

Tourism Calgary

2020 Things To Do Campaign



agenda

- Tourism Calgary strategy
- campaign overview
 - campaign strategy & structure
 - measuring success
 - budget
- 2020 campaign components
 - markets
 - timeline
 - content
 - media
 - creative
- best practices
- next steps

strategy



2018-2020 strategic plan



increase intentions to visit

increase collaboration, advocacy and alignment in the industry

attract more events and people throughout the year

increase experiences and impact

marketing overview

marketing objectives

- increase visitation to Calgary
- drive incremental spend

refining year

- final year of a 3-year strategy
- 2021-2023 Marketing Strategy, nested under new Destination Strategy to be complete in 2020
- Travel Alberta funding instability
- new programs and partnership opportunities for 2021

marketing objectives

KPI: Grow Intention to Visit Calgary by 3% by 2020



What measures will demonstrate building awareness/desire to visit?

What measures will demonstrate reinforcing a decision to visit?

What measures will demonstrate supporting in-market exploration?

What measures will help demonstrate sharing positive outcomes?

Proof that we are **sharing our story** to our audience segments

Proof that we are **increasing knowledge** and influencing bookings

Proof that we are **influencing exploration** in market

Proof that we are **increasing positive commentary** and sharing

- **website sessions**
- Earned Media reach
- **Social Media engagement**
- digital connections
- relevancy quality

- pages/session
- **economic influence**
- PR attribution
- digital visitor inquiries

- **partner engagement**
- event attendance
- experience/Media pass distribution
- economic influencer
- **marketing support revenue**

- **sentiment**
- **positive reviews**
- **brand quality**
- White Hat academy participation
- hashtag use
- residence survey

campaign overview



strategic purpose

key strategy

Leverage events and **remarkable experiences** to generate incremental visitation & spend

who?

the regional market (AB, SK & BC) accounts for 55% of total visitor spending (>\$1B)

how?

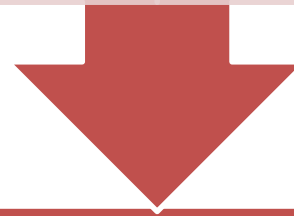
position Calgary as a vibrant city, perfect for a weekend and short getaway. Create urgency to visit now by anchoring with limited time events and reaching critical mass to travel through a breadth of experience, special offers, and natural moments of travel (holidays and long weekends).

structure

destination component
(content and supporting media)

**promotes Calgary as
a destination**

**supports overall
campaign**

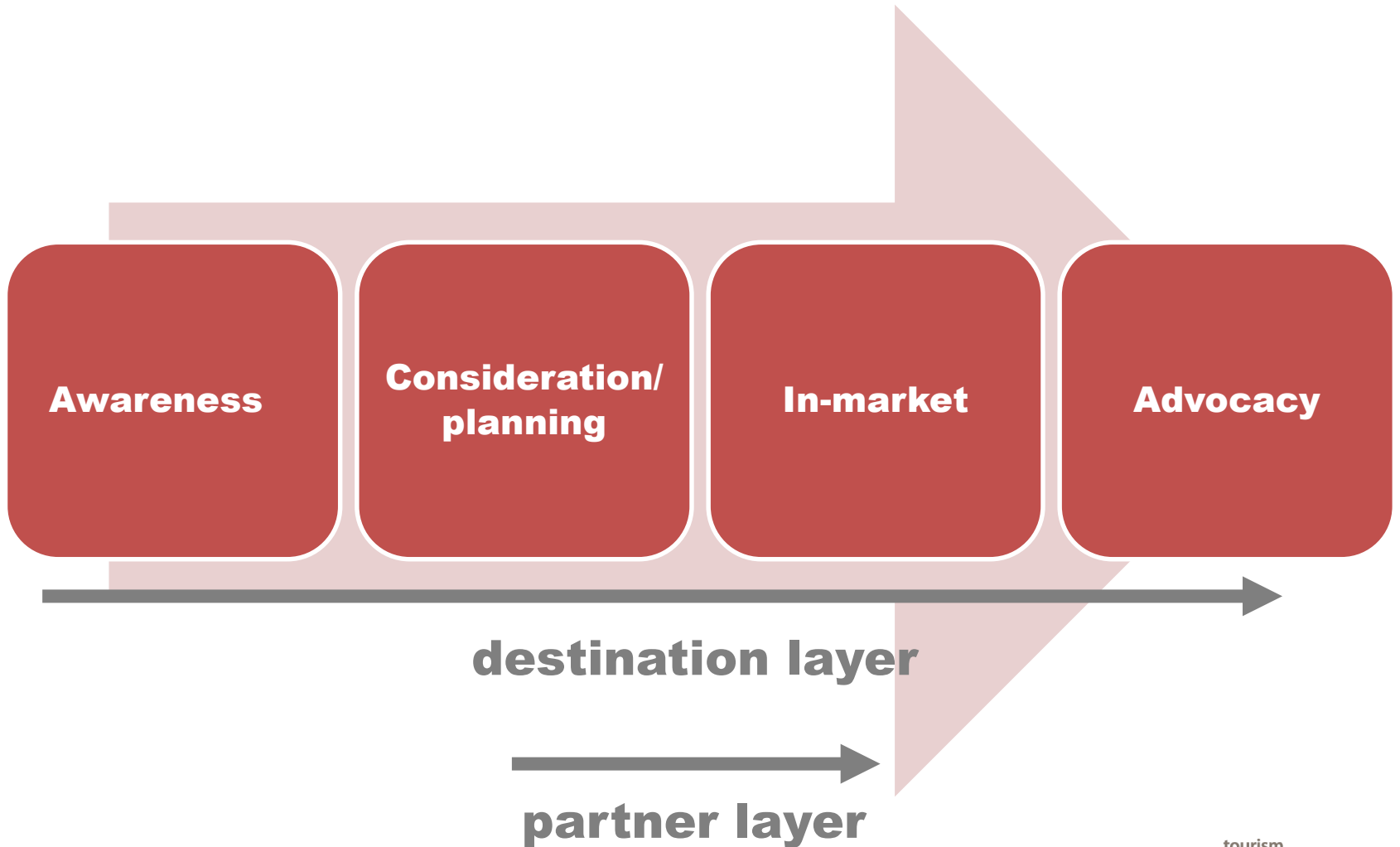


partner co-op component
(content/offers and supporting media)

**supports specific
partner objectives**

**in-market based on
partner needs**

program components



destination content

Things to Do Campaign

destination components

awareness	consideration/planning	in-market	Advocacy
<ul style="list-style-type: none"> • Hero Videos • Major Event Guides • Partner Content 	<ul style="list-style-type: none"> • Holiday Guides & Holiday Micro Guides • Major Event Guides • Life Moment Itineraries • Explainer Videos • Concert Itineraries • Seasonal Guide Videos • What To Pack Videos 	<ul style="list-style-type: none"> • Photography • Nightlife • Culinary 	<ul style="list-style-type: none"> • Local Characters Video Series • Earned Media Partnerships • Earned Influencers

partner components

	consideration/planning	In-market	
	<ul style="list-style-type: none"> • Monthly Guides • Curated Local Tips Content Guides • Individual Articles/Partner Place Pages/Event Pages 		

measuring success



2019 interim TTD Campaign results (Jan 2019-Jan 2020)

marketing measures

- **1,541,743 pageviews**

- **+24%** YoY

- **1,611,071 sessions**

- **+150.7%** YoY

- **356,694 referrals + engagements**

- **-18%** YoY

30% conversion rate

- partner: **+84%** YoY

- brand: **+9.3%** YoY

shift towards longer form editorial

partnership in co-op programs

- **51 partners**

- partners: **+28%** YoY

- new wave system

- partner investment **+34%** YoY

2019 supporting marketing KPIs

content consumption

- video minutes consumed: 1,948,000
 - +18% YoY
- 3:43 Avg. Time on page
 - +69% YoY
- social engagements: 1,484,358
 - +27% YoY



THANK YOU!

we truly are greater together.

why co-op?

