

Outline

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Program Overview

Program Overview

The Things-to-Do Co-op marketing campaign is a collection of marketing initiatives that connect Tourism Calgary partners directly with their desired audiences in the Local & Regional markets.

The program has been running for over 10 years with many different structures. At its peak in 2019, 50 unique partners participated within the campaign with custom campaigns.

Value to partners comes from:

- Opportunity to leverage Tourism Calgary digital audiences
- Support dollars & investment from Tourism Calgary
- Pooled participation model to further reach & distribution of articles
- Agency expertise and optimization (hassle-free marketing execution)
- Creative development that leverages the Tourism Calgary brand
- Unified voice in the market

Program Objectives

The Things-to-Do Co-op Program is guided by the following Objectives:

- 1. Address the primary barriers (lack of motivation) that regional audiences cite, driving incremental visitation and spend to your business and Calgary in general.
- 2. Provide a forum for partners to participate in Tourism Calgary programs and grow the tourism components of their businesses in the Regional market.
- 3. Provide partners a holistic marketing campaign that is turnkey for partners from a pay-to-play perspective to help amplify awareness in the local and regional markets while also driving traffic to their businesses

2023 Campaign Results

2023 Program Results – Partner Investment

- Campaign ran May 1 December 31, 2023
- 22 total unique partners participated within the campaign
- 88 partner placements sold within the campaign
- \$130,100 in partner investment (Tourism Calgary also ingested \$203,000 into the campaign throughout the year)
- 37.4 million impressions delivered
- 444,000 clicks delivered
- 233,000 Conversions (conversion volume improved by 16% YoY)

2023 Program Results – Campaign Blocking Chart

Things To Do 2023 - Base

Version: Original, April 4, 2023

Geo: Regional

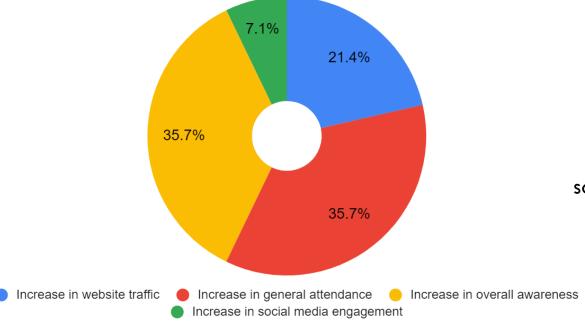
Audience: Prospective tourists



Message	Market	Start date	End date	Est. Clicks	Spent	% Spent	2023							
Partner - Ad Format	IVIGINE	Start date	Lifu date	LSC. CHCKS	эрспс	л эрепс	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Media Budget					\$96,000									
All Articles					\$24,000	25%								
Google SEM - Text	Regional	1-May-23	31-Dec-23	34,288	\$24,000	25%								
Monthly Guides					\$24,000	25%								
Google Discovery - Responsive	Regional	1-May-23	31-Dec-23	24,000	\$12,000	13%								
Facebook/Instagram - Image	Regional	1-May-23	31-Dec-23	24,000	\$12,000	13%								
Calgary Attractions					\$24,000	25%								
Google Discovery - Responsive	Regional	1-May-23	31-Dec-23	24,000	\$12,000	13%								
Facebook/Instagram - Image	Regional	1-May-23	31-Dec-23	24,000	\$12,000	13%								
100+TTD					\$24,000	25%								
Google Discovery - Responsive	Regional	1-May-23	31-Dec-23	24,000	\$12,000	13%								
Facebook/Instagram - Image	Regional	1-May-23	31-Dec-23	24,000	\$12,000	13%								
Total Media					\$96,000	100%	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Remaining Media Budget					\$0		13%	13%	13%	13%	13%	13%	13%	13%

