

# create your connection



## the power of partnership

Partnering with Tourism Calgary is a great investment for local businesses and a demonstration of support for Calgary's tourism industry. Tourism Calgary partners can connect with new customers, expand their marketing reach and access resources to support business growth.

Partners also have exclusive access to a variety of tools to leverage marketing dollars including cooperative programs, digital content, networking events, industry contact lists, educational workshops and much more. Join us as we showcase everything Calgary has to offer, while inspiring visitors and Calgarians to seek out - and share- the experiences that are uniquely Calgary's.



### our industry

Tourism is a \$2 billion industry in Calgary, attracting more than 7.7 million visitors annually.

### our vision

Ultimate hosts. Ultimate host city.

### our mission

Inspire more people to visit Calgary for memorable experiences.

### our role

Calgary is a destination like no other. A city with a small town feel, known worldwide for its western hospitality and infectious community spirit.

As the official destination marketing organization for Calgary's tourism industry, Tourism Calgary has championed the promotion of the city as a destination of choice among travellers for more than 50 years. A strong advocate for the city's ongoing development, Tourism Calgary works diligently to ensure Calgary is the ultimate host city and welcomes visitors to enjoy its many events, attractions and shareable experiences year-round. An urban centre surrounded by iconic mountain vistas, Calgary's diversity as a travel destination is its greatest strength.



# Invest in a marketing package that suits your business needs

marketing packages	business partner (non-consumer)	marketing partner (consumer)	partner plus (consumer)
partner communications newsletters, educational and networking opportunities	√	√	√
business referrals	√	√	√
convention and event listing	√	√	√
partner directory	√	√	√
market research	√	√	√
image gallery	√	√	√
online event calendar postings	√	√	√
promotional materials	√	√	√
visitcalgary.com	web link +50 word description + logo + 1 photo	web link + description + photo	web link + enhanced description + photos
Destination Planning Supplement (digital)	30 word listing	N/A	N/A
Visitor Guide	N/A	30 word listing	30 word listing
brochure distribution		√	√
co-op marketing (participation opportunity)		√	√
additional website listing			√
one-on-one marketing consultations			√
membership	AGM voting privileges, networking & event invitations, newsletters, communications and a member decal		
<b>subtotal</b>	<b>\$250</b>	<b>\$350</b>	<b>\$650</b>
<b>plus membership</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>
<b>Total</b>	<b>\$350</b>	<b>\$450</b>	<b>\$750</b>

\*Fees subject to change | Some exceptions apply | Additional opportunities available.

## partner benefits

### grow your business

Our experienced team will support your marketing efforts and put your business in front of millions of visitors. We connect our partners to each other and to new customers. We provide consultations, resources and tools to support your business.

### access to award-winning marketing programs

Expand your reach and drive visitors to your door by participating in new and exciting regional marketing campaigns.

### connect with visitors

Tourism Calgary's team promotes our partners as ultimate hosts. We refer you to visitors, travel trade, media, event planners and event delegates through multiple channels including our website, visitor guides and direct counselling.

### digital marketing

With over 2.2 million visits annually, visitcalgary.com features interactive maps, trip planning tools, rich imagery and content and drives over 1.1 million digital referrals to industry partners, annually.

### publication listings

160,000 Visitor Guides are printed annually in addition to a digital version available at visitcalgary.com.

### convention and event listing

Receive up-to-date information on dates, locations, expected attendance and information for upcoming conventions, meetings, trade/consumer shows, and sport and major events.

### regular communication

Receive important industry news, marketing and participation opportunities.

### connect with peers

Ranging from educational workshops to social networking functions and business meetings, our events are the place to develop contacts and build business partnerships within the community.