- unification of one campaign, one voice, selling one destination (hunting in a pack, partner collaboration)
- in-house & agency expertise (digitally led, integrated approach, area experts)
- market is primed
- media buy savings
- matching Tourism Calgary dollars

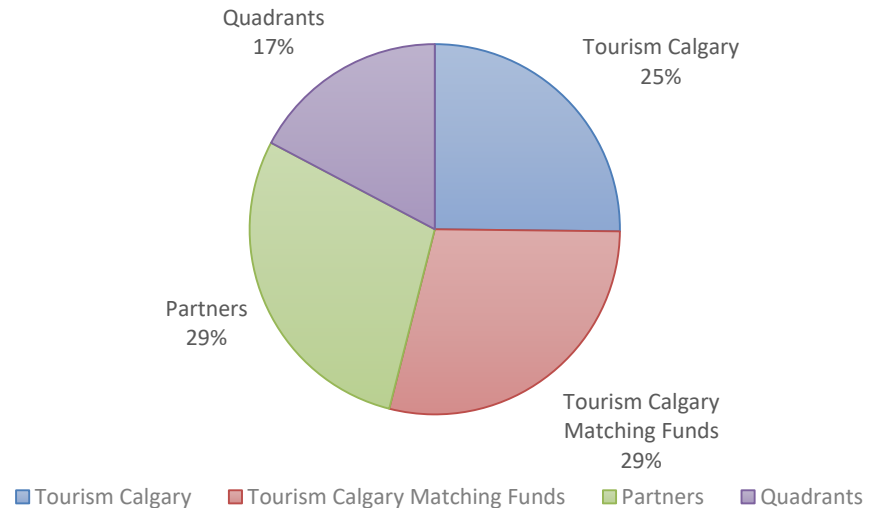
tentative budget

- Tourism Calgary – \$175K
 - Tourism Calgary matching funds - \$200K
 - Partners – \$200K*
 - Quadrants – \$120K*
-
- **Total = \$695,000**

*projected

**to be supplemented with Travel Alberta if possible (Q2)

Tentative Budget Breakdown



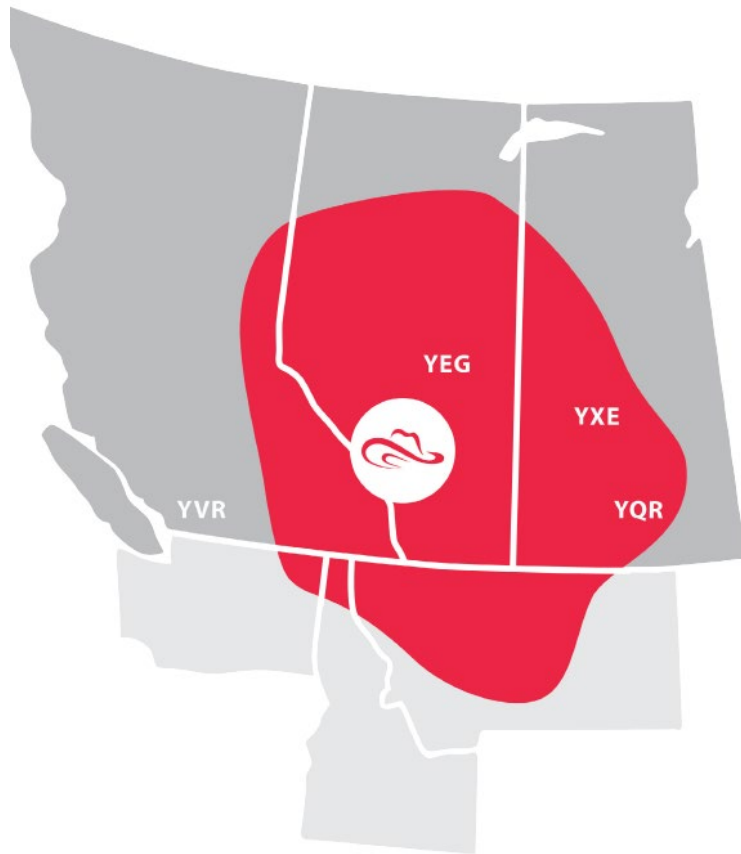
campaign components



markets



geo centric markets



- regional
 - 75% of visitation
 - 55% of spend
- qualified national & international

travel behavior

Lower
Canadian dollar



+



=

Rising
Gas prices and
travel costs



Travel
Closer to home

*Source: 2018 Canadian Travel Survey, InsightsWest

markets



repeat visitors

regional, national &
international

7 M/year

travel motivators: top-tier events, positive past experiences, things unavailable at home, routine habits, anchor celebrations

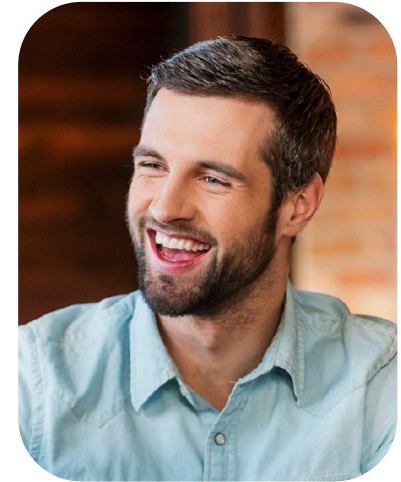


in-market

near-in regional visitors,
residents of Calgary

1.65M residents/near-in
7M/year

travel motivators: events,
attractions, all of the micro-
moments



visiting friends & relatives (VFR)

all markets

3,467,591 people

travel motivators: events,
culture, anchor
celebrations

market characteristics



EQs Targeted:

Free spirits, cultural explorers,
no-hassle travellers



Target Groups:

Families, couples,
young adults



Key Experiences:

Attractions, interesting events
and festivals, nightlife, culinary,
shopping, sports, neighbourhoods



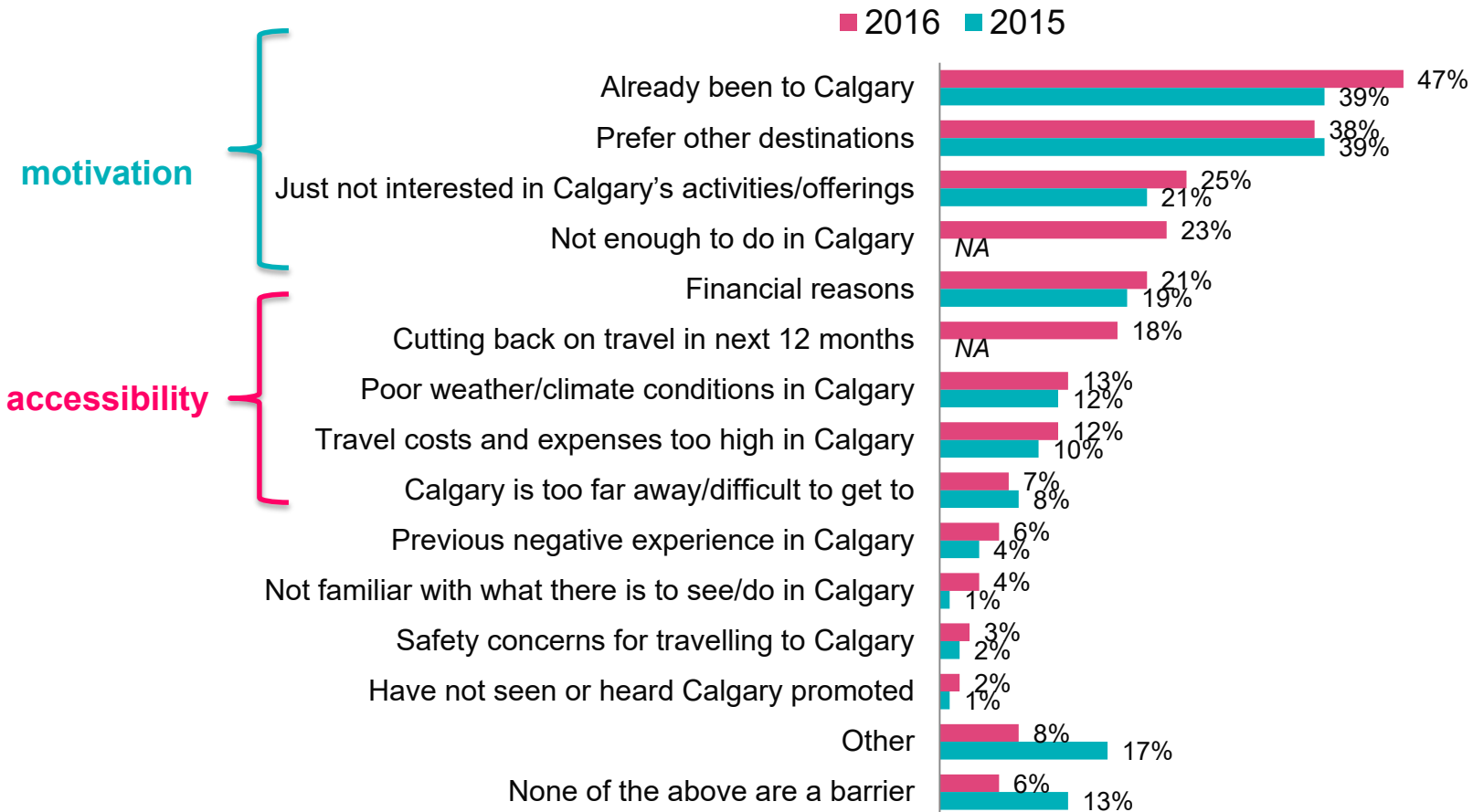
Positioning Statement:

