



tourism  
**calgary**

# Destination Report

**Q4 | 2019**

## Q4 2019 highlights

Building on the strong foundation established during the first year of its 2018-2020 strategic plan, Tourism Calgary refined its programs and initiatives throughout 2019 to further meet the needs of visitors, Calgarians and industry stakeholders. In Q4, the organization focused on measuring 2019 performance and on formalizing plans for 2020.

Tourism Calgary's marketing efforts drove an increased number of qualified travellers to [visitcalgary.com](https://visitcalgary.com) throughout Q4, resulting in 809,369 website sessions and 370,912 digital referrals to industry partners.

"2019 was a banner year for Tourism Calgary's marketing programs," said Jeff Hessel, Senior Vice President, Marketing. "Not only are qualified travellers leveraging our channels in increased numbers, they're actively choosing Calgary as a travel destination and sharing their experiences both online and offline."

In Q4, Tourism Calgary brought stakeholders together at its annual Town Hall sessions to share industry updates and 2020 strategies including brand, marketing and sales plans.

As ultimate hosts, Tourism Calgary supported five sport, cultural and major events and 13 meetings and conventions in Q4. More than \$50 million in economic impact was generated through hosted sport, cultural and major events, largely due to visitation and events associated with the 2019 Grey Cup Festival and Championship Game.

Results released in Q4 confirmed that Tourism Calgary's in-destination roaming team had another successful season providing destination counselling services and tailored referrals to industry partners.

"From May through September, the roaming team engaged with more than 17,700 visitors and residents and provided an impressive 46,500 in-person referrals to industry partners," said Shelley Zucht-Shorter, Vice President, In-Destination and Event Services. "These efforts further establish Calgary's reputation as the ultimate host city and promote repeat visitation."

December marked the 13th consecutive month of increased hotel room demand in Calgary, with Q4 performance remaining strong and expanding by five per cent over 2019. YYC Calgary International Airport also celebrated a record year, with 18 million guests travelling through its gates – up 3.5 per cent over 2018. More details about Tourism Calgary's quarterly activities and performance can be found in this report.







# Marketers

## Driving high-intent travellers to complete the path-to-purchase

Tourism Calgary's marketing programs are all guided by a key performance indicator focused on growing interest in visiting Calgary. This is achieved through reaching a higher volume of potential travellers, and through focusing on 'high intent travellers' – those who interact with Tourism Calgary's content most and who demonstrate a strong interest in visiting Calgary. Aligned with industry standards, marketing impact is measured based on the volume of consumers engaging with content, the mode by which the content is consumed and finally based on purchase conversion rates. In the final phase of the path-to-purchase, individuals share their Calgary experiences both online and offline, which promotes broader awareness of Calgary and its unique offerings in an authentic and grassroots way. Marketing efforts throughout Q4 and all of 2019 have proven successful in moving travellers along the path-to-purchase.

As a crucial first step, Tourism Calgary's marketing efforts have driven an increased number of qualified travellers to visitcalgary.com. In Q4, 809,369 sessions took place across the website, which supported the team in exceeding annual session targets by 18 per cent. Travellers are not only visiting the website in increased numbers, they are consuming more content while there. Throughout Q4, more than four million minutes of content was consumed (exceeding annual targets by 101 per cent), and more than 370,912 digital partner referrals were driven through the website (exceeding annual targets by 9 per cent). Completing the path-to-purchase loop, 412,005 social engagements were actualized across all Tourism Calgary social channels in Q4, meaning the annual target was exceeded by 13 per cent. 2019 was a banner year for Tourism Calgary's marketing programs. Successes and learnings from this year will be leveraged in 2020 to drive further efficiencies and to support the continued growth.

## Key marketing initiatives in Q4

### Things-to-Do co-op marketing campaign

Positive content consumption and engagement results can largely be attributed to strong partner participation in paid marketing campaigns. Tourism Calgary's Things-to-Do co-op marketing and Alberta Bound campaigns concluded in Q4, achieving the largest participation rate to-date, with 51 partners (up 28 per cent over 2018) investing more than \$420,000 into the program (up nine per cent over 2018). In times of economic challenge, surpassing 2018 participation and investment levels proves that partners continue to see significant value in Tourism Calgary's marketing programs.

