



Town Hall 2024
The Road Ahead



tourism
calgary

Land Acknowledgement



Jyoti Gondek
Mayor, The City of Calgary



Mark Wilson
Chair, Tourism Calgary Board of Directors



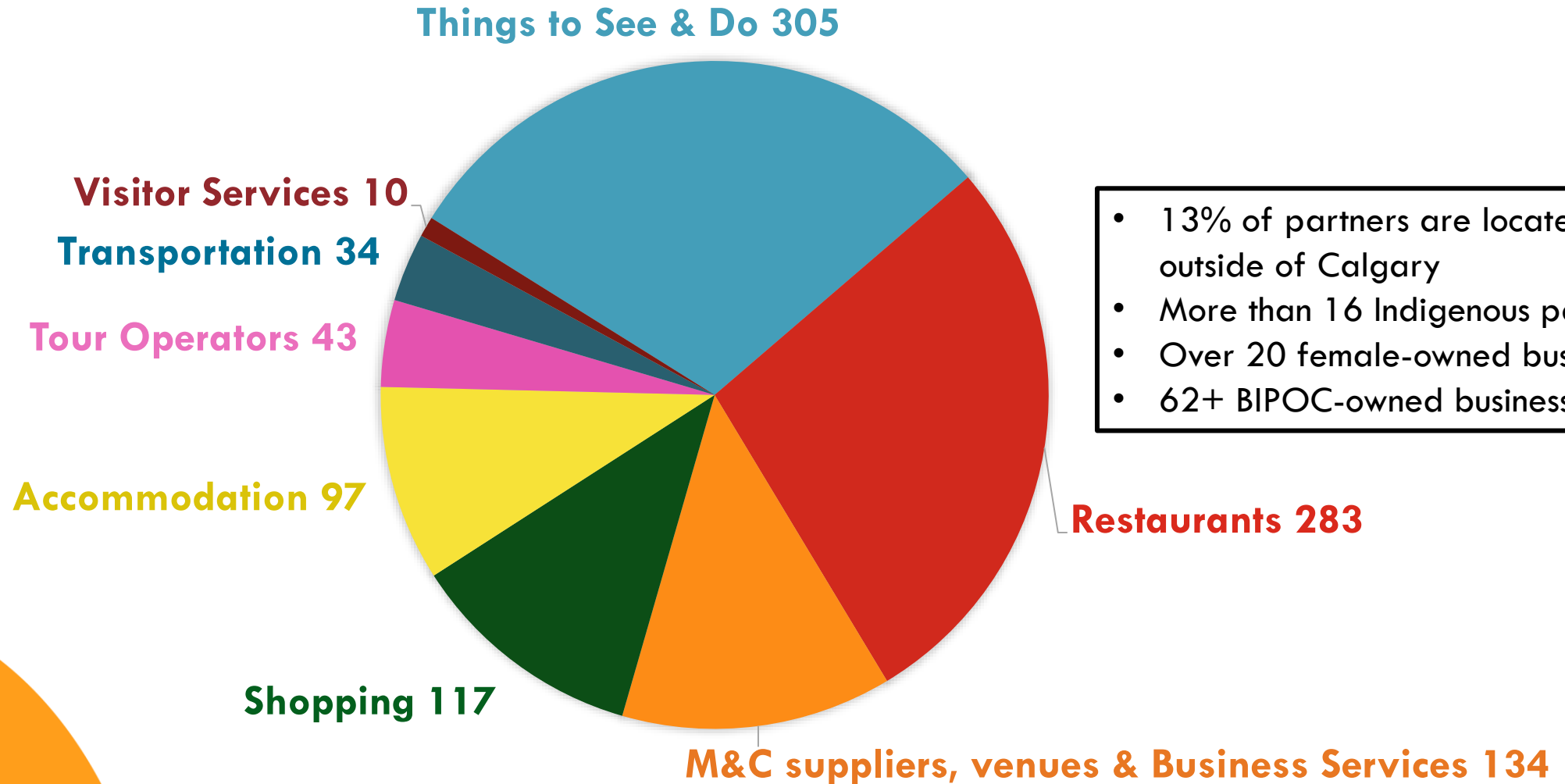
Cindy Ady
CEO, Tourism Calgary



Mandate

- Promote Calgary as a destination of choice, marketing the city locally, nationally and internationally to leisure and business travellers.
- Attract and support major events and conventions.
- Steward Calgary's destination brand.
- Lead or support development of initiatives that enhance city vibrancy and the visitor experience.
- Advocate for and support city building decisions that contribute to the sustainable growth of the visitor economy, while enhancing quality of life for local Calgarians.