Calgary is the perfect
weekend getaway

communication challenges

- motivational
 - **getting away from reason**
 - short overnight trips to escape daily routine
 - **going to reason**
 - regional destinations to see/do things not available at home
 - visit with people they are familiar with and where there is a level of comfort (47% VFR)
- economic
- maintaining vibrancy perception

barriers to visit Calgary



Source: Tourism Calgary Regional Visitor Satisfaction Research, 2016

regional visit

the urban weekend getaway



Dining



Attractions



Shopping



Sports



Nightlife



Arts and culture



Festivals & Events

vibrant city

the insight

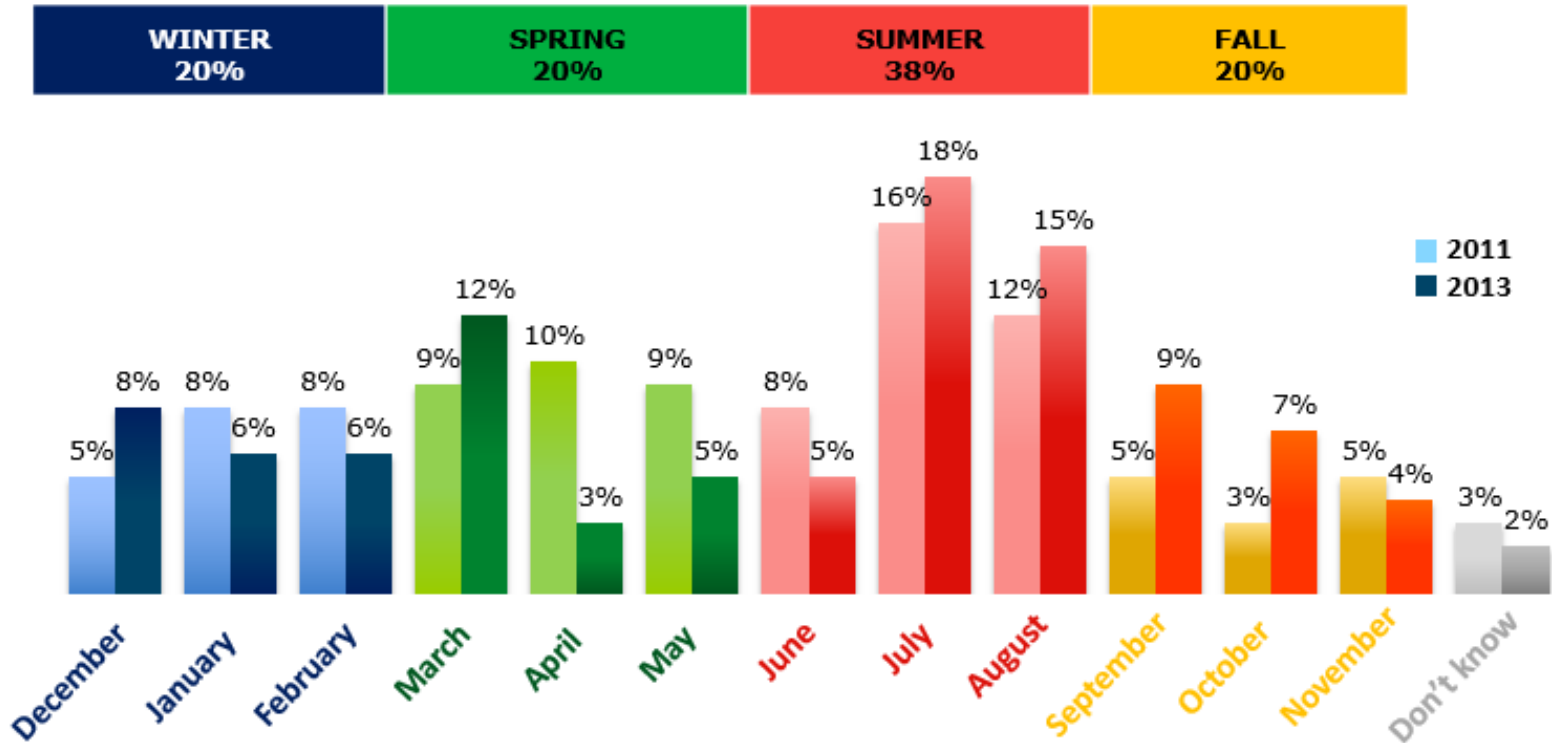
By leveraging natural moments of travel and showcasing the breadth of experiences a traveller can have in Calgary, we are going to inspire them with the weekend escape they have been looking for.

We will create urgency, by pairing these experiences with limited time events and offers to ensure they book their weekend visit now.

timeline



annual visitation



- capture summer market share
- address industry needs period
- booking period

campaign components



partner components



partner participation opportunities



Partner Participation Opportunities

3 Levels of Investment

- All investment levels will receive matching funding
- All levels will be supported with a robust distribution schedule

1K

- Inclusion in monthly listicle of your offer or general description (listicle includes approx. 30 partners)
- 3-4 paid partnership spots available per guide
Limited spots available, first come first serve
- Special graphic treatment for paid partners
- Pooled Partnership Dollars Model
- Multiple participation wave opportunities throughout the year

5K

- Inclusion in 1 Curated Local Tips Content Guide
- 3 month in-market run time
- 4 guides in total to choose from includes Summer, Fall, Winter, Spring
Limited spots available, first come first serve
- Pooled Partnership Dollars Model
- Multiple participation wave opportunities throughout the year

10K+

- Custom media schedule created specifically for your campaign objectives in mind, with a multi-medium approach (depending on partner objective, article or offer featured) as well as custom creative for your campaign
- Bonus inclusion in any monthly listicle throughout the year
- Scalable based on budget
- 2 participation wave opportunities

*Content Note - When developing paid partner content, Tourism Calgary develops articles, videos and stories aligned to our overall brand voice and campaign key messages. Tourism Calgary creates content for the destination's target markets, designing content to encourage a visitor to travel to Calgary or to add incremental experiences to their trip once in the destination. To ensure alignment with Tourism Calgary's voice and audience, content developed for partners in a paid capacity will have limited editing possibilities. Partners will receive content before it is published, and will have one round of revisions to provide feedback around factual errors or inaccuracies within a 72-hour timeframe. Positioning, diction, tonality, and style is at the discretion of Tourism Calgary.

For Further Information Please Contact

Raj Aggarwal, Marketing Specialist | e. rajana@tourismcalgary.com

4 Participation Waves Annually

Forms for chosen wave participation can be submitted early.

Wave 1

opt-in deadline February 28, 2020

Tier 1 | April, May, June Monthly Guides

Tier 2 | April - June Local Tips Guide

Tier 3 | April 6, 2020 Earliest Campaign In-Market Date

Wave 2

opt-in deadline May 11, 2020

Tier 1 | July, August, September Monthly Guides

Tier 2 | July - September Local Tips Guide

Tier 3 | July 6, 2020 Earliest Campaign In-Market Date

Wave 3

opt-in deadline August 17, 2020

Tier 1 | October, November, December Monthly Guides

Tier 2 | October - December Local Tips Guide

Tier 3 | October 5th, 2020 Earliest Campaign In-Market Date

Wave 4

opt-in deadline November 16, 2020

Tier 1 | January, February, March Monthly Guides

Tier 2 | January - March, 2021 Local Tips Guide

Tier 3 | January 4th, 2021 Earliest Campaign In-Market Date

tourism
calgary

\$1K partnership opportunity

- **monthly listicle**
 - inclusion in monthly listicle (3-4 featured paid partners among ~30 listings)
 - special graphic treatment
 - high viewability for your listing
 - digital mediums supporting content (can be scaled up on how many partners participate or if incremental Travel Alberta dollars become available)
 - Facebook
 - monthly guide supported by pooled partner investment + matching dollars
 - in-market for 1 month with paid distribution
 - Partners are welcome to participate in this tier multiple times throughout the year
 - group report provided on stats of guide (final)

\$1K partnership opportunity



 share this page

Get warm, get cozy, and get into the holiday spirit with a festive collection of things to see and do in Calgary this December. From holiday markets and teddy bear tosses to Santa selfies and ZOOLIGHTS, December is a great time to warm up in Calgary.

Sponsored



The Lion, the Witch and the Wardrobe

Alberta Theatre Projects presents **The Lion, the Witch and the Wardrobe**, a thrilling tale that follows four children on an epic adventure to the magical land of Narnia. Directed by Darcy Evans and adapted from the C.S. Lewis classic, discover this heartwarming family holiday show from November 19 – December 29, 2019, and get 20% off all Tuesday to Thursday performances at checkout when you use promo code VISITCALGARY.

[LEARN MORE](#)

calgary

\$5K partnership opportunity

- **curated local tips content guide**
 - inclusion in one curated local tips content guide (4-5 featured paid partners among ~5 listings)
 - new content product
 - digital mediums supporting content (can be scaled up on how many partners participate or if incremental Travel Alberta dollars become available)
 - Facebook
 - guide supported by pooled partner investment + matching dollars
 - in-market for 3 months with paid distribution
 - Partners are welcome to participate in this tier multiple times throughout the year
 - group report provided on stats of guide (final)

user experience – \$1/5K

Tourism Calgary Ad



Tourism Calgary
Sponsored (demo) · 🌐

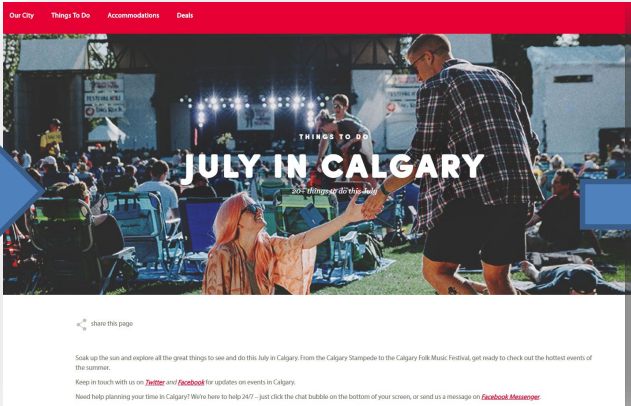
Keep your summer rocking this July! From Calgary Stampede to music festivals and fireworks, weekends have never been better.