### #LoveYYC

Encouraging Calgarians to explore their city and to share its unique offerings is a main focus for Tourism Calgary. The fourth annual #LoveYYC day was hosted in Q4, with more than 160 partners offering special deals and activations to encourage Calgarians to try something new or to visit an old favourite. Bolstered by paid and owned activities, an influencer campaign and by visitor experience team activations, the campaign drove 191,100 sessions on visitcalgary.com (up 156 per cent over 2018) and garnered 23,387 social media engagements (up 20 per cent over 2018). Results from the 2019 campaign were stronger than anticipated, and provide a strong benchmark for 2020 #LoveYYC activities.

## 2019 Grey Cup Championship and Festival – digital and social media marketing support

Major events like the 2019 Grey Cup Championship and Festival are known to be significant travel motivators for visitation to Calgary. In the lead-up to the festival, Tourism Calgary created and shared three dedicated event articles on [visitcalgary.com](http://visitcalgary.com), which were amplified through organic and paid media efforts and collectively garnered 17,823 pageviews.

An Instagram takeover with country music star Brett Kissel marked one of the highlights of this campaign. As one of the event's main performers and a native Calgarian, Brett provided Tourism Calgary followers with a behind-the-scenes look at the Grey Cup Festival and shared some of his favourite things about Calgary. His 26-slide Instagram story reached 67,700 people, with 98 per cent of people watching every slide.

## Earned media success with Creator House Calgary

In Q4, Tourism Calgary concluded its inaugural Creator House earned media program. Twenty-two content creators were hosted in Calgary as part of the program and were provided with the tools they needed to explore – and share – Calgary's offerings. Creators exceeded expectations and overproduced content, culminating in a total reach of more than 2.8 million Instagram impressions and 200,000 YouTube views. More than 70 Tourism Calgary partners were featured throughout the program, showcasing the breadth of Calgary's unique experiences. Content produced through this initiative has been added to Tourism Calgary's digital media library for continued use in 2020. Learn more by viewing the [Creator House show reel video](#).



### How success will be measured

- Increase intentions of Canadian travellers to visit Calgary within the next two years.



### Key activities

- Attended Top Resa, Adventure Travel Trade Association – Adventure Week, Travel Alberta Industry Conference, Focus Japan, World Travel Market, Canada's West Marketplace, National Tour Association Travel Exchange, U.S. Tour Operators Association Annual Conference & Marketplace and Canadian Inbound Tourism Association Winter Function.
- Largest participation rates in Things-to-Do and Alberta Bound paid marketing campaigns with 51 partners.
- Supported travel motivating events like the 2019 Grey Cup Championship and Festival.
- 22 media hosted through new Creator House program.
- Third New York Times article of 2019 published to highlight journalist's travels to all 52 top places to go in 2019 locations.
- Initiated integration of 'Eager to Share' brand creative into marketing programs.
- Completed 2020 marketing and content strategies.



### Performance

- More than 412,000 social media engagements in Q4 – up 9% over Q4, 2018;
- 372,526 digital and in-person referrals to industry partners – up 25% over Q4, 2018;
- 128% of 2019 target marketing program investment achieved;
- More than 100 million earned media impressions garnered.



# Advocates

## Corporate communications

Tourism Calgary's 2018 [Annual Report](#) – communicated through a set of boarding passes –received of an International Association of Business Communicators' Silver Leaf Award in the Communications Skills, Publications category. [Silver Leaf](#) is a premier professional award program that celebrates strategic thinking; creative execution and excellence in communication, advertising, marketing and graphic design in Canada.

## Corporate media relations

Leveraging both proactive and reactive media relations, Tourism Calgary worked with local, national and international media throughout Q4 to communicate what is important to our stakeholders and represent them to the community, travellers and to government partners.

Advocacy-specific media relations efforts in Q4 included releasing public statements outlining the perspectives of Calgary's tourism industry in relation to the Government of Alberta's decision to withdraw funding from X Games.