Tourism Calgary Represents 1,033 Local Member Companies



- 13% of partners are located outside of Calgary
- More than 16 Indigenous partners
- Over 20 female-owned businesses
- 62+ BIPOC-owned businesses

Calgary's Visitor Economy



Calgary's Visitor Economy

2019

Visitation
8 million

Spend
\$2.1 billion

2023

Visitation
8.4 million

Spend
\$2.9 billion

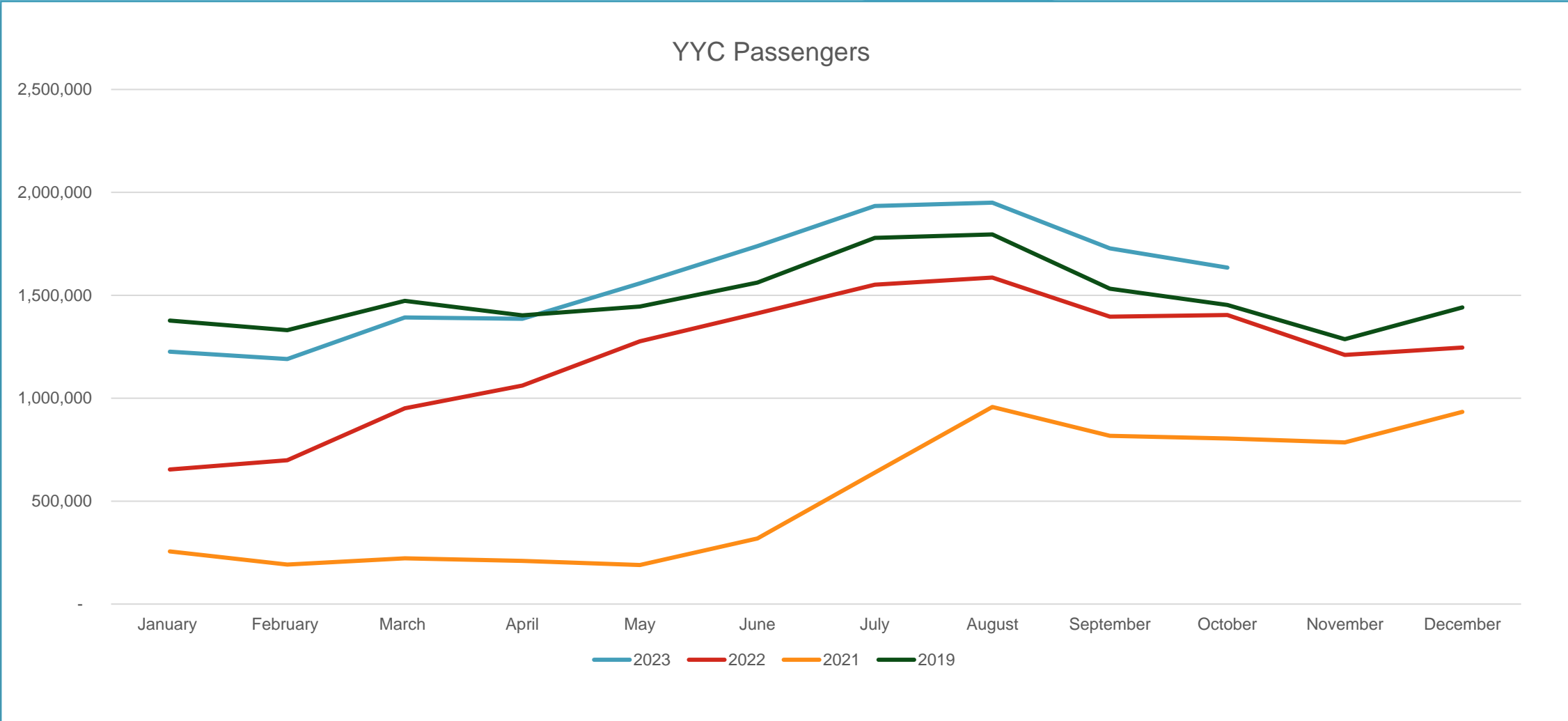
2024

Forecasted Visitation
8.7 million

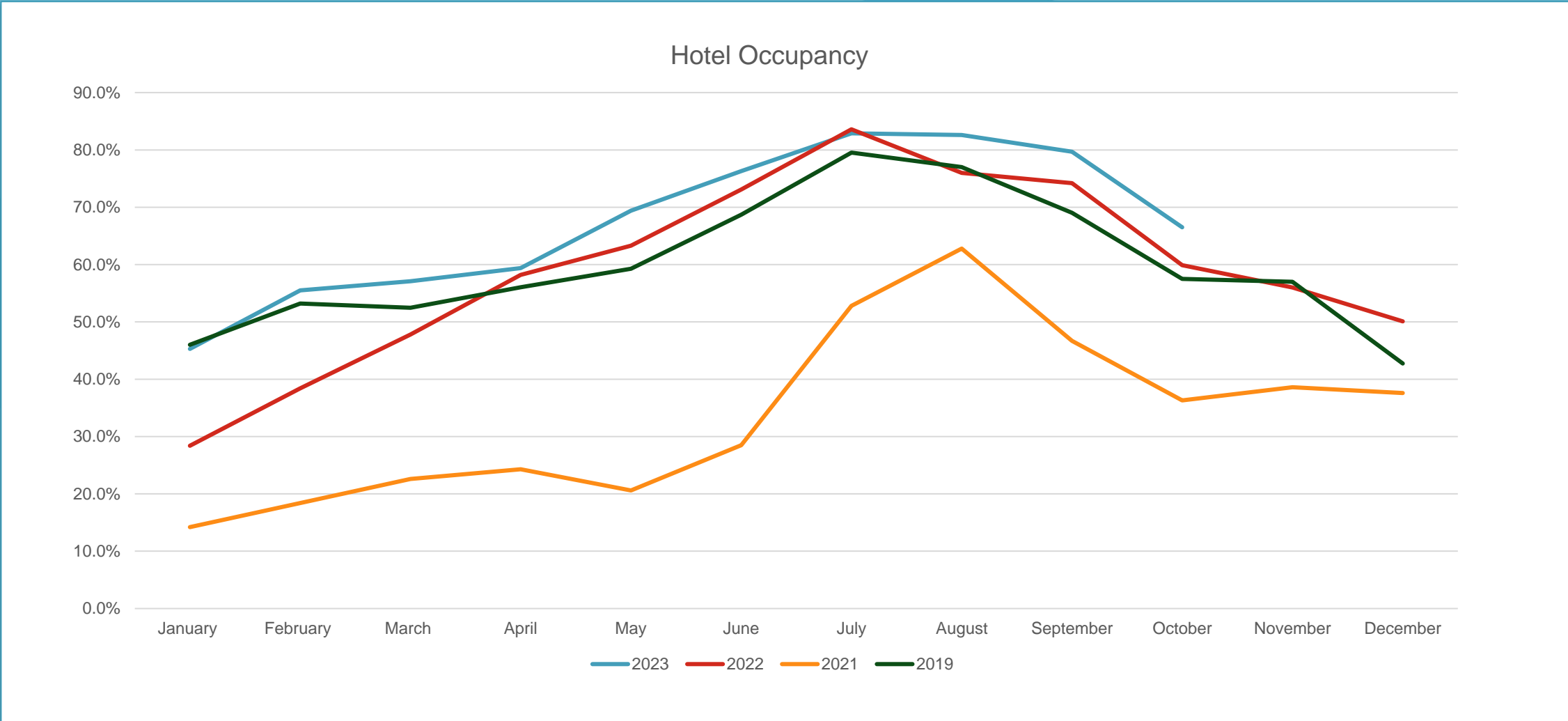
Forecasted Spend