VISITCALGARY.COM
20+ fun things to do this July in Calgary
Check out our guide [Learn More](#)

👍 🥰 🍻 364 34 Comments 206 Shares

👍 Like 💬 Comment ➦ Share

Tourism Calgary Monthly Guide/Curated Local Tips Content Guide



Our City Things To Do Accommodations Deals

THINGS TO DO
JULY IN CALGARY
Don't Whine! Do This!

share this page

Soak up the sun and explore all the great things to see and do this July in Calgary. From the Calgary Stampede to the Calgary Folk Music Festival, get ready to check out the hottest events of the summer.

Keep in touch with us on [Twitter](#) and [Facebook](#) for updates on events in Calgary.

Need help planning your time in Calgary? We're here to help! 🗺️ - Just click the chat bubble on the bottom of your screen, or send us a message on [Facebook Messenger](#).

Partner Website



theatre:
CALGARY

June 27 - August 10, 2013
Midsommer to the Top

A MIDSUMMER NIGHT'S DREAM

14 tickets from \$10.00
Availability: Full House and some last
seats only. Last Dates

DETAILS JULY LIVE & TICKETS LIVE TICKETS

\$10K+ partnership opportunity

- **custom schedule**
 - custom campaign recommendation
 - featured offer on partner page or content piece (hosted on visticalgary.com)
 - scalable (can be increased above and beyond 10k), customized media schedule
 - potential mediums include: display, social, third party advertising platforms
 - campaign supported by partner investment matching dollars
 - inclusion in a monthly guide (content and distribution)
 - custom report provided (mid-season and final)

user experience – \$10K+

Partner Ad



SAVE 25% AT HERITAGE PARK AND RIDE THE PADDLEWHEELER.

AMUS [LEARN MORE](#)

From trains to rides and candy, create lasting family memories & have fun!



Partner Content



5 Magic Memories to Create With Kids at Heritage Park

Sitting on one of Calgary's most beautiful outdoor spaces, [Heritage Park](#) is a must-see attractions for visitors to the city. A local favourite, everyone who grew up in the area has fond memories of visiting the Park, and for good reason.

As Canada's largest living history museum, Heritage Park has some pretty cool things to see and do for visitors of all ages. With over **180 attractions**, Heritage Park lets you step back in time and experience what life was like for Western Canadians from the 1860s through to the 1950s.

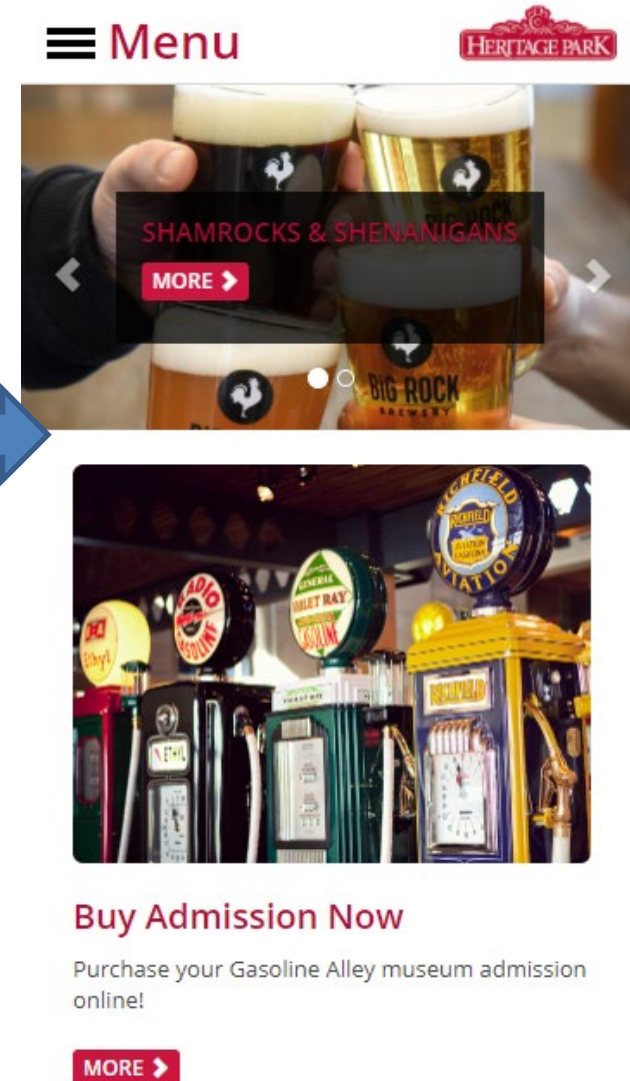
As a living history museum, this place is more like a time machine. From going on a real-life steam engine to checking out what midway rides were like in the 1900s, Heritage Park is an experience kids never forget, and a great way to spend the day as a family.


Here are five things that are sure to create lifelong memories for families at Heritage Park.

Trains



Partner Website



Menu 


SHAMROCKS & SHENANIGANS

[MORE](#)

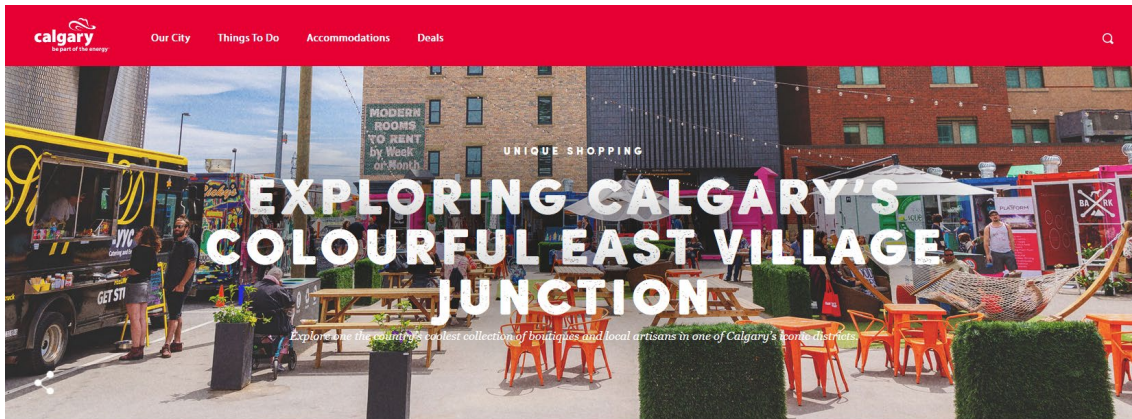
Buy Admission Now

Purchase your Gasoline Alley museum admission online!

[MORE](#)



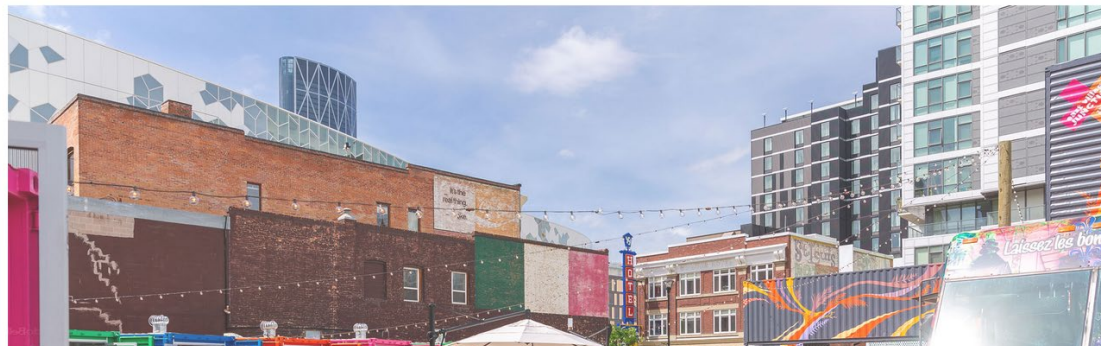
\$10K+ partner specific content



What are you up to this weekend? If you're craving an inner city adventure, I highly recommend spending a few hours exploring Calgary's colourful [East Village Junction](#) — tucked away behind the iconic [King Edward Hotel](#) on the corner of 4th Street and 8th Ave SE. EV's liveliest lot showcases the vibrancy and charisma of Calgary's oldest neighbourhood in an innovative, market-like community space where 15 local businesses and artisans have utilized shipping containers to create an entirely unique retail experience in Calgary's core.

Discover all [#evJunction](#) has to offer during the summer months (in 2018, the Retail Park runs until September 3) — complete with unique wares for fashion, art, vintage and home decor enthusiasts, food trucks, delicious vegan eats, bicycle rentals, live performances and yes... even fitness classes! There's something for everyone at Calgary's East Village Junction Pop-up Retail Park — and today I'm sharing a handful of my favourite things to see, do, shop and eat!