Further corporate media relations efforts in Q4 related to: highlighting positive summer tourism numbers; promoting awareness of the events and impact associated with the 2019 Grey Cup Championship and Festival; and to building excitement around #LoveYYC Day. Press releases were disseminated to celebrate the White Hat Academy winning multiple industry awards, and to mark Calgary winning bids to host the Skate Canada 2020 regional figure skating championship and 2021 Ringette Canada national championship.

## Stakeholder engagement

### Town Hall sessions

On Dec. 3, Tourism Calgary hosted two Town Hall sessions to share industry updates and 2020 strategies including brand, marketing and sales plans. The sessions were hosted at TELUS Spark Science Centre and more than 150 industry partners and stakeholders were in attendance. All slide decks and videos presented at the Town Hall are available on the [industry website](#) for those who were unavailable to attend, or for those who are interested in reviewing the content further.

## Partnership

In Q4, 22 new businesses including retailers, restaurants, attractions, business service providers and tour and transportation companies invested in a Tourism Calgary partnership. Throughout the quarter, team members met face-to-face with 24 industry partners to inform them about Calgary's Destination Strategy and about the marketing benefits, programs, services and engagement opportunities available through their Tourism Calgary partnership. Annual partnership renewals took place in Q4, with 83 per cent of partners renewing their investment by the end of Q4 and with collections carrying through to Q1 2020.



### How success will be measured

- 93% of stakeholders believe Tourism Calgary is an effective champion for industry – up 3% over 2018;
- 15 Destination Strategy initiatives advanced or completed by 2020:
  - 16 out of 20 initiatives have been advanced or completed to-date.



### Key activities

- Public advocacy positions:
  - Total: 11 positions undertaken in 2019;
  - Q4: One position undertaken.
- Proactive and reactive media relations related to: Positive summer tourism numbers, Skate Canada 2020 regional figure skating championship, White Hat Academy tourism industry award wins, X Games funding, #LoveYYC Day, the 2019 Grey Cup Championship and Festival and the 2021 Ringette Canada national championship.



### Performance

- Tourism Calgary partners:
  - 681 partners;
  - Total: 125 new partners in 2019;
  - Q4: 22 new partners joined.





# Hosts

## Supported events

### Sport, cultural and major events

Tourism Calgary welcomed five sport, cultural and major events to our city in Q4, which contributed more than \$50 million in economic impact\*. Some feature supported events included:

#### Canadian Music Hall of Fame Ceremony – Oct. 27

Four distinguished musical acts including Andy Kim and Cowboy Junkies were inducted into the Canadian Music Hall of Fame at the National Music Centre. This event, which was hosted by the Canadian Academy of Recording Arts and Sciences, further enhanced Calgary's reputation as a top music destination.

#### Skate Canada: Sectionals – Oct. 31 – Nov. 3

Top figure skaters from across Alberta, NWT and Nunavut made their way to Calgary to compete in the Skate Canada: Sectionals, which was hosted at the Seven Chiefs Sportsplex. Frontrunners from this event will continue their journey toward the Canadian Figure Skating Championships.

#### 2019 Grey Cup Festival & Championship Game– Nov. 20 - 24

Calgary hosted thousands of fans from across the country during the five-day Grey Cup Festival, culminating in a historic championship game that saw the Winnipeg Blue Bombers end a 29-year drought. The city played the ultimate host to sold out team parties, a four-day street festival at Stampede Park and the first ever Grey Cup Rodeo. Musical entertainment was activated throughout the week, and was capped off with a halftime performance by country superstar Keith Urban.

### Meetings and conventions

In Q4, Tourism Calgary supported 13 meetings and conventions, which attracted more than 4,000 delegates. Events supported in Q4 included:

#### Master Brewers Association of the Americas 2019 Annual Conference – Oct. 3 – Nov. 2

More than 600 delegates and 200 brewing industry attendees were hosted at the Calgary TELUS Convention Centre for the Master Brewers Association of the Americas Annual Conference. As ultimate hosts, members of Calgary's craft beer community showed up in droves to celebrate their industry and to help make visiting brewers feel welcome in our city.

#### Canadian Urban Transit Association 2019 Annual Conference and Transit Show – Nov. 11 - 13

Hosted at the BMO Centre at Stampede Park, more than 600 urban transit workers from municipalities across Canada came together to learn about innovation and best practices in the transit industry. The City of Calgary played a significant role in supporting this event, and organized for Mayor Nenshi to attend the opening keynote.