\$3.2 billion

**Recovery nearly two years earlier than expected: Source - Conference Board of Canada*

Airline Passengers



Hotel Occupancy



Audience Considerations 2024



Intentions to visit
Calgary are
insignificantly
increasing
(+15 points)

Financial strain is
beginning to wear on
travel intentions for
Canadians.

US markets for Canada
are expected to fully
recover in 2024

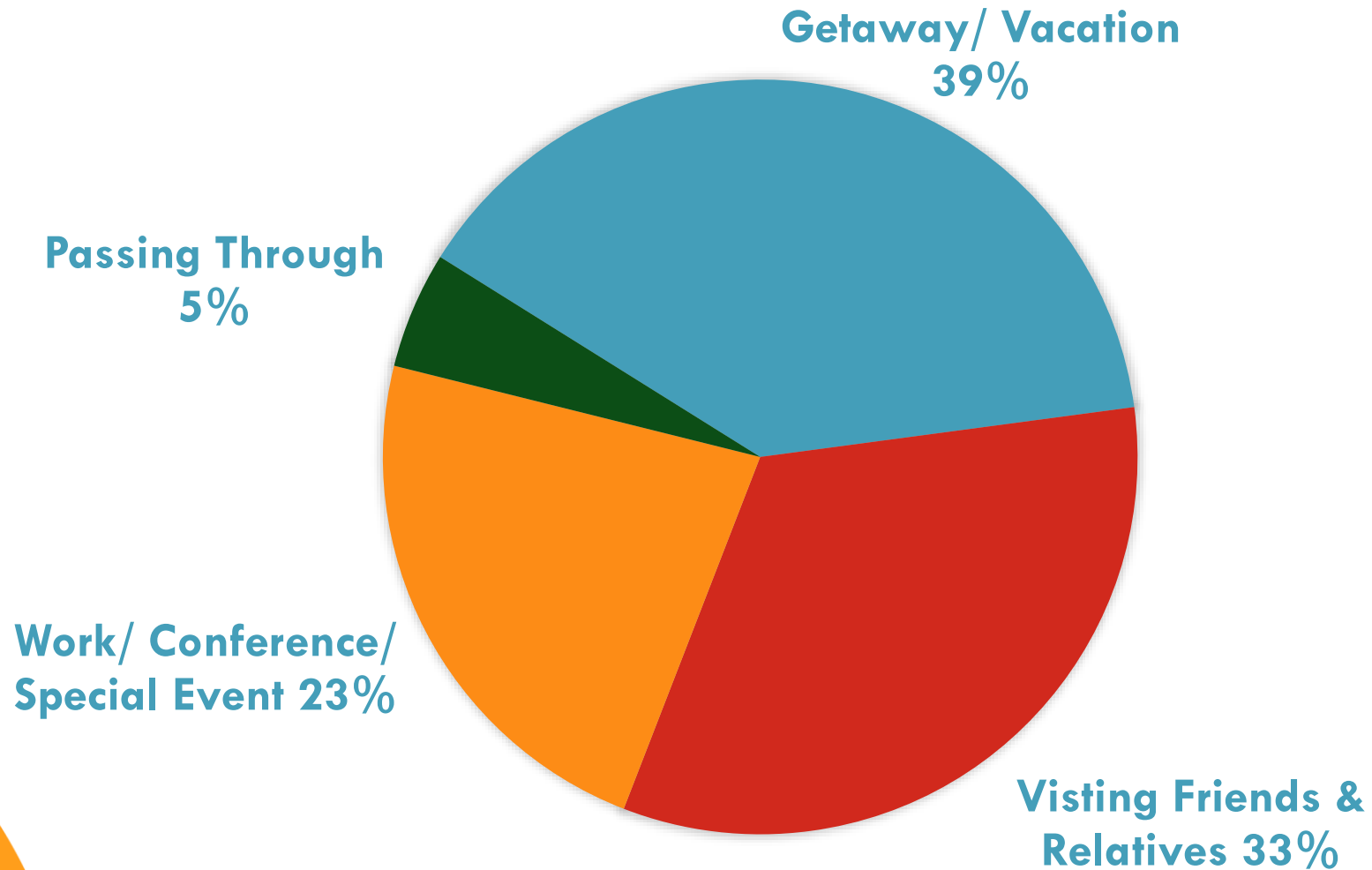
European markets are
set to recover by 2025;
Asia's recovery in 2026.

