

# 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 marketing programs, digital content, networking events, industry contact lists, resources 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 and contributing to the visitor economy.

## 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 60 years. A strong advocate for the industry and 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<br>(non-consumer)   | marketing partner<br>(consumer)               | partner plus<br>(consumer)                              |
|--|--|---|---|
| visitcalgary.com                         | web link + description   | web link + photo + description + social media | web link + photos + enhanced description + social media |
| partner communications & newsletters     | ✓  | ✓   | ✓   |
| educational and networking opportunities | ✓  | ✓   | ✓   |
| partner directory                        | ✓  | ✓   | ✓   |
| business & visitor referrals             | ✓  | ✓   | ✓   |
| convention and event listing             | ✓  | ✓   | ✓   |
| visitor guide                            | N/A  | listing                                       | listing   |
| online event calendar postings           | ✓  | ✓   | ✓   |
| industry website                         | ✓  | ✓   | ✓   |
| meeting website                          | ✓  | ✓   | ✓   |
| marketing campaigns & programs           |  | ✓   | ✓   |
| deals pass                               |  | ✓   | ✓   |
| 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:

Community engagement, hosting clients, educational programs, promotional materials, content marketing, brochure distribution, digital media/image gallery, travel trade support, brand resources and sponsorship.

*Belong to a network of like-minded businesses.*

## 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/sports/meeting planners and event delegates through multiple channels including our website, digital tools and in-person counselling.

### Digital marketing

With over 2.7 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 workshops to social networking functions and business meetings, our events are the place to develop contacts and build business partnerships within the community.