2023 Program Results – Partner Feedback

Areas in which partners saw success from 2023 campaign

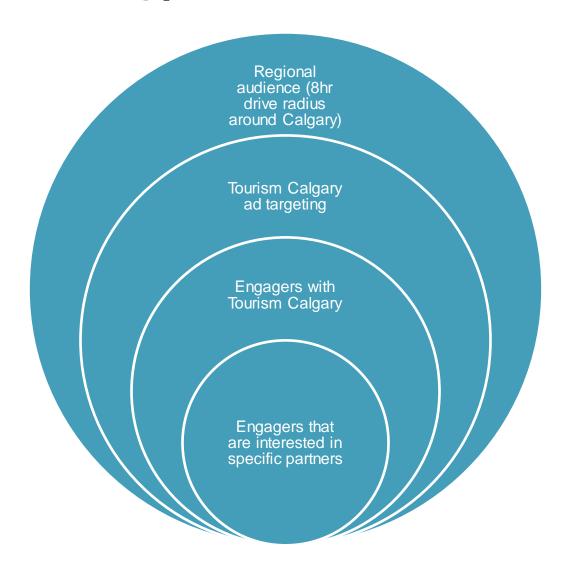


"The 'Things To Do' campaign has helped us go from strength to strength, with flexible timing, competitive pricing and a great outreach. Tourism Calgary is doing a great job of getting the city out there as a place that does actually have things to do, and participating businesses can be sure they will get some solid time in the spotlight in front of this audience."

- Downhill Karting by Skyline Luge

2024 Campaign Strategy

2024 Program Strategy



8-Hour Targeting Radius



Regional

- 75% of visitation
- 55% of spend



Program Strategy: Ongoing Destination Promotion

The always-on brand layer feeds the funnel by engaging consumers throughout the path-to-purchase with destination content that shows the breadth of experiences Calgary has to offer. This provides engaged and qualified audiences for partners to convert, at the moments when consumers are most ready.







Regional & Domestic Motivators

- AB Bound Rockies, Badlands, Foothills
- Niche Experiences e.g. fly fishing
- Things to Do Anchors e.g. outdoor activities, road trips, filming locations etc.

Regional & Domestic Enhancers

- Help Content e.g. transportation
- Planning Ideas e.g. public art, iconic architecture, neighbourhoods, hidden gems etc.
- Deals

Local Motivators

- Civic Pride prompting local exploration & advocacy
- Staycations
- Visiting Friends & Relatives
- Things to Do Anchors e.g. food, shopping etc.

2024 Marketing Strategies

Build seasonal resiliency

Be an eventful city

Increase effectiveness & nimbleness

Build community and

collaboration

Build a destination to come (back) to

Strengthen Calgary's reputation through brand

Drive business that creates value

Elevate Calgary to a top convention city

MARKETING OBJECTIVES

Increase seasonal visitation to Calgary and amplify participation in local events

Create valuable inclusion for partners and locals in order to build support for tourism

Create an emotional connection to Calgary and increase excitement to visit

Bring top tier conventions to the city and engage delegates to extend their stay

STRATEGIC INITIATIVES

Seasonal (Big Bet) Anchors

Brand Validation and Engagement

Digital Evolution Strategy

Sales Integration

Audience Profile

Highly Familiar

Our Highly Familiar segment of regional visitors is social and eager for opportunities to immerse themselves in new places. Spontaneous and curious, these travellers are most interested in shared experiences and unexpected discoveries.

This group has a strong interest in travelling to Calgary.



Who is the Highly Familiar traveller?

- 0 60% Female | 40% Male
- O Primary: 25 44 | Secondary: 40 55
- 23% income < 50K | 43% income 50K –
 100K | 28% income > 100K
- 37% have children living at home

Audience Profile - cont'd

What experiences are these travellers looking for?

Trip Motivators

- Visiting friends and relatives (VFR).
- Socializing and having shared experiences.
- Escape from routine and everyday life.
- See and do things that aren't available at home like festivals*, major attractions and shopping.



Travel Barriers

- Already been to Calgary.
- Prefer other destinations or want to visit other places.
- Financial reasons.
- Don't think about Calgary as a place to visit.
- Travel costs and expenses too high in Calgary.
- O Cutting back on travel in next 12 months.
- Belief that there's not enough to do in Calgary.