Leisure travel will
offset the slower
return of business
travel in the short
term.

Travel Trade has
become more
prevalent post-
pandemic

Reasons for Coming to Calgary

- **2023 Visitation estimated at 8.41M**





Business Plan | 2024-2027

tourism
calgary

2024-2027 Strategic Focus Areas

All four of our focus areas are interconnected, each supporting the success of the other, helping to achieve our goal of growing the visitor economy in Calgary.



Strengthen Calgary's Reputation through Brand

Become a Year-Round Eventful City

Elevate Calgary to Be a Top Convention City

Build Community & Collaboration

Priority Consumer Markets



REGIONAL



**DOMESTIC
(NATIONAL)**



US MARKET

Priority International Markets

Primary Markets



United States



Germany



Switzerland



Australia



United Kingdom



France



Netherlands



Japan



Mexico

Secondary Markets








Travel Trade supports the growth of visitation from key markets through industry-aligned B2B initiatives.

Markets Determined By:

- Alignment
- Air Access
- International Drivers

Direct Air Access to YYC - Overseas

AIR LINES	FROM	DATES
 AIR CANADA	London Heathrow	Year-round
	London Heathrow	Year-round
	London Gatwick	Summer seasonal
	Paris	Year-round
	Tokyo	Summer seasonal
	Dublin	Summer seasonal
	Edinburgh	Summer seasonal
	Rome	Summer seasonal
	Barcelona	Summer seasonal
	Seoul	Summer seasonal
		Frankfurt
	Amsterdam	Year-round
	Zurich	June until September 2024



Strengthen Calgary's Reputation through Brand

Objective: Create an emotional connection that inspires travellers and locals to choose Calgary and share their experiences.



Strengthen Calgary's Reputation through Brand



2023 Key Accomplishments

- **Civic Brand Project**
 - Brand platform created
 - Creative themes developed
 - Final creative direction in development
- **Asset Development Project Completed**
 - Fully accessible by 1000+ partners
 - Over 500 new photo and video assets developed
 - Creating more exposure of Calgary's seasons, diversity and broad experiences
- **Welcome ZGM!**





Image courtesy of Janine Aube.

I Left A Career In Corrections To Grow Mushrooms



The Groups Making Calgary's Outdoor Spaces More Inclusive

They're transforming Calgary's outdoor scene for the better.



Tourism Calgary August 30 Alberta is rich with natural wonders! Take a day trip to visit these breathtaking waterfalls.



VISITCALGARY.COM Must See Waterfalls Around Calgary Experience stunning waterfalls within a two-hour drive from Calgary.

10 Best Places to Travel in July

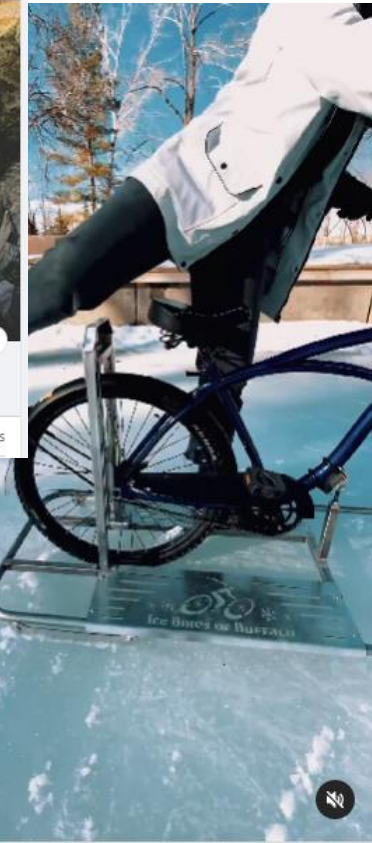
There's plenty of sunshine, sand, and celebration to go around come July.

8. Calgary, Canada

July is great for: a trip back in time to the Wild West.

For 10 days this month, Calgary is the rodeo capital of the world: It hosts the Calgary Stampede from July 7-16 2023. Think of this as a celebration of every aspect of rodeo culture—ranching has been central to Alberta's life and economy since a cattle breeding herd was brought here by a pair of Methodist ministers in the 1870s.

