daily Room Rate	\$120.64	1.2%	\$1.49
	RevPAR	\$77.48	-1.0%	-\$0.77
South	Occupancy Rate	61.1%	-4.1%	-2.6
	Rooms Sold	476,646	0.7%	3,413
	Room Supply	779,586	5.0%	37,026
	Daily Room Rate	\$133.39	-1.1%	-\$1.55
	RevPAR	\$81.43	-5.3%	-\$4.57

% 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 4.3 per cent in the first nine months of 2019, with domestic traffic up 3.1 per cent, transborder (U.S.) traffic up 5.8 per cent and international passenger traffic up 9.6 per cent year-over-year through September. Looking only at Q3, domestic traffic was down slightly (-0.4 per cent), transborder traffic was up 7.3 per cent, and international traffic grew dramatically at 18.9 per cent over last year. While the double-digit growth in international arrivals was due, in part to an increase in Canadians enjoying trips overseas, international non-resident arrivals to Alberta also strengthened in the third quarter.

Overall, more than 13.7 million passengers moved through YYC in the first nine months of 2019, on track for another record year.

Passenger Statistics by Sector						
	2017	% Change	2018	% Change	2019	% Change
Domestic						
Q1	2,502,221	-0.7%	2,610,413	4.3%	2,796,759	7.1%
Q2	2,813,183	3.2%	3,005,981	6.9%	3,122,484	3.9%
July	1,137,239	1.3%	1,279,853	12.5%	1,284,540	0.4%
August	1,201,070	5.3%	1,328,614	10.6%	1,301,710	-2.0%
September	1,005,009	2.6%	1,084,566	7.9%	1,090,239	0.5%
Q3	3,343,318	3.1%	3,693,033	10.5%	3,676,489	-0.4%
Transborder						
Q1	761,534	3.4%	811,705	6.6%	857,072	5.6%
Q2	761,334	10.6%	828,971	8.9%	865,961	4.5%
July	296,328	2.0%	301,571	1.8%	331,920	10.1%
August	297,294	4.4%	312,687	5.2%	325,135	4.0%
September	254,789	3.4%	273,959	7.5%	295,843	8.0%
Q3	848,411	3.2%	888,217	4.7%	952,898	7.3%
International						
Q1	485,002	7.7%	547,738	12.9%	558,251	1.9%
Q2	395,988	8.6%	417,362	5.4%	462,467	10.8%
July	139,970	2.7%	136,564	-2.4%	162,625	19.1%
August	147,193	7.2%	140,755	-4.4%	168,986	20.1%
September	123,007	5.2%	124,215	1.0%	145,761	17.3%
Q3	410,170	5.0%	401,534	-2.1%	477,372	18.9%
TOTAL – Q1	3,748,757	1.2%	3,969,856	5.9%	4,212,082	6.1%
TOTAL – Q2	3,970,505	5.1%	4,252,314	7.1%	4,450,912	4.7%
TOTAL – Q3	4,601,899	3.3%	4,982,784	8.3%	5,106,759	2.5%
TOTAL – YTD	12,321,161	3.19%	13,204,954	7.17%	13,769,753	4.28%

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 2019, Tourism Calgary forwarded 57 leads representing 36,259 potential room nights compared to 32 leads representing 31,961 potential room nights in Q3 2018. Of the 57 new leads in Q3, three turned definite (960 room nights), 50 remained tentative (33,383 room nights) and four were lost (1,916 room nights).

TOTAL				
	Q3 2019	Q3 2018	FYTD 2019	FYTD 2018
Leads	57	32	148	109
Attendance	22,967	17,015	88,084	55,350
Room nights	36,259	31,961	163,992	100,779
Direct attendee spending	\$13,343,312	\$11,761,648	\$60,349,056	\$37,086,672

Q3 all lead activity – definite meetings

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

In Q3 2019, 15 meetings representing 8,112 room nights turned definite versus 13 meetings representing 4,388 definite room nights in Q3 2018.

DEFINITE MEETINGS				
	Q3 2019	Q3 2018	FYTD 2019	FYTD 2018
Leads	15	13	39	35
Attendance	5,232	2,605	16,514	21,055
Room nights	8,112	4,388	26,804	18,280
Direct attendee spending	\$2,985,216	\$1,614,784	\$9,863,872	\$6,727,040

NOTE: Direct Attendee Spending is calculated from an estimate of the average daily spend per delegate per room night, and includes spending on all products/services while in Calgary attending a convention.

Pipeline Activity by Year of Occurrence

The “pipeline activity by year of occurrence report” indicates the number of definite and tentative meetings with the related room nights in the pipeline for future years, reflecting their current status at the end of Q3 2019.

	2019	2020	2021	2022	2023	2024	2025	2026	2027	TOTAL
Definite Room Nights	48,172	26,030	10,556	8,171	5,717	2,700	44,650	0	742	146,738
Definite Meetings	56	27	9	5	4	1	1	0	1	104
Tentative Room Nights	232	8,526	16,173	22,734	25,260	11,462	2,159	0	0	86,546
Tentative Meetings	5	22	17	18	5	4	2	0	0	73