2024 Program Structure

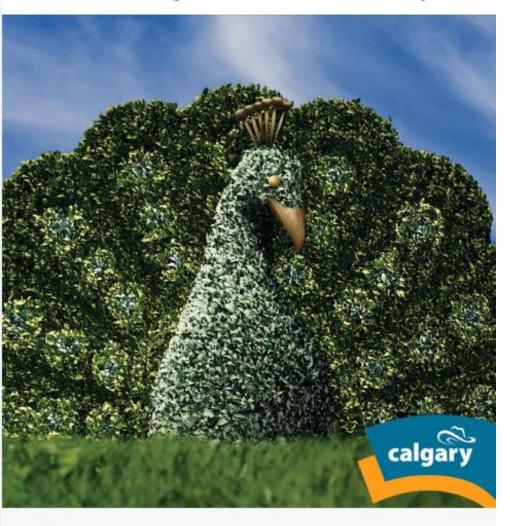
Program Structure Highlights

- Monthly buy-in opportunities available from April (new) to December 2024 covering peak summer & winter seasons for most partners.
- Will continue to run an à la carte menu model of buy-in opportunities, providing partners with maximum flexibility.
- Buy-in opportunities are a combination of:
 - Content development opportunities with paid distribution.
 All partner dollars go directly into paid media.
 - Digital placements with paid & organic distribution via Tourism Calgary channels.





See stunning living sculptures at the Calgary Zoo, sail on a sunset Bow River cruise, and discover the magic of Aladdin on broadway.



Sponsored Content Placements

Sponsored partner listing in the following high performing articles + paid distribution

- 100+ Things to Do in and Around Calgary
- Calgary Attractions Guide
- Monthly Guide (April December)
- Where to Eat in Calgary Guide **NEW!**

Placements available per article	Partner Investment
1 st – includes guaranteed placement in ad creative and copy (example on the left)	\$3,000
2 nd	\$2,000
3 rd	\$1,000

Partner investment is pooled and goes directly into paid media (supported by Tourism Calgary dollars). Tourism Calgary covers all agency/creative fees.

^{*}Note – Buy-in amounts for Sponsored Content placements within the Where to Eat in Calgary Guide will be offered at 50% of what is noted above as we pilot this new placement in 2024.





YYC Food & Drink Experience

10 Days of Delectable Dining! The YYC Food & Drink Experience is Calgary's premiere culinary festival, celebrating the city's exciting food and beverage scene, along with the talented chefs, sommeliers, bartenders, and local producers who contribute to the city's culinary culture.

YYC EXP 2023 will feature 70 of Calgary's favourite restaurants offering multi-course prix fixe menus, along with a rich schedule of curated event experiences.

Where: Various Locations

When: March 17 - 26

Learn More

Scared Defenders of the Universe

<u>Sacred Defenders of the Universe</u>, a vibrant floor-to-ceiling journey inside a graphic novel that follows four Indigenous superheroes as they seek to bring back the balance of earth between humility and respect for the land, and the excessive destruction of human ego.

Where: TELUS Spark Science Centre

When: Opens March 23

Dean Brody

16-time Canadian Country Music Award and 2-time Juno singer, <u>Dean Brody</u>, comes to WinSport this month with special guest Tyler Joe Miller. Get your tickets now!

Where: WinSport

Sponsored Content Placements: 2023 Performance

- Monthly Guides (new guide produced monthly)
 - 4,700+ partner referrals/month
 - Participating partners received an average of 310 referrals compared to 85 avg. referrals for organic partners (3.5x more)
- 100+ Things to Do in and Around Calgary
 - 8,000+ partner referrals/month
 - Participating partners received an average of 600 referrals compared to 100 avg. referrals for organic partners (6x more)
- Calgary Attractions Guide
 - 5,400+ partner referrals/month
 - Participating partners received an average of 1,000 referrals compared to 325 avg. referrals for organic partners (3x more)