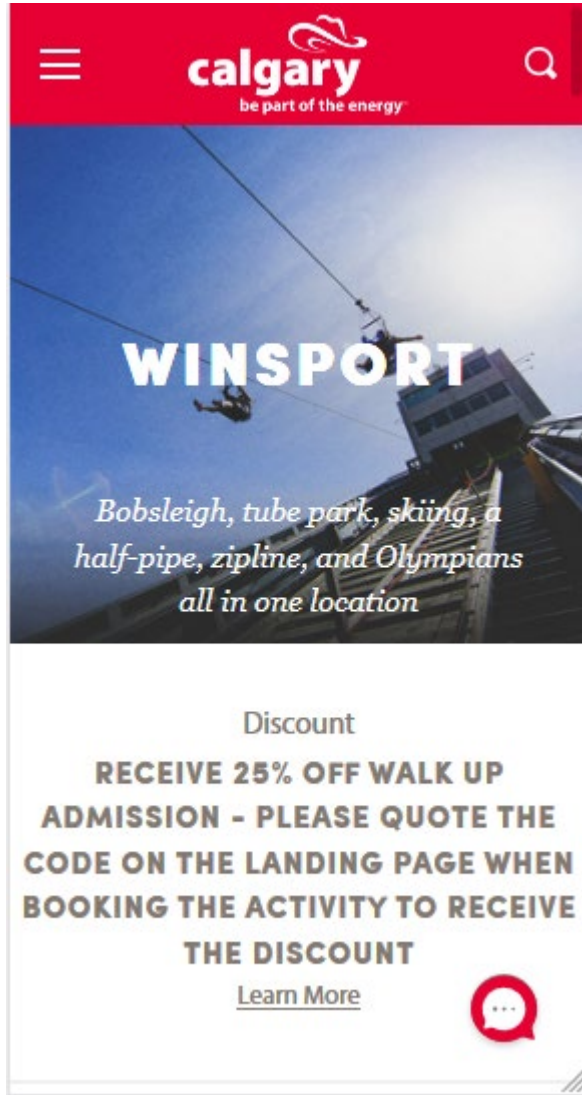
I've always joked that I can shop *anywhere*. But my family and friends will tell you that really is true! While I have my favourite major retailers, as someone with eclectic personal style, I also live for the hunt. You know, the thrill of finding that one-of-a-kind piece, or offbeat item? Whether it be for my wardrobe, home or kitchen, I love to seek out the extraordinary. At East Village Junction, I did just that — and today, you're coming along!



By Justine Celina Maguire
June 15th, 2018

Justine Celina Maguire is a Calgary-based entrepreneur, content creator, and blogger. Justine runs the Canadian lifestyle blog [JustineCelina.com](#), where she's passionate about creating in every area of her life sharing it.

\$10K+ partner specific offer



The screenshot shows the top portion of the Calgary website. The header is red with the Calgary logo and tagline 'be part of the energy'. Below the header is a hero image of a zipliner with the text 'WINSPORT' and a list of activities. A white box at the bottom contains a discount code and a 'Learn More' link.

calgary
be part of the energy

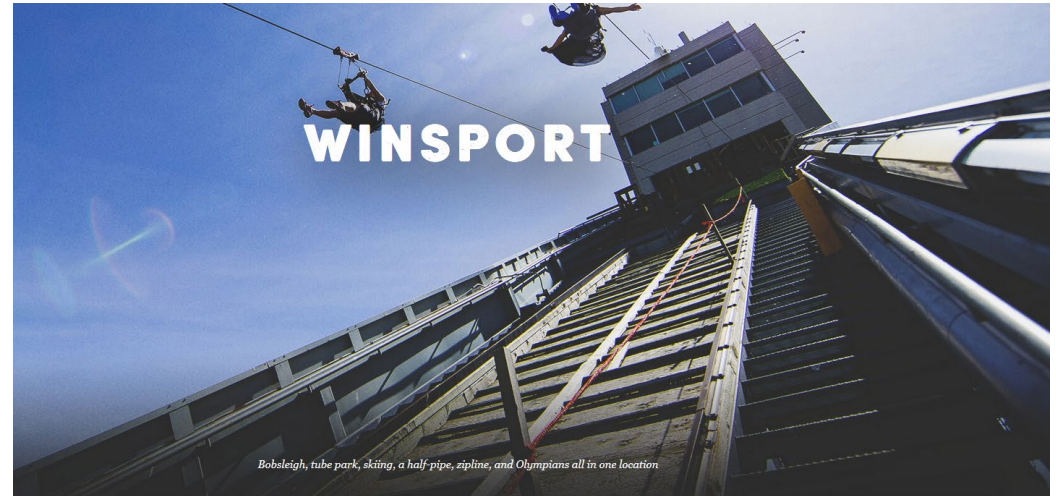
WINSPORT

Bobsleigh, tube park, skiing, a half-pipe, zipline, and Olympians all in one location

Discount

RECEIVE 25% OFF WALK UP ADMISSION - PLEASE QUOTE THE CODE ON THE LANDING PAGE WHEN BOOKING THE ACTIVITY TO RECEIVE THE DISCOUNT

[Learn More](#)



Discount
RECEIVE 25% OFF WALK UP ADMISSION - PLEASE QUOTE THE CODE ON THE LANDING PAGE WHEN BOOKING THE ACTIVITY TO RECEIVE THE DISCOUNT
[Learn More](#)



Nenshi's Magical Museum

Client: Tourism Calgary
 Campaign: 2020 TTD Partners - Nenshi's Magical Museum
 Timing: Jan 1 - Feb 29, 2020
 Version: Original; Oct 31, 2019
 Target: Primary: A20-55, Secondary: Families with Children



Channel / Partner	Message	Markets	Content / Offer	Targeting / Placement	Ad Format	Ad Weight	Start Date	End Date	Campaign Budgets (Gross)			Timing				
									Partner	TCAL	Total	Dec	Jan	Feb	Mar	
Display																
GDN	New Exhibit, 25% off coupon	Calgary + 4 hour drive radius (exclude US)	Content Light	Families, museums, art, history	Standard banner	5,733 Clicks	1-Jan-20	29-Feb-20	\$ 3,308	\$ 3,308	\$ 6,615					
				Remarketing - Website visitors.												
Paid Social																
Instagram	New Exhibit	Calgary + 4 hour drive radius (exclude US)	Content Light	Families, museums, art, history	Single Image, Stories	2,200 Clicks	1-Jan-20	29-Feb-20	\$ 3,385	\$ 3,385	\$ 6,769					
				Remarketing - Website Visitors												
Facebook	New Exhibit, 25% off coupon	Calgary + 4 hour drive radius (exclude US)	Content Light	Families, museums, art, history	Single Image	4,300 Clicks	1-Jan-20	29-Feb-20	\$ 3,308	\$ 3,308	\$ 6,615					
				Remarketing - Website Visitors												
									\$ 10,000	\$ 10,000	\$20,000	0%	49%	51%		

Approved media budget: \$10,000
 Variance: \$10,000

- **custom schedule**

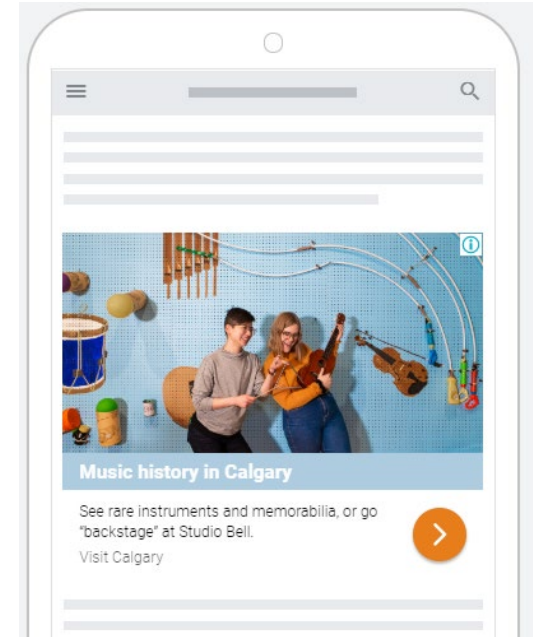
- a combination of awareness and engagement channels to meet awareness and sales objectives, each with separate KPIs
- specific targeting to the partner's target audience within tourism market
- remarketing leveraged when possible
- will be optimized over the course of the campaign, which may mean that budget is shifted to performing channels



partner example

Studio Bell 2019

- Budget Tier 3 partner
- Timing June 17 – Sept 13
November 15 – December 31
- Objectives Increase awareness of the attraction and increase ticket sales
- Tactics Paid Social and Display used as hybrid awareness/conversion channels to drive visitation.
Targeted based on generic and specific music interests based on exhibits (e.g. Geddy Lee, Rush fans)
Creative and content learnings from Summer campaign were applied to Winter campaign
- Results Delivered 128% of planned clicks
Second flight allowed us to improve conversions from the Geddy Lee execution



