

Industry

Calgary's tourism industry is a vital social and economic driver

Tourism is a vital industry and economic contributor that plays an important role in our city's development, shared prosperity and sense of community. Guided by Calgary's Destination Strategy, Tourism Calgary's aspiration is to make ours the ultimate host city. This is accomplished through working with stakeholders to grow the visitor economy, foster community spirit and to promote Calgary as a must-visit destination.

2019 highlights:

- **7,356,466*** total visits to Calgary
- **\$2,585,013,317*** injected into Calgary's economy through visitor spending**
- A record **17.9 million** passengers through YYC Calgary International Airport (*up 3.5% over 2018*)
- Year-over-year growth, with December 2019 marking the **13th consecutive month of increased hotel room demand**

* Forecast by Conference Board of Canada. Estimates subject to change as new information becomes available.

** Estimated using new data collection method that includes carrier fares.

Marketers

Tourism showcases Calgary experiences in ways that attract, connect and inspire

As marketers, Tourism Calgary leverages its creative campaigns, highly-visible digital channels and engaging brand resources to showcase our city's shareable experiences and to drive high-intent travellers from regional, national and international markets to visit Calgary.

Key performance indicator:

- **22%** of Canadians plan to visit Calgary within the next two years

Other key activities and success indicators:

- **510,608,070** earned media impressions (*up 1,675% over 2018*) - largely attributed to the New York Times featuring Calgary in articles like the '52 top places to go in 2019' and 'Where libraries are tourist attractions'
- **3,503,514** sessions on visitcalgary.com (*up 56% over 2018*)

- Brand evolution project – Eager to Share creative brand platform launched, followed by preliminary integration into marketing programs
- **1,484,358** social media engagements (*up 27% over 2018*)
- **22,211** hotel room nights booked as a result of marketing programs (*up 8% over 2018*)
- **30+** joint marketing agreements signed, generating more than **116,000** travel trade-related hotel room nights
- Creator House Calgary – inaugural program hosted **22** content creators who explored and shared Calgary's unique offerings and more than **70** industry partners, garnering more than **3 million** online impressions
- Things-to-Do and Alberta Bound co-op marketing campaigns achieved the largest participation to-date, with **51** partners supported through **\$420,000+** of investment
- Launched new websites for industry partners; sport, cultural and major events; travel trade and media, all integrated into visitcalgary.com infrastructure

Advocates

Tourism enhances Calgary's shared prosperity and sense of community

As advocates, Tourism Calgary brings its tireless passion to communicate what is important to stakeholders and to represent them to the community, travellers and government partners. This includes evaluating opportunities that relate to the visitor economy, and lending our voice to initiatives that support the city's collective goals and Calgary's Destination Strategy.

Key performance indicators:

- **93%** of stakeholders believe Tourism Calgary is an effective champion for industry
- **16/20** Destination Strategy initiatives advanced or completed since 2017

Other key activities and success indicators:

- A record **733** industry partners (*up 2% over 2018*)
- **11** public advocacy positions undertaken to support the development and growth of Calgary's tourism industry
 - » Key advocacy positions focused on: The BMO Centre expansion at Stampede Park, development of a new Event Centre in Calgary's future Culture and Entertainment District and on communicating the value of Calgary's tourism industry





Hosts: Sport, culture and major events

Tourism creates legacies that serve Calgary for generations

As ultimate hosts, Tourism Calgary attracts and supports sport, cultural and major events that add to the city's vibrancy by infusing spending into the economy, generating participation opportunities and by creating legacies that benefit both visitors and Calgarians.

Key performance indicators:

- **67** events supported by Tourism Calgary including: 2019 Canadian Country Music Week and Awards and 2019 Grey Cup Festival and Championship Game
- **554,892** attendees at Tourism Calgary-supported events

Other key activities and success indicators:

- **\$153 million** in economic impact generated through Tourism Calgary-supported events
- **65** future events secured for Calgary
- **27** travel trade familiarization trips hosted, with **691** tour operator and travel agent representatives experiencing Calgary's offerings

Hosts: Meetings and conventions

Tourism highlights the strength of Calgary's business communities

Tourism Calgary actively promotes our city's competitive advantages and works with stakeholders, meeting planners and local champions to secure meeting and convention business. More programs mean new and repeat visitation, broader awareness of our city's business community and increased economic impact for Calgary.

Key activities and success indicators:

- **58** meetings and conventions supported by Tourism Calgary in 2019
 - » **13,812** delegates hosted at Tourism Calgary-supported meetings and conventions
 - » **48,212** meeting and convention-related room nights sold
- **63** meetings and conventions booked by Tourism Calgary for future years, with **26,399** delegates anticipated to produce **43,554** future room nights

Activators

Tourism fosters storytelling and exploration of Calgary's unique offerings

As activators, Tourism Calgary leverages programs like the award-winning White Hat Academy to ensure its network of frontline ambassadors have the knowledge, tools and resources needed to be better storytellers for our city. This helps build Calgary's visitor economy by inspiring continuous exploration and sharing of our city's unique offerings.

Key performance indicators:

- **86%** of Calgarians believe tourism is an important contributor to Calgary's economy and quality of life
- **64%** of Canadians and **82%** of Calgarians believe Calgary offers shareable experiences

Other key activities and success indicators:

- **1,460,877** referrals to industry partners including:
 - » **1,407,023** digital referrals (*up 22% over 2018*)
 - » **53,914** face-to-face referrals (*up 17% over 2018*)
- White Hat Academy online learning program for Calgary's tourism industry launched in March 2019, with **780** ultimate hosts graduating from the program
 - » Alto Award and Destinations International WOW Award winner and Canadian Tourism Awards finalist in recognition of the creativity displayed through this program
- **713** Calgary White Hat Award nominees
- **4,700** ambassadors engaged through the frontline education series (*up 38% over 2018*)
- SHiFT experience development program launched in partnership with Travel Alberta