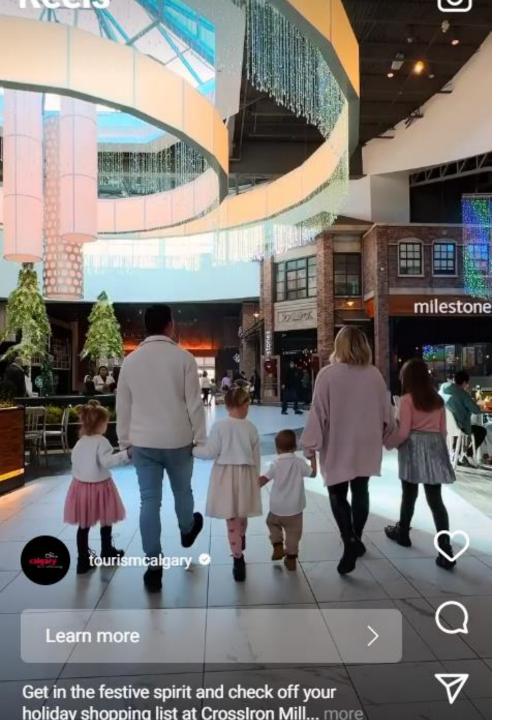
Located on the shore of the Glenmore Reservoir in Southwest Calgary, Heritage Park Historical Village transforms into a magical winter wonderland each year during the holiday season! Once Upon a Christmas at Heritage Park is a must-see local favourite that brings history and holiday cheer to life with horse-drawn wagon rides, festive treats, and a glimpse into the past.

Dedicated Content Article

Dedicated article on visitcalgary.com profiling your attraction or event/festival.

Placements available	Partner Investment
1 article/month	\$3,000

- Partner investment goes directly into paid media promoting and distributing the article, so partners are welcome to invest above \$3,000.
- Tourism Calgary will create the article in-house and cover all content production, agency, and creative fees for the paid campaign.
- Partners can anticipate around 4,000-8,000 clicks to article from paid campaign (plus ongoing organic traffic for years to come!).



Custom Instagram or TikTok Content

Two custom created Instagram Reels or TikTok Videos profiling your business.

Placements available	Partner Investment
1 custom video/month	\$5,000

- Partner investment goes directly into promoting and distributing both Reels on Instagram (or TikTok if desired) for 30 days through Tourism Calgary social channels.
- Tourism Calgary will cover all agency fees and the cost of sending the creator to shoot video at your business.
- Partners will receive 2 finished assets of short form video with full rights that they can use as they please in their marketing efforts. Tourism Calgary will also own the content, which could lead to additional promotion.
- Partners can anticipate about 20,000 total views and about 1,400 clicks to your website.







CONTEST ALERT! The Andy Kim
Christmas is coming to Studio Bell
December 14 and 15. Enter to win a pair of
premium tickets to the concert, plus a \$100
gift card for the King Eddy to grab a bite
before the show!

Facebook Contest

Dedicated contest through Tourism Calgary's Facebook channel.

Placements available	Partner Investment		
1 contest/month	\$1,500		

- Partner investment goes directly into boosting the contest on Facebook for 7 days. Tourism Calgary will execute the contest, including writing post copy, setting up the boost, and facilitating the entries on visitcalgary.com.
- Partners will have the opportunity to include an email opt-in on the contest entry form as a qualifier of entry to help bolster e-mail subscriber lists.
- Partners can anticipate the contest to reach around 80,000-100,000 people in our 8-hour radius in Alberta, British Columbia & Saskatchewan.
- Note: Partner must provide prizing.



Instagram Stories

Dedicated Instagram Story slides displayed on Tourism Calgary's Instagram channel for 24 hours.

Placements available	Partner Investment
1 Instagram story/month	\$800

- Partner investment goes directly into creating the Instagram story around the partners business.
- Tourism Calgary will provide the creator.
- Partners will receive story slides after they have been posted to use in their marketing efforts.
- Partners can anticipate the content to reach around 100,000 120,000 individuals.