## Travel trade familiarization tours

Eight travel trade familiarization tours took place in Q4, with 84 tour operator and travel agent representatives from Canada, China, Germany, South Korea and the United Kingdom experiencing Calgary's hospitality, attractions, accommodations and restaurants.

## Attracted events

In Q4, Tourism Calgary secured 28 additional sport, cultural and major events and 24 additional meetings and conventions for Calgary. Feature attracted events included:

### 2020 FIVB Men's Volleyball Nations League

Calgary will host four of the world's top men's volleyball teams as part of the FIVB Volleyball Nations League. This will serve as a unique opportunity for fans to see Canada's men's team compete before they head off to the 2020 Olympic and Paralympic Summer Games in Tokyo. Volleyball Canada will also hold its annual convention and Hall of Fame induction ceremony at this time, which will draw incremental visitation to Calgary.

### Western Arts Alliance 2022 Annual Conference

Hosted at the Calgary TELUS Convention Centre, Arts Commons and at nearby hotels, this program provides touring and performing arts professionals with the opportunity to learn about the promotion and presentation of performing arts. The event will also showcase Calgary's arts community to a North American audience and will foster creative partnerships that can be leveraged for future programming in Calgary.



### 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\*.

*\* Total 2019 attendance numbers to be reported in 2020 once attendance at major events has been confirmed.*



### Key activities

- Hosted clients during the 2019 Grey Cup Festival and Championship Game, which supported the team in confirming Calgary as the host city for six future events.
- Engaged in attendance building activities at the Western Canadian Regional Oireachtas in Saskatoon for the 2020 Western Canada Irish Dance Winter Competition.
- Attended the Sport Leadership Conference in Richmond, British Columbia to build relationships with key Canadian sport contacts.



### Performance

- 67 events supported in 2019 - five in Q4;
- More than \$153 million\* in economic impact generated through supported sport, cultural and major events in 2019 – More than \$50 million in Q4;
- 35,716 room nights contracted for future events – 16,660 in Q4;
- Hosted 27 travel trade familiarization trips in 2019 – eight in Q4.

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





# Activators

## Visitor services

### Visitor inquiries and the visitor experience team

Tourism Calgary had another exemplary year offering in-person destination counselling and experience planning services through its head office, in-destination roaming team program, Online Concierge program and through information booths at select events.

Throughout 2019, more than 21,700 people were engaged (up seven per cent over 2018) and 56,400 in-person referrals were made to industry partners (up 17 per cent over 2018). Major growth in these areas can be attributed to the in-destination roaming team and online concierge programs, which focused on engaging visitors and residents in quality conversations, understanding their needs and on providing tailored partner referrals.

### In-destination roaming team

In 2019, the In-destination roaming program operated from May 18 to September 30, offering trip-planning and tour partner booking services through OnceThere. Across the five months, the team engaged with more than 17,700 people (up 11 per cent over 2018) and provided more than 46,500 in-person referrals to industry partners (up 19 per cent over 2018). In addition to offering destination counselling services from the base of the Calgary Tower, the team expanded its reach by engaging with visitors and residents outside of additional locations like the Central Library. This year, information services and translated neighbourhood itineraries were offered in the following languages: Cantonese, Dutch, French, German, Simplified Chinese and Spanish.

### Online concierge

Tourism Calgary's online concierge pilot program ran from April 1 – Dec. 19, offering 24/7 online destination counselling services through visitcalgary.com and Facebook Messenger. Across the program period, more than 2,100 unique users were engaged which led to more than 2,400 digital referrals to industry partners – up 58 per cent over 2018 largely due to extending the duration of the program by an additional four months. Data collected through this program provided Tourism Calgary with valuable insight into online chat adoption within the tourism market and the customer journey. Based on program performance across different channels, the Facebook Messenger component will be leveraged to a greater extent in 2020 to engage visitors, residents and potential travellers to Calgary in a more effective way.

### Brochure and literature distribution

Throughout 2019, Tourism Calgary distributed more than 402,000 pieces of literature – up eight per cent year-over-year. This included: Calgary's 2019/2020 Visitor Guide (43,563), Calgary Mini Maps (137,835), Calgary Attraction Brochures (137,835) and various partner brochures (83,416).