Pitbull will kick off the festival with a performance at Saddledome, and the world's largest outdoor rodeo will take place at GMC Stadium. Programming will ensure that the Indigenous stories of this region aren't overlooked. Powwow in that same site will feature competitive dancing, drumming and singing, and the Indian Village here will allow visitors to meet with the five nations native to southern Alberta, and explore their cultures via 26 different tipis. Also note: July 1 is Canada Day.



tourismcalgary Original audio

tourismcalgary Not so nice on the ic swagger ice biking in Video by: @calin.cha

gonshik_zagonzhik Skatebike Reply

nevyapaty @25leole 1 like Reply View

marimou @andrun Reply

1,702 likes FEBRUARY 28, 2022

Add a comment

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Stunning modern architecture, trendy restaurants, and picturesque pathways make Calgary's East Village neighbourhood a popular destination for visitors and locals alike. The neighbourhood is tucked into the east side of Calgary's



Strengthen Calgary's Reputation through Brand



2024 Key Priorities

- Complete Civic Brand Expression with CED
 - Rollout of brand with partners through education, resources and tools
- Create new creative brand platform and assets
 - Based on brand platform and updated audience segmentation
- Internal rollout of assets, tools and collateral reflecting new brand platform
- Support of Sustainability Strategy + DEIA Plan (i.e. content, stories and assets)





Become a Year-Round Eventful City

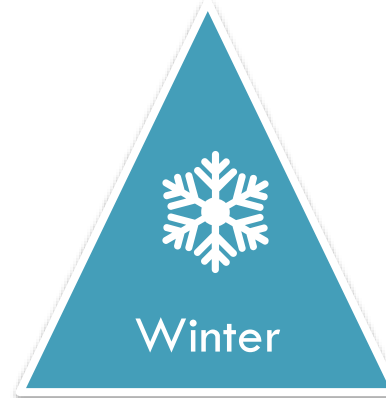
Objective: To attract exciting events to Calgary and position the city as a vibrant, diverse destination with an abundance of things to do year-round.





Objective: To attract exciting events to Calgary and position the city as a vibrant, diverse destination with lots to do.

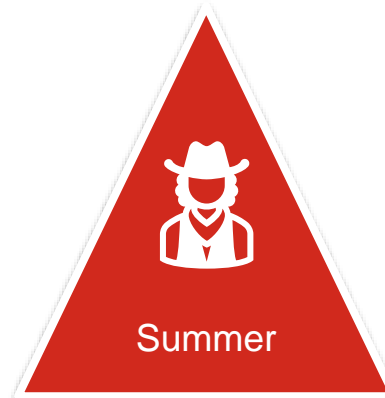
Seasonal Anchors



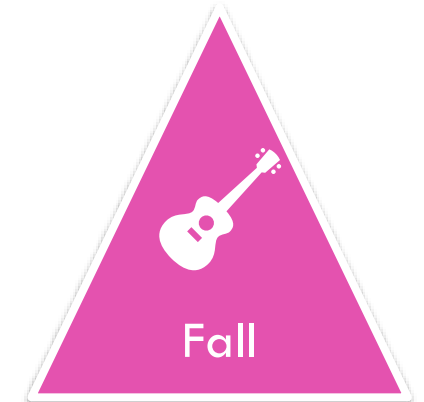
Chinook Blast & the
Winter City



Culinary, Beer and
Spirits



Stampede, Festivals
and Attractions



Music, Art and Culture

Become a Year-Round Eventful City



2023 Key Accomplishments Anchor Strategy

Winter

- 8-year record for hotel occupancy in February (55%)
 - Chinook Blast – 400k attendees
 - Sports & Major Events Winter Boost

Summer

Calgary Stampede

- 2nd highest attendance - 1.38
- 10-day record for rooms sold
- TC activities drove:
 - \$775K in sales for Stampede
 - 187K referrals to partners



Anchor Strategy 2024

- Chinook Blast & Fanzone February
- Extended Stampede promotions
- Growing the Arts & Culture Anchor



Become a Year-Round Eventful City



2023 Key Accomplishments

62

Events
hosted

44

Events
serviced

\$130M+

Economic
impact



**NITRO
CROSS**



Become a Year-Round Eventful City



Sales Performance

- Record year for sales production
- 74 events secured for Calgary
- Projected EI : \$163,228,129

Room Night Production:

2016	2017	2018	2019	2021	2022	2023
43,239	41,501	35,131	30,374	56,853	79,697	120,919

Investments:

2021 - \$4.4 Million

2022 - \$5.4 Million

2023 - \$5.7 Million

Become a Year-Round Eventful City



2023 Key Event Wins



THE SPIRIT
STRONG • BRAVE • TRUE





2024 – Calendar - Fan Zone February

To support the growing momentum of Chinook Blast, the Sport & Major Events team have secured dynamic line up of events in February to make Calgary an even more eventful destination.