Featured Events



2024 Canadian Men's Squash Open

Mar 3 - Mar 7



YYC EXP Food & Drink Experience

Mar 15 - Mar 31

Featured Event Listing on Homepage

Guaranteed homepage placement for your event listing on visitcalgary.com + dedicated event landing page.

Placements available	Partner Investment
Max. 3 events/month	\$500

- Partner will need to submit the event listing to the events calendar to be featured.
- Displayed on the homepage events calendar for 30 days (does not have to be within 1 calendar month)
- Partners can anticipate the homepage to receive about 11,000 pageviews per month.

Read More

Featured Partner



The Military Museums

Experience Canada's military history at The Military Museums in Calgary.

Discover 200 years of Canada's military history and over 150,000 square feet of exhibits, including fighter planes, tanks, naval guns, and more! Also featuring an art gallery and a world-class library and archives! This is Canada's history; this is your story.

Read More

Local Updates and Events

- ZOOLIGHTS at Wilder Institute/Calgary Zoo, November 18, 2022 -January 8, 2023
- Once Upon a Christmas at Heritage Park, November 26 December 18, 2022
- Glow YYC, November 25 December 31, 2022
- Alberta Ballet: The Nutcracker, December 16 24, 2022
- 2023 Nitro Rallycross (NRX), February 4 5, 2023

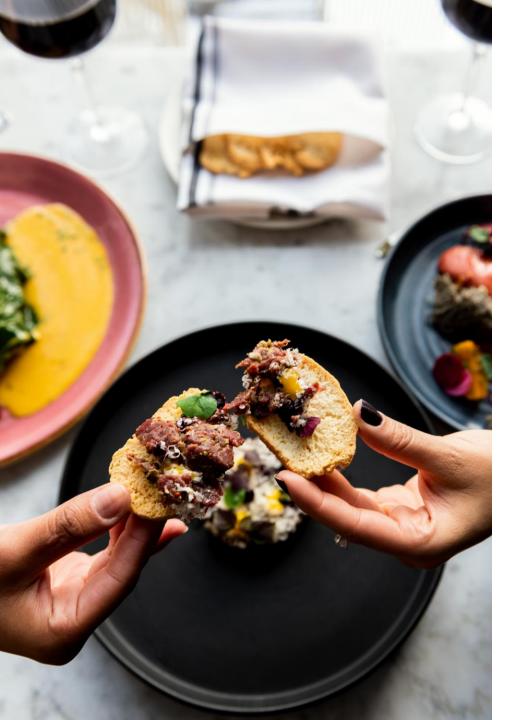
Featured Partner in E-Newsletter

Featured partner section in the Tourism Calgary consumer newsletter.

Placements available	Partner Investment
Local audience — 1 partner feature/month	\$1,500
Regional audience — 1 partner feature/month	\$1,500

- Newsletters typically go out the last week of the month.
- Partners can anticipate about 2,800 views from the local newsletter
 2,000 views from the regional newsletter.

	Subscribers	Avg. Open Rate	Avg. CTR
Local audience	11,700+	56%	14%
Regional audience	6,700+	48%	10%



NEW! "Where to Eat in Calgary" Sponsored Content Placement

Piloting a new Food & Beverage sponsored content placement on our "Where to Eat in Calgary" article.

Placements available per article	Partner Investment
1 st – includes guaranteed placement in ad creative and copy	\$1,500
2 nd	\$1,000
3 rd	\$500

- Three sponsored placements will be available each month, providing partners with high visibility above the fold on this high performing article.
- This is a great opportunity to feature special offers, new seasonal menus, upcoming special dining events, etc.