Development and printing of the 2020 Calgary Mini Map took place in Q4, with distribution taking place in early 2020. A special thank you to this year's sponsors: Calgary Stampede; CrossIron Mills; Centruy Downs Racetrack and Casino; Spruce Meadows; The REC Room; Glenbow Museum; Conseil de Development Economique de l'Aalberta; Market Restaurant and Studio Bell, home of the National Music Centre.

# Frontline ambassador development and recognition

## White Hat Academy

The White Hat Academy, Tourism Calgary's online destination learning program for the tourism industry, has exceeded all expectations since it launched in March 2019. At the outset, the goal was to have 250 users complete the program within the first year. This goal was exceeded by three-fold, with more than 750 graduates earning their certification and growing their knowledge of Calgary's diverse offerings by the end of Q4. These results prove that members of Calgary's tourism industry see value in this program and are eager to become better ambassadors and storytellers for their city. In Q4, the White Hat Academy further established its place as the ultimate resource for Calgary's tourism industry by winning two prominent tourism industry awards – Destinations International's 'Most Replicable' WOW Award and Travel Alberta's 2019 Alto Service Excellence Award.

The inaugural Ultimate Host Backstage Pass event was hosted in Q4 as an exclusive benefit available to program graduates. More than 50 ultimate hosts participated in the event and enjoyed a Ghost Tour at Heritage Park.

## 2019 Frontline Experience Pass

The 2019 Frontline Experience Pass ran from April through July 2019, providing more than 4,800 ambassadors with the opportunity to personally experience key Calgary attractions, tours and restaurants. Participants redeemed more than 4,780 partner offers as part of the 2019 program. Thank you to the Calgary Attractions group, Air Canada and to all partners who supported this program in its fourth consecutive year.

## Calgary White Hat Awards

On Oct. 15, Tourism Calgary opened nominations for the 58<sup>th</sup> annual Calgary White Hat Awards. This year, a new online nomination form was launched and the deadline was extended to mid-January 2020.



### 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\*;  
*\*2019 - 86% of Calgarians believe 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\*;



### Key activities

- 2020 Calgary Mini Map developed and printed.
- White Hat Academy exceeded initial targets three-fold and won two prominent tourism industry awards.



### Performance

- 56,406 in-person referrals to industry partners made through the in-destination roaming team, corporate office and through event information booths in 2019.
  - Q4: 951 in-person partner referrals.
- White Hat Academy graduates:
  - Total: 750 graduates since launch in March 2019;
  - Q4: 217 graduates.

# Q4 | Tourism Calgary marketing performance

## Key performance indicators:

- Increase intentions of Canadian travellers to visit Calgary within the next two years.
- Increase proportion of Canadians and Calgarians who believe Calgary offers shareable experiences.

↑ Indicates on or above quarter target

↓ Indicates below quarter target

### Awareness

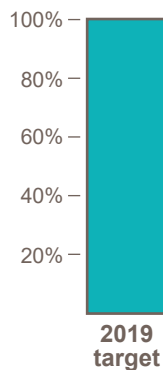
2019 target includes website visits, earned media impressions, social media engagements and digital connections.

Proof Tourism Calgary is sharing stories about Calgary:

↑ **100M+**  
earned media impressions

↑ **809,368**  
visits to visitcalgary.com

↑ **412,005**  
social media engagements



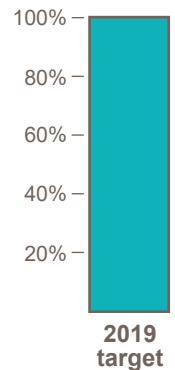
### Consideration and planning

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:

↓ **1.31**  
average number of web pages viewed per visit

↑ **4,052,818**  
Minutes of content consumed  
Baseline established in 2019 with 15,250,051 minutes of content consumed. Up 100% over 2019 target.