- Nitrocross
- FIS Snow Rodeo (Freestyle Skiing & Snowboard)
- Scotties Tournament of Hearts
- Speed Skating World Championship
- Special Olympics Winter Games

Become a Year-Round Eventful City



Special Olympics Canada Winter Games

- Submitted bid in late January of 2022
- Won event late June of 2022 – 20 months to plan and organize
- Tourism Calgary owned the budget / organizing responsibility
- 3 Guiding Principles
- New model of execution developed
- 7 Full Time / 1,400+ Volunteers / 1,200+ Participants / 8 Sports
- 100+ Contracts
- \$3 Million+ raised to put on the Games / \$10+ Million in EI
- 57 Sponsors / Partners Secured
- Significant Legacy:
 - Training for 1,400+ Volunteers, Hotels, Venues
 - Goodwill Partnership
 - Accessibility audit for all venues
 - Education Program



Special Olympics Canada Winter Games
CALGARY 2024
Jeux d'hiver d'Olympiques spéciaux Canada

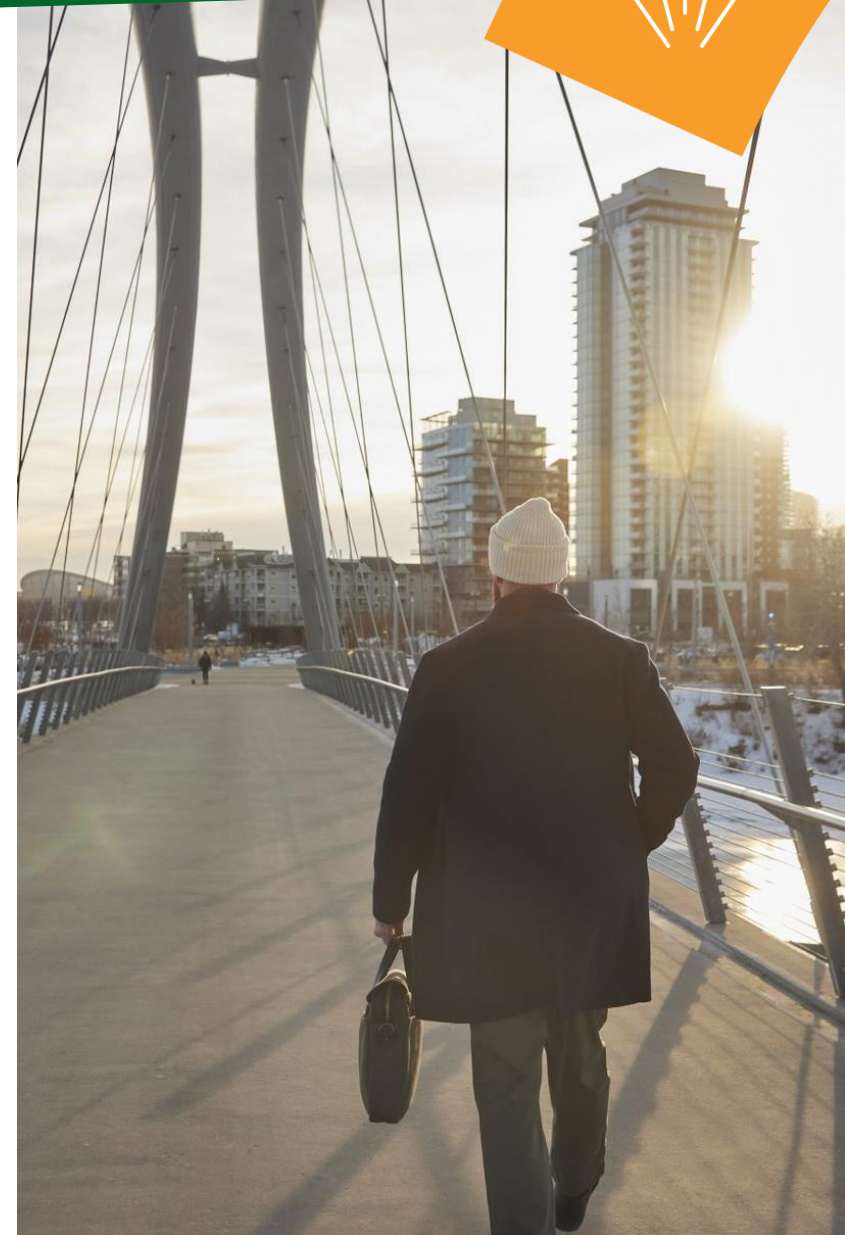


Become a Year-Round Eventful City



2024 Key Priorities

- Work with CSME to align committee strategy with Destination Strategy
- Maintain our competitive strengths:
 - Strong, stable sales team
 - Consistent client outreach and engagement
 - Flexible Calgary bid fund
 - Strong servicing model
 - Aligned market partners – City, Venues, Champions
 - Value of market
 - New Minister / Ministry



Become a Year-Round Eventful City



2024 Key Priorities

- Continue to diversify portfolio
 - Event mix that appeals to all Calgarians
 - Prospect events / activations that support culture
 - Secure events that support and inspire DEIA in sport
 - Enhance Indigenous relationships and involvement in events
- Build our international network to further diversify portfolio
- Participate in rollout of Alberta Sport acquisition strategy





Elevate Calgary to Be a Top Convention City

Objective: Showcase Calgary as a world-class destination where event planners want to do business and delegates want to visit – and stay longer to explore.