Buy-in Summary – Sample Month

				May Sample		
Content + Paid Distribution	Sponsored Monthly Guide Content 100+ TTD Placements Attractions Guide Where to Eat*		1 st \$3,000	2nd \$2,000	3rd \$1,000	
	Dedicated Article		\$3,000+ (1 per month)			
	Custom IG/TikTok Video		\$5,000+ (1 per month)			
	Instagram Stories		\$800 (1 per month)			
Digital +	Facebook Contest		\$1,500 (1 per month)			
Organic Distribution	Featured Event Listings		\$500 (3 per month)			
	Featured Partner in Newsletter		\$1,500 Local audience (1 per month)			
			\$1,500 Regional audience (1 per month)			

^{*}Buy-in amounts for Sponsored Content placements within the "Where to Eat in Calgary Guide" will be offered at 50% of what is noted above as we pilot this new placement in 2024.

Program Benefits

2024 Program Benefits

The 2024 version of the program will provide the following benefits to partners:

- À la carte menu allows partners to tailor their investment to their individual needs
- Opportunities to directly reach Tourism Calgary's first-party audiences via paid & organic distribution
- Turn-key way to plug into Tourism Calgary marketing efforts
- Re-targeting pools create qualified audiences for each stage of the path to purchase
- Partner dollars are pooled together for maximum impact in the market
- Ability to capitalize on strong SEO traffic to visitcalgary.com
- Access to agency services and expertise, along with custom reporting on campaign performance

Tourism Calgary Budget Support Overview

Sponsored Content Placements

- 100+ TTD, Calgary Attractions, Where to Eat, Monthly Guides = \$1,917/article/month (\$96,000 total)
- All ad creative development + agency fees (trafficking, optimizing, reporting) = \$34,500

Dedicated Article

• All ad creative development + agency fees (trafficking, optimizing, reporting) = \$34,500

Custom IG/TikTok Content

- Content creation and editing = \$22,000
- Agency fees (trafficking, optimizing, reporting) = \$16,000

Total TC
Support =
\$203,000*

*This total does not include any partner investment dollars.

How to Participate

3 Participation Waves

- Placements will become available in 3 waves:
 - O Wave 1: April June
 - Wave 2: July September
 - O Wave 3: October December
- Wave 1: April June placements will be available as of March 7th
- Wave 2: July September placements will be available as of May 15th
- Wave 3: October-December placements will be available as of August 15th
- Monthly opt-in deadlines: 15th of the month prior to being in-market e.g. April 15th deadline to sign-up for May placements.

How to Participate

- 1. Review the 2024 Things to Do Campaign <u>Placement Tracker</u> to see which placements are currently available and determine which placements you'd like to secure based on your marketing objectives.
- 2. Complete the online opt-in form to secure your placements per wave.
- 3. Once your form is submitted, Tourism Calgary will confirm your placement(s) and request assets via email.

Important Information

- 1. Placements are allocated on a first-come, first-served basis, so submit your opt-in form quickly to ensure your spot.
- 2. Submission of your form does not guarantee placement. Tourism Calgary will confirm all placements upon receipt of partner forms in the order they were received.
- 3. You can opt in to multiple months and placements in a single wave if aligned with your marketing objectives.
- 4. Monthly placements must be confirmed by the 15th of the month before the campaign start date (i.e. April 15th for May campaign).
- 5. Partner assets are required for most marketing placements/initiatives and must be received two weeks prior to campaign start date to ensure placements go live on time.



Partner landing page user experience

- Page should be connected to the offer or message being promoted.
- Page should have a clear CTA (easy to book).
- Path to purchase should be smooth
- All prices should be clearly outlined.

Overcoming urgency barrier

- Offer-based call to action (CTA) with high perceived value.
- Offers aligned with a specific audience.
- Events that provide a reason to visit now.
- Events provide a breadth of experiences that are unique.





Content - What works best?

- Unique what's not available in their hometown?
- New and upcoming what's changed?
- Storytelling is there an interesting angle?
- Images is it emotive, personal, and bright?
- Video what's new? What do you want to highlight around your business in a visual manner?

All information regarding the 2024 Things To Do Co-Op Marketing Campaign can be found here:

- Things To Do 2024 Co-Op
 Marketing Campaign
- <u>2024 TTD Placement Tracker</u>

Thank you!

Questions?

30 min optional Q&A period