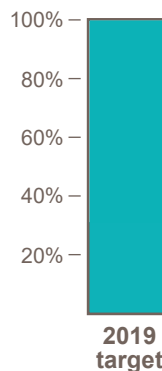
### In-market

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:

↑ **371,794**  
digital partner referrals

↑ **\$21,000**  
in marketing support revenue  
Includes partner investment in Things-to-Do Co-op campaigns, which is at 109% of 2019 target.



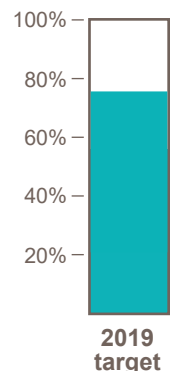
### Consumer advocacy

2019 target includes social sentiment score and hashtag use.

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

↑ **50%**  
positive social sentiment score  
Considered healthy.

↓ **15,270**  
hashtag uses  
35% below 2019 target due to Instagram Story application programming interface limitations.





# Destination news

## Calgary hotel performance

Hotel room demand remained strong in the fourth quarter of 2019, expanding by five per cent overall compared to Q4 2018. Visitation generated through hosting the 2019 Grey Cup Festival and Championship Game in Nov. 2019 increased room sales by 10.8 per cent over Nov. 2018, but fell just short of setting a new monthly record for rooms sold. In 2019, Calgary set record highs for rooms sold in Feb., May, June, July, August and Sept. Room supply grew by seven per cent in 2019, offsetting gains in rooms sold, causing occupancy to fall on a year-to-date basis and placing downward pressure on room rates across the city.

		YEAR-TO-DATE DEC		
		2019	%Change	Difference
<b>Calgary Overall</b>	Occupancy Rate	60.0%	-3.1%	-1.9
	Rooms Sold	3,378,183	3.7%	119,564
	Room Supply	5,633,193	7.0%	369,870
	Daily Room Rate	\$144.30	-0.8%	-\$1.20
	RevPAR	\$86.51	-4.0%	-\$3.57
<b>Downtown</b>	Occupancy Rate	61.2%	-3.7%	-2.4
	Rooms Sold	1,074,608	6.3%	63,354
	Room Supply	1,754,905	10.3%	163,937
	Daily Room Rate	\$193.86	-0.4%	-\$0.86
	RevPAR	\$118.71	-4.1%	-\$5.06
<b>Northeast</b>	Occupancy Rate	59.4%	-2.0%	-1.2
	Rooms Sold	1,382,017	5.9%	77,043
	Room Supply	2,326,671	8.1%	173,983
	Daily Room Rate	\$115.77	-3.1%	-\$3.71
	RevPAR	\$68.75	-5.1%	-\$3.68
<b>Northwest</b>	Occupancy Rate	60.6%	-4.2%	-2.7
	Rooms Sold	307,808	-7.7%	-25,507
	Room Supply	507,715	-3.6%	-19,152
	Daily Room Rate	\$118.75	1.1%	\$1.30
	RevPAR	\$72.00	-3.1%	-\$2.31
<b>South</b>	Occupancy Rate	58.6%	-4.5%	-2.7
	Rooms Sold	611,563	0.4%	2,566
	Room Supply	1,043,902	5.1%	51,102
	Daily Room Rate	\$130.99	-1.2%	-\$1.57
	RevPAR	\$76.66	-5.7%	-\$4.65

% 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 3.5 per cent in 2019, with domestic traffic up 2.3 per cent, transborder (U.S.) traffic up 5.6 per cent and international passenger traffic up 8.5 per cent year-over-year. In Q4, domestic traffic was down slightly by – 0.3 per cent for the second consecutive quarter, while both transborder and international traffic grew by 4.8 per cent.

Overall, more than 17.9 million passengers moved through YYC in 2019, another record year.