Elevate Calgary to Be a Top Convention City



2023 Key Accomplishments

108

Events
hosted

63

Events
serviced

\$95M+

Economic
impact



International
Conference
on Environmental
Systems

Elevate Calgary to Be a Top Convention City



2023 Sales Performance

- Record year for sales production

	2019	2021	2022	2023 Goal	2023 Actual
Rooms	42,724	31,760	80,707	85,000	93,969
Qualified Leads	204	146	250	260	365
Events	58	55	95	85	151
City-Wides*	5	3	5	7	6
Economic Impact	N/A	N/A	\$106 M	N/A	\$139.5 M

* A City Wide event is a minimum 600 hotel rooms on peak night

Elevate Calgary to Be a Top Convention City



2023 Wins

2023
Western
Apiculture Society

2024
GHGT – 17
Greenhouse Gas
Conference

2025
Canadian Women in
Medicine

2026
World Geothermal
Congress

2027
American
Biological Safety
Association

2028
Canadian Housing
and Renewal
Association

Elevate Calgary to Be a Top Convention City



2024 Event Line Up

- 88 Events on the Books

2024
First Nations
Health Managers
Association

2024
Federation of
Canadian
Municipalities

2024
Pet Value
Canada

2024
Association of Zoos
and Aquariums

2024
Royal LePage
Canada

**BMO City
Wides -
September**

Elevate Calgary to Be a Top Convention City



2024 Key Priorities

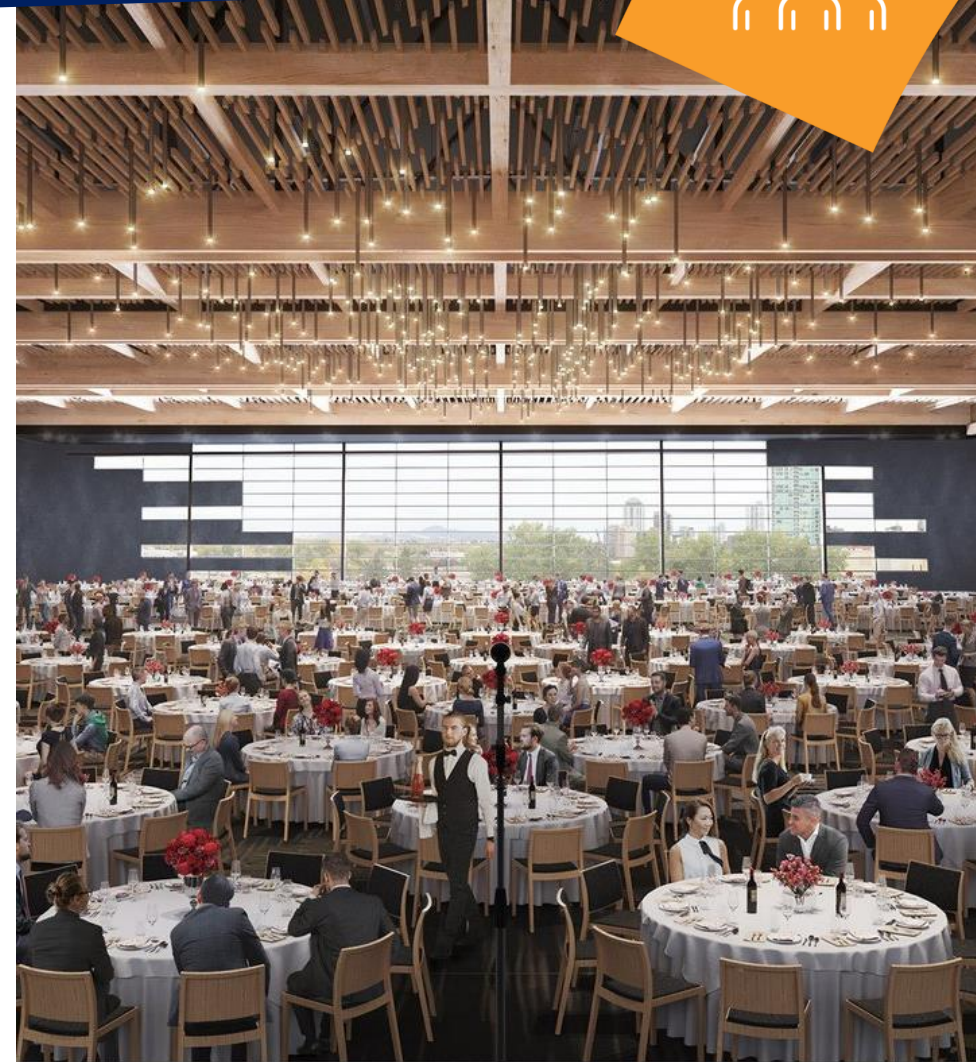
- Leverage opening of BMO Convention Centre
 - Telling the story of Calgary's increased hosting capacity
 - Focus on increasing program size
- Bring more decision makers to Calgary by growing from 1 to 3 Familiarization Tours
 - Winter – Calgary on Ice
 - BMO Opening
 - September – Sites & Bites
- Enhance Calgary presence at the two largest industry trade shows
 - PCMA Convening Leaders
 - IMEX Las Vegas

Elevate Calgary to Be a Top Convention City



2024 Key Priorities

- Grow and leverage partnerships to extend reach and generate leads
 - BMO, CTCC investing in partnerships & marketing
 - Banff Lake Louise partnering on USA sellers and marketing
 - Increasing partner buy-in opportunities from 11 to 16
- Develop and roll out Champions Program
 - Proactive engagement
 - Local Leads
 - Sector Awareness
- Leverage increased investment in Meetings & Conventions to continue growth





Build Community & Collaboration

Objective: Lead Calgary's visitor economy by bringing together industry partners and the broader community, strengthening alignment and collaboration to improve the destination and raise Calgary's profile as a destination of choice.