destination components



destination blocking chart

Channel / Partner	Message	Market	Content / Offer	Targeting / Placement	Ad Format	Ad Weight	Primary Metric (Optimized Goals)	Start Date	End Date	Timing																															
										Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb																				
Paid Search																																									
Google	Various guides	Regional	Content	Generic TTD and guide related kwds	Text	14,334 Clicks	Page Engagements & External Referrals	1-Mar-20	28-Feb-21																																
		Local	Content	Generic TTD and guide related kwds	Text	7,692 Clicks		1-Mar-20	28-Feb-21																																
Paid Social																																									
Facebook (Social Trafficker)	Various guides and events	Regional, Local	Content	Various	Various	n/a	n/a	1-Mar-20	28-Feb-21																																
Facebook	Various guides and events	Regional	Content	Travel interest, look-alikes	Single Image	24,000 Clicks	Clickthrough rate	1-Mar-20	28-Feb-21																																
				Remarketing to page visitors and ad engagers			Page Engagements & External Referrals																																		
Facebook	Various guides and events	Local	Content	Demographics, look-alike	Single Image	16,000 Clicks	Clickthrough rate	1-Mar-20	28-Feb-21																																
				Remarketing to page visitors and ad engagers			Page Engagements & External Referrals																																		
Online Display																																									
Google Display	Various guides and events	Regional	Content	Travel, Calgary intenders	Banners, Responsive ads	5,100 Clicks	Clickthrough rate	22-Apr-19	29-Feb-20																																
				Remarketing to page visitors			Page Engagements & External Referrals	1-May-19	29-Feb-20																																
MIQ	Various guides and events	Regional, Local	Content	Travel behaviour and context	Banners	TBD Imps	Clickthrough rate	1-Jul-20	31-Aug-20																																
The Weather Network	Various guides and events	Regional	Content	Calgary and city pages	Mobile banners	TBD Imps	Clickthrough rate	1-May-20	30-Jun-20																																
Trip Advisor	Brand	Regional	Content	TBC	Banners	TBD Imps	Clickthrough rate																																		
Partner Support																																									
Facebook	T1 Listicles	Regional	Content	Various	Single image	4,000 Clicks	Clickthrough Rate	1-Mar-20	31-Mar-20																																

80% Regional / 20% Local (excludes Social Trafficker and Partner Support)

Investment Totals:

Media schedules shown are for planning purposes only.
 Schedules and media mix will be adjusted upon confirmation of creative.
 Timing of specific channels TBD pending confirmation of assets.

channels

Things to Do Campaign

Marketing Channels

awareness	consideration/planning	in-market	advocacy
<ul style="list-style-type: none">• Facebook• YouTube	<ul style="list-style-type: none">• Facebook• Google Display ads• SEM (Paid Search Ads)• MIQ• The Weather Network	<ul style="list-style-type: none">• Facebook• Google Display Ads	<ul style="list-style-type: none">• Facebook

key channels

GDN

- most efficient channel to drive mass impressions for Awareness objectives (feeds the funnel for retargeting)
- wide variety of targeting options are available to serve messages to audiences as they are researching Travel-related topics on the web; can reach users that are not on social channels

key channels

paid search

- highest cost-per-conversion in 2019 TTD program, and major contributor to goal completions
- directly reaches audiences with intent-based objective, leading to over 60% conversion rate

Facebook

- largest driver of conversions in 2019 with a cost per conversion of \$0.86, second only to Search
- second top channel at driving impressions, making it a great hybrid channel for the Awareness and the Consideration/Planning stages of the purchase journey
- fosters conversations with the audience to increase interest and visitation through reactions and comments
- audience and content learnings from 2019 can be applied
- leverage lookalike audience of converters, website visitors and past ad engagers

new targeting tactics

- **MIQ**

- standard display banners
- reach regional markets using travel related Behavior and contextual targeting
- implementation of frequency capping to prioritize reach
- received at discount

- **the weather network**

- top Canadian app, with a history of solid performance against media metrics
- mobile banner impressions
- placements on Calgary and regional city weather pages, targeting regional market devices
- implementation of frequency capping to prioritize reach
- received at discount

new targeting tactics

The Weather Network – Creative Example

This Afternoon 12pm – 6pm **0°C**
Cloudy with a few flurries in the afternoon.
POP 40%. Snow: <1 cm.

Tonight 6pm – 6am **-23°C**
Cloudy with a few flurries ending in the evening, partly cloudy overnight. POP 40%.
Snow: <1 cm.

[VIEW MORE DETAILS >](#)

Icy 'crop circles'? Weird rings form on world's deepest lake

Antarctic penguin count has plummeted 77%

What causes these weird river ice pancakes?

[SEE MORE NEWS >](#)

Next 7 Days

Wed 02/12	Thu 02/13	Fri 02/14	Sat 02/15	Sun 02/16	Mon 02/17	Tue 02/18
Sunny	Mainly sunny	Cloudy with sunny breaks	A mix of sun and clouds	Scattered flurries	A mix of sun and clouds	Mainly sunny
-19°	-8°	0°	-7°	-2°	-7°	-3°
-26	-16	-6	-10	-6	-11	-7

WALKING ON SURREAL FROZEN LAKE THAT LOOKS LIKE GLASS IN ALBERTA

[VIEW GALLERY](#) [UPLOAD VIDEO](#)

Everyday low prices, everywhere we fly.

WESTJET

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Terms and conditions apply.

YOUR PRIVACY MATTERS TO US

Know why and how we use location data

[HERE](#)

new targeting tactics

- **Destination Canada Facebook audience list**
 - in partnership through Travel Alberta and Destination Canada Domestic Program
 - audiences who have engaged with Destination Canada on Facebook to provide high-intent travellers

creative examples



creative refresh

- roll-out of new brand articulation for Tourism Calgary – Eager to Share
- process (stakeholder engagement, brand model development and creative testing)
- new branding applied to all ads for 2020

Eager
to
Share

Eager to Share

People know Calgary, Alberta as a Western city with **rural roots**, and a jumping off point for mountain adventure. But there's **a lot more** going on in Calgary than most would imagine. We're a place on the fringe — familiar, but largely undiscovered. From our bustling downtown to our character-filled neighbourhoods, along our winding rivers and inside every welcoming venue, Calgary is full of secrets, surprises, and stories — and we're **eager to share** those experiences with the world.