Passenger Statistics by Sector						
	2017	% Change	2018	% Change	2019	% Change
<b>Domestic</b>						
Q1	2,502,221	-0.7%	2,610,413	4.3%	2,798,813	7.2%
Q2	2,813,183	3.2%	3,005,981	6.9%	3,123,237	3.9%
Q3	3,343,318	3.1%	3,693,033	10.5%	3,675,022	-0.5%
October	989,893	4.9%	1,053,208	6.4%	1,046,834	-0.6%
November	855,304	4.4%	888,069	3.8%	880,369	-0.9%
December	932,141	3.3%	985,340	5.7%	989,686	0.4%
Q4	2,777,338	4.2%	2,926,617	5.4%	2,916,889	-0.3%
<b>Transborder</b>						
Q1	761,534	3.4%	811,705	6.6%	857,072	5.6%
Q2	761,334	10.6%	828,971	8.9%	865,994	4.5%
Q3	848,411	3.2%	888,217	4.7%	952,898	7.3%
October	259,810	8.2%	273,814	5.4%	289,301	5.7%
November	238,087	7.9%	267,490	12.3%	275,274	2.9%
December	255,171	7.5%	271,176	6.3%	286,718	5.7%
Q4	753,068	7.9%	812,480	7.9%	851,293	4.8%
<b>International</b>						
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%
Q3	410,170	5.0%	401,534	-2.1%	477,372	18.9%
October	102,162	1.1%	105,201	3.0%	117,017	11.2%
November	143,395	16.9%	128,595	-10.3%	136,833	6.4%
December	178,738	16.6%	165,555	-7.4%	164,622	-0.6%
Q4	424,295	12.6%	399,351	-5.9%	418,472	4.8%
<b>TOTAL – Q1</b>	<b>3,748,757</b>	<b>1.2%</b>	<b>3,969,856</b>	<b>5.9%</b>	<b>4,214,136</b>	<b>6.2%</b>
<b>TOTAL – Q2</b>	<b>3,970,505</b>	<b>5.1%</b>	<b>4,252,314</b>	<b>7.1%</b>	<b>4,451,698</b>	<b>4.7%</b>
<b>TOTAL – Q3</b>	<b>4,601,899</b>	<b>3.3%</b>	<b>4,982,784</b>	<b>8.3%</b>	<b>5,105,292</b>	<b>2.5%</b>
<b>TOTAL – Q4</b>	<b>3,954,701</b>	<b>5.7%</b>	<b>4,138,448</b>	<b>4.6%</b>	<b>4,186,654</b>	<b>1.2%</b>
<b>TOTAL – YTD</b>	<b>16,275,862</b>	<b>3.80%</b>	<b>17,343,402</b>	<b>6.56%</b>	<b>17,957,780</b>	<b>3.54%</b>

Source: Calgary Airport Authority

# Convention sales

## Q4 New lead activity

This is a summary of new leads received in Q4, along with quarterly and full-year-to-date (FYTD) comparisons over the previous year.

In Q4 2019, Tourism Calgary forwarded 52 leads representing 55,690 potential room nights compared to 38 leads representing 94,549 potential room nights in Q4 2018 (inclusive of the World Petroleum Congress). Of the 52 new leads forwarded in Q4, four turned definite (4,070 room nights), 37 remained tentative (46,886 room nights) and 11 were lost (4,734 room nights).

TOTAL				
	Q4 2019	Q4 2018	FYTD 2019	FYTD 2018
Leads	52	38	200	147
Attendance	36,673	45,147	124,757	100,497
Room Nights	55,690	94,549	219,682	195,328

## Q4 All lead activity – definite meetings

This section summarizes all leads in the Tourism Calgary pipeline that converted to definite within the quarter. In Q4 2019, 24 meetings representing 16,750 room nights turned definite versus 18 meetings representing 16,556 definite room nights in Q4 2018.

DEFINITE MEETINGS				
	Q4 2019	Q4 2018	FYTD 2019	FYTD 2018
Leads	24	18	63	53
Attendance	9,885	12,222	26,399	63,277
Room nights	16,750	16,556	43,554	79,486*

\*Denotes inclusion of large city-wide event

## Pipeline activity by year of occurrence

This section showcases the number of definite and tentative meetings with the related room nights in the pipeline for future years, reflecting their status at the end of Q4 2019.

	2019	2020	2021	2022	2023	2024	2025	2026	2027	TOTAL
Definite Room Nights	48,212	33,339	14,021	12,731	5,717	2,700	44,650	0	742	162,112
Definite Meetings	58	40	14	7	4	1	1	0	1	126
Tentative Room Nights	0	4,745	20,959	16,472	30,136	12,897	10,064	7,000	0	102,273
Tentative Meetings	0	20	24	14	5	3	4	1	0	71