Destination Experience & Services

tourism
calgary

The friendliest cities in the world: 2023 Readers' Choice Awards

You won't receive a more welcoming reception than these, the friendliest cities on the planet, as voted for by you.

BY CONDÉ NAST TRAVELLER - 3 October 2023



1. Calgary, Canada. Score 97.86

Don't let the endless swath of prairie out the airplane window trick you. Calgary may be flat, but it's just 60 miles from the Rocky Mountains, making it an adventurer's playground. Nature and urban living go hand in hand here. You can see mountains from practically everywhere, and outdoor wonderlands like Lake Louise and Banff National Park are just a couple of hours away. Meanwhile, the understated city has great steak restaurants, independent boutiques and a welcoming multi-cultural community.

Elevate Calgary to Be a Top Convention City



Event Services: a competitive advantage

- Connecting clients to local suppliers i.e., restaurants, venues, local entertainment, transportation suppliers
- VIP meet and greet services at YYC
- Welcome pageantry at hotels and around the city
- Custom microsites, collateral and social media to help event planners promote Calgary
- Locally made gifts, attendance building
- White hat ceremonies and more!



Elevate Calgary to Be a Top Convention City

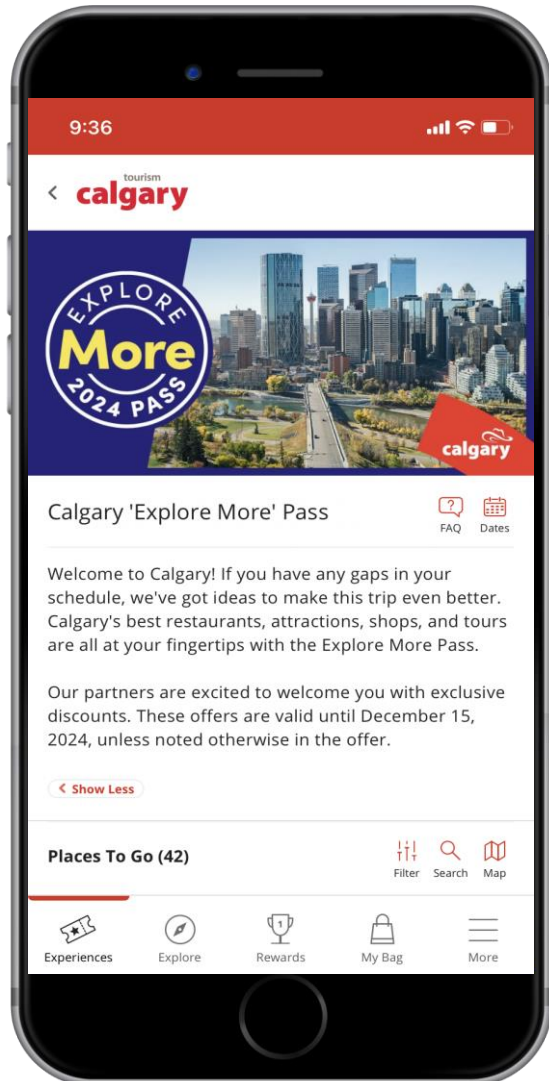


2023 Events Services Activity

- **63** meetings and conventions
- **44** sport, culture and major events
- Coordinated logistics for over **78** site visits plus two FAM tours
- Industry has been delivering the **'WOW'**
- **100%** satisfaction score



Elevate Calgary to Be a Top Convention City



Delegates & Event Participants Deals Pass **(NEW)**

- **'Show your Badge'** in a digital format
- **50+ partners** including attractions, activities, restaurants, shopping, tours, and wellness

Become a Year-Round Eventful City



2023 Highlights | Visitor Servicing

5,500+ conversations with visitors & locals

15,000+ referrals made to industry partners

Cal the ChatBot is here to help you discover the best of Calgary and answer common questions!



Build Community & Collaboration



Calgary
Attractions
Pass

2023

Calgary Attractions Pass

- Ranked as one of the **top five** performing tourism passes in North America!
- **13,627** sign-ups local Calgarians and visitors
- **23%** redemption rate
- Estimated **\$159,000** in visitor spend for participating attractions

Build Community & Collaboration



Building Destination Ambassadors

- **750** White Hat Academy graduates
- **1,424** Frontline Experience Pass enrollments
- **Taste the Neighbourhood** series



Build Community & Collaboration



61st annual Calgary White Hat Awards

- May 14
- 825 nominations
- Volunteer casting call
- Visitcalgary.com/whitehat

Thank you



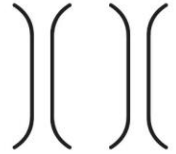
Presenting partner



AIR CANADA



AIR CANADA



HUDSON



KOREAN
KITCHEN