Eager Get to Share

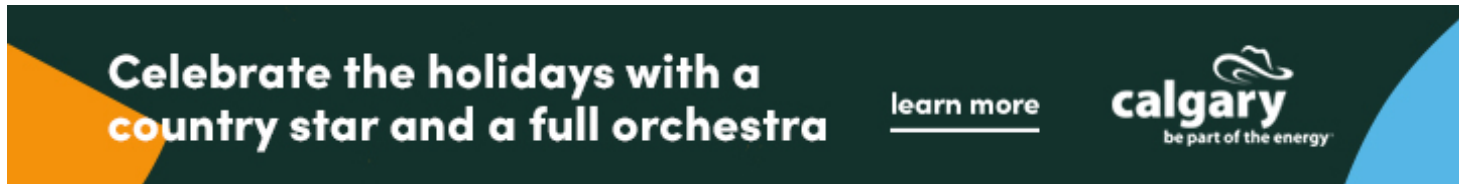
visitcalgary.ca

tourism
calgary

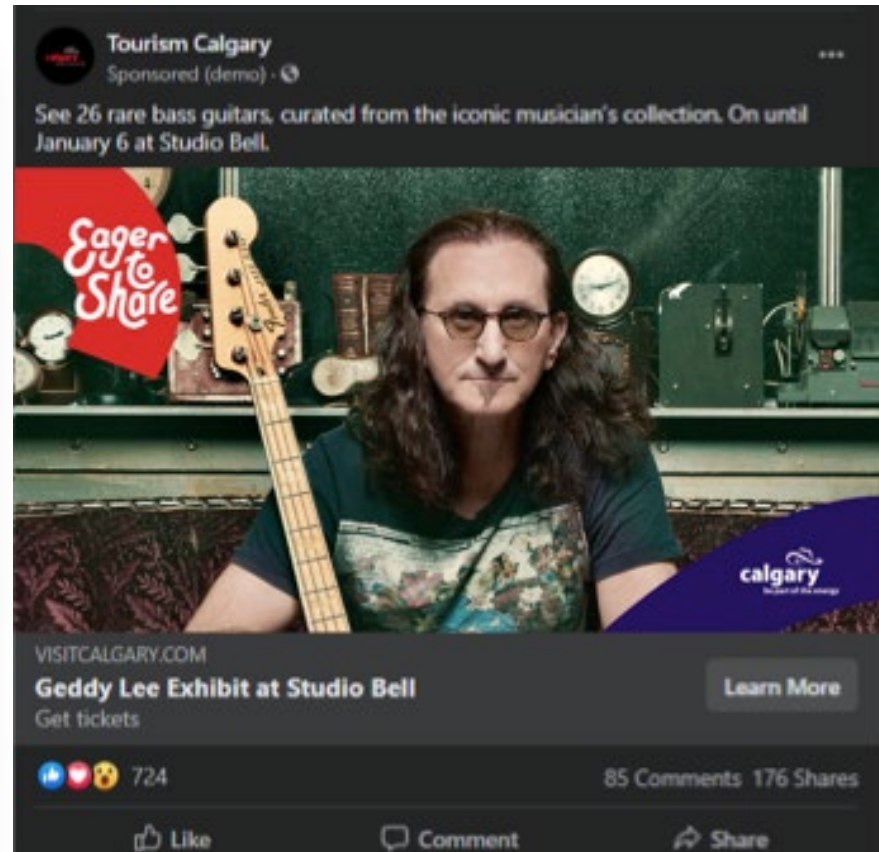
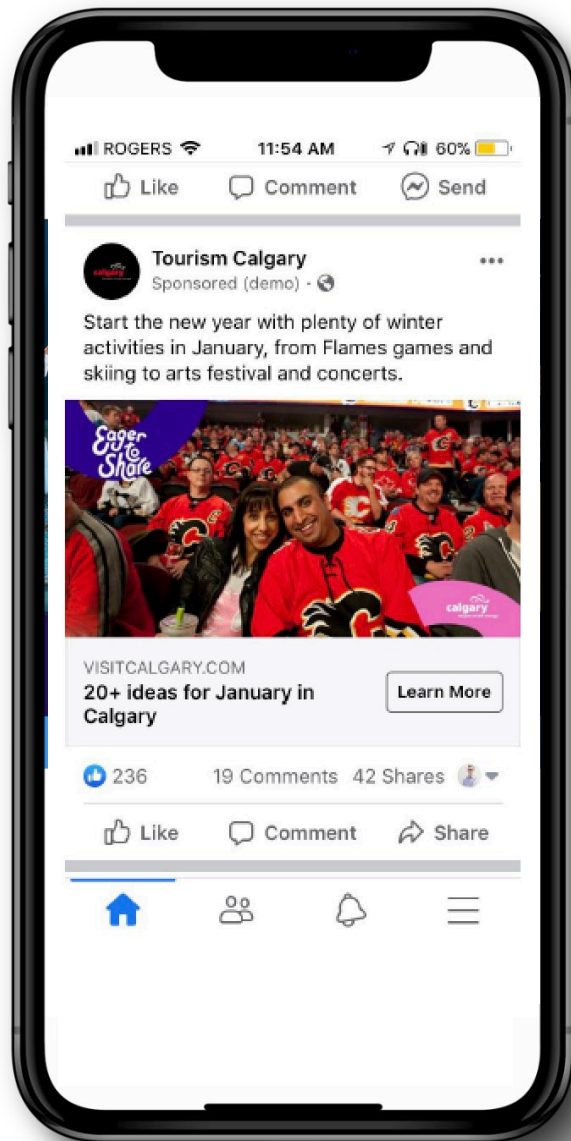
partner creative



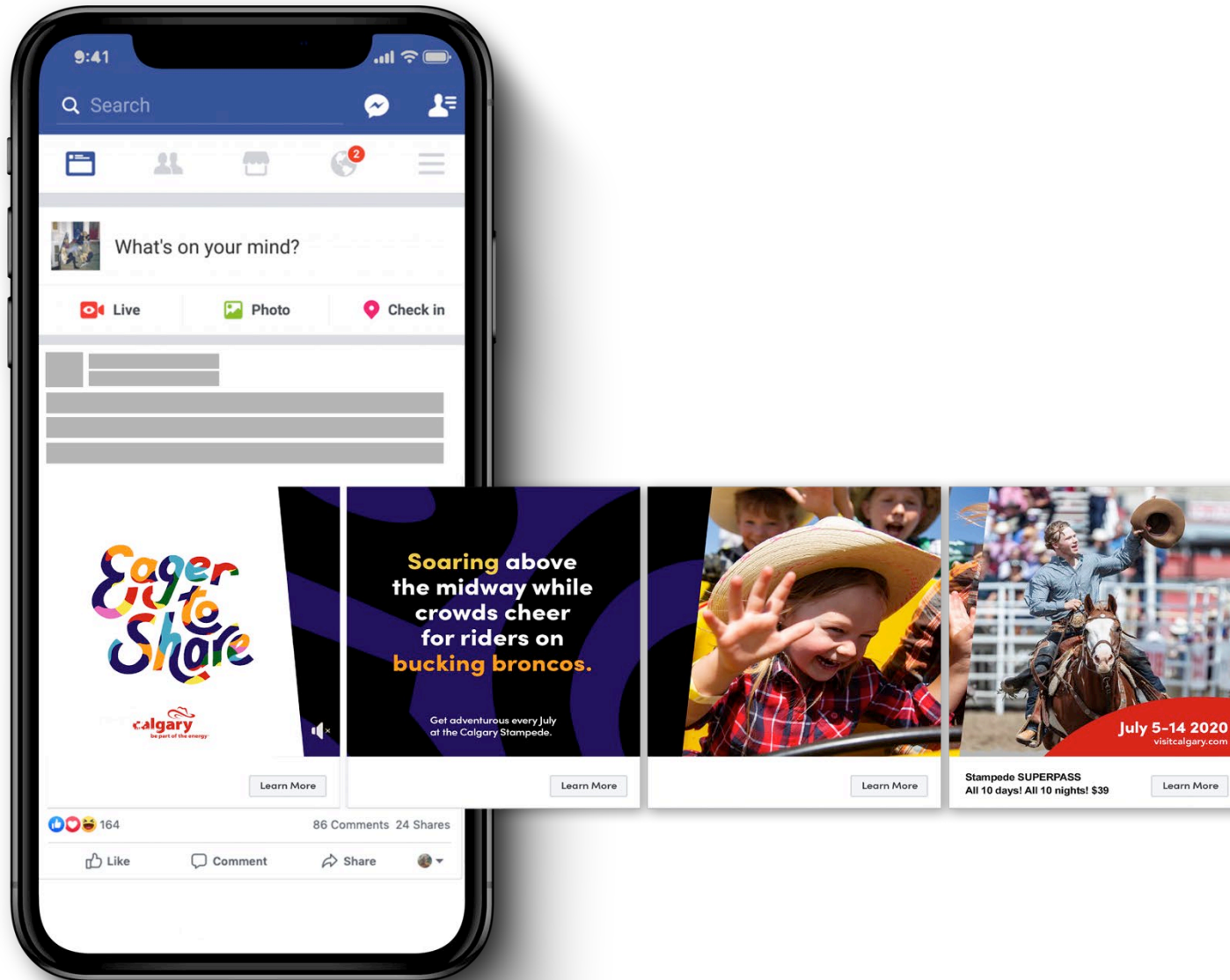
display – static & mobile



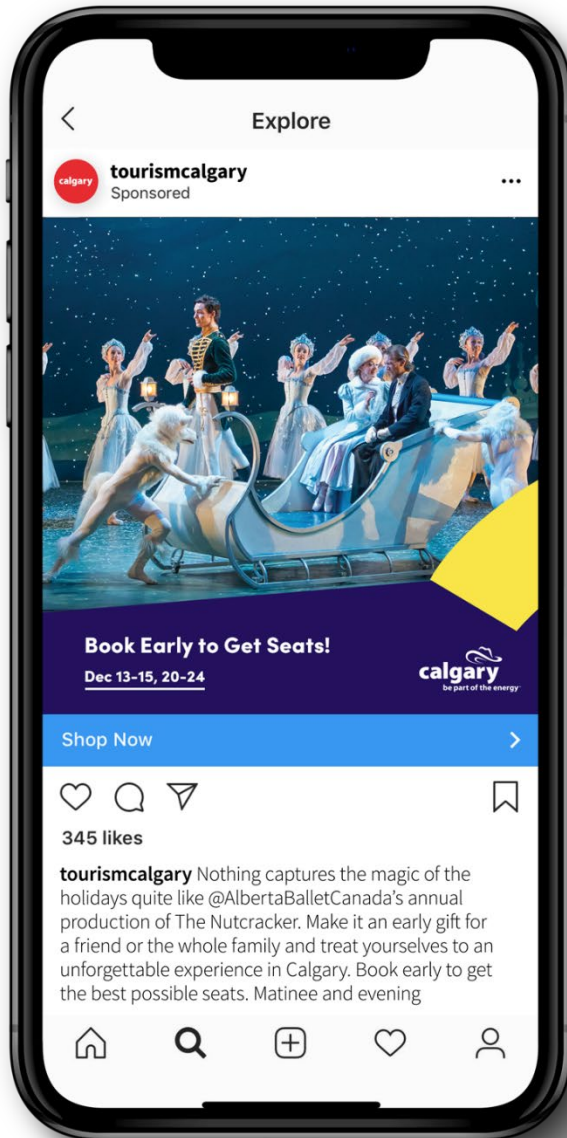
social – facebook



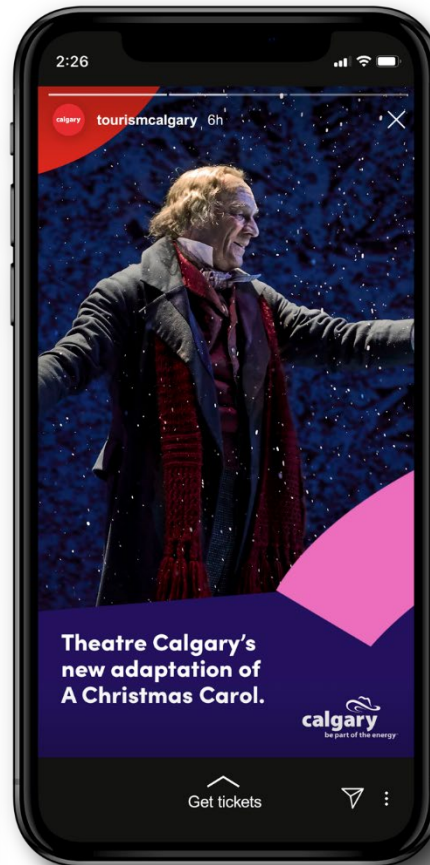
social – facebook



social – instagram



social – instagram



partner content



5 MAGIC MEMORIES AT HERITAGE PARK

Canada's largest living history museum is like going back in a time machine.

[share this page](#)

As a living history museum, **Heritage Park** is like a time machine. From riding an authentic steam train and sailing on a paddlewheeler to checking out what midway rides were like in the 1900s, Heritage Park is an experience kids never forget, and a great way to spend the day as a family.

Here are five experiences that are sure to create lifelong memories for families at Heritage Park.

partner content

7 INSPIRATIONAL LESSONS TO LOOK FOR

NICK CAVE EXHIBIT AT GLENBOW

Keep an eye out for these seven inspirational lessons as you explore the Nick Cave exhibit at Glenbow in Calgary.

 share this page

Art imitating life best describes the work of contemporary artist Nick Cave. Born as one of seven in Missouri, Cave credits his creativity to his childhood. From an early age, he would manipulate the clothing passed down from his older brothers to give them new meaning. His passion for the arts led him to earn a Masters in Fine Art and also training at the Alvin Ailey American Dance Theater. Cave's work is the epitome of avant-garde. He incorporates dance, sculpture, fashion, and video to convey his themes. His exhibits are thought provoking and a conversation starter for its audience.

Nick Cave: Feat, (pronounced feet) is the Glenbow's latest exhibit. Short for featuring, he used 'Feat' to acknowledge the hard work that goes into attaining success. Those small moments before completion, not always celebrated. Cave sources his materials from abandoned goods he's collected from thrift stores, flea markets, and garage sales. Referring to himself as a messenger, Nick thinks of his work as a means of connecting people. The exhibit brings awareness to social issues stemming from current events. Feat is meant to inspire positive dialog that might elicit change. Here are seven inspirational lessons to look for as you explore the

destination creative



display – static & mobile



Eager to Share


Show your sweetheart your romantic side this Valentine's Day in Calgary

[Get the list](#)




50+ Valentine's Day ideas

[Get the list](#)



Valentine's Day: Hopelessly devoted to your sweetheart? Romance is around every corner.

[Get the list](#)



influencer content



Eager to Share

7 amazing places to shop and eat in downtown Calgary.

[discover now](#)

calgary
be part of the energy

One city, a world of food.

[discover now](#)

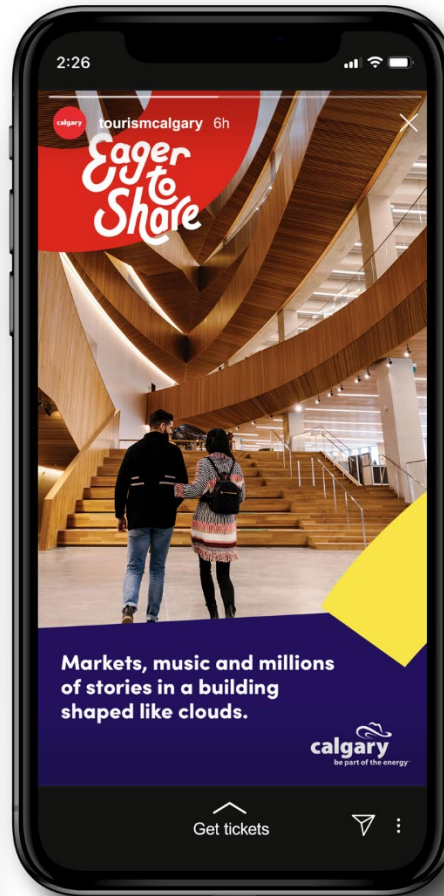
calgary
be part of the energy

Treat yourself to a world of food in one city.

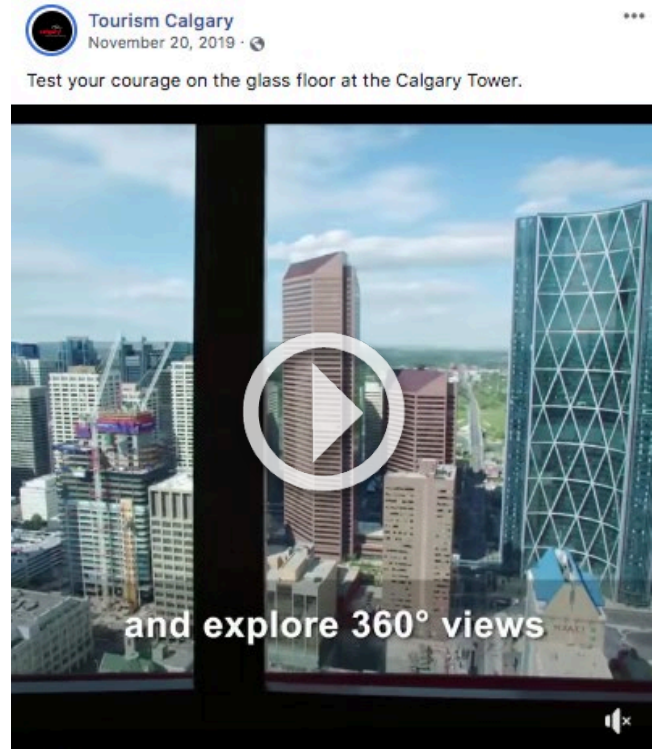
[discover now](#)

calgary
be part of the energy

social – instagram



social – video



destination content



win-win



tourism
calgary

best practices

content - what works best?

- unique: not available in their home town
- new and upcoming: what's changed
- compelling: interesting or fun
- storytelling: is there an interesting angle?
- events: highlight anchor event to drive urgency
- images: emotive, personal, bright

offers - overcoming urgency barrier

- offer based call to action (CTA) with high perceived value
- offers aligned with specific audience

user experience

- the partner landing page experience to:
 - be connected to offer
 - separate landing page
 - clear CTA (easy to book)
 - prices clearly outlined
 - aligned to Tourism Calgary look and feel

partner success

“Attractions are a small percentage of what we do at WinSport. Given this we need to find efficient ways to target consumers for these products. We have tried many avenues but our most effective partnership to date is through the co-op marketing program at Tourism Calgary. Having the credibility of the destination marketing organization for the city aligned with our offerings is extremely valuable”

- **WinSport**

next steps



tourism
calgary

process

step 1:

join the campaign

Email form to Raj Aggarwal to opt-in to the campaign (collect assets and info)



step 2:

campaign development

- 1/5K partners: placement confirmed
- 10K+ partners: media recommendation, offer planning, creative & content development



step 3:

ads in market

launch ads & optimize based on performance



step 4:

reporting

Final campaign performance reporting provided

next steps

- **submit opt-in form**
 - **The earlier the better (to secure placements)**
 - business goals
 - campaign objectives
 - feature/offer/deal
 - investment amount
 - any preferred targeting notes (who you want to reach, when you want to be in market, what platforms you'd be interested in, etc)
- **additional items:**
 - Images/video
 - landing page URL
 - Taglines, any specific or pertinent information to highlight, etc
 - Any promotional deal items

please email Raj Aggarwal at rajana@tourismcalgary.com to join the program or for more information!

2020 opt-in deadlines

2020 deadlines:

- **Wave 1 opt-in deadline: February 28, 2020**
 - Tier 1 – April, May, June Monthly Guides
 - Tier 2 – April – June Local Tips Guide
 - Tier 3 – April 6, 2020 Earliest Campaign In-Market Date
- **Wave 2 opt-in deadline: May 11, 2020**
 - Tier 1 – July, August, September Monthly Guides
 - Tier 2 – July – September Local Tips Guide
 - Tier 3 – July 6, 2020 Earliest Campaign In-Market Date

you're encouraged to submit forms in advance of selected wave (secure placement, additional time for planning)

2020 opt-in deadlines

2020 deadlines:

- **Wave 3 opt-in deadline: August 17, 2020**
 - Tier 1 – October, November, December Monthly Guides
 - Tier 2 – October – December Local Tips Guide
 - Tier 3 – October 5, 2020 Earliest Campaign In-Market Date
- **Wave 4 opt-in deadline: November 16, 2020**
 - Tier 1 – January February, March 2021 Monthly Guides
 - Tier 2 – January – March 2021 Local Tips Guide
 - Tier 3 – January 4, 2021 Earliest Campaign In-Market Date

you're encouraged to submit forms in advance of selected wave (secure placement, additional time for planning)

together let's...

**create compelling offers and tell
inspiring stories to capture the traveller's
imagination, and generate excitement to
come to Calgary for a weekend.**

thank you



tourism
calgary