

Calgary

Ultimate Host City

Calgarians are ultimate hosts, and as the city's official destination marketing and development organization, Tourism Calgary's aspiration is to make ours the Ultimate Host City.

In 2018, Tourism Calgary achieved success as defined by its stakeholder community and actualized benefits for visitors and Calgarians by **marketing** the city locally, nationally and internationally and **advocating** for its ongoing development as a destination.

The organization was also instrumental in **hosting** and attracting events and visitors and **activating** the city by fostering shareable, memorable experiences.

These efforts resulted in the industry seeing continuous year-over-year growth, with December 2018 marking the 19th consecutive month of increased hotel room demand.

Keep your boarding passes safe and enjoy your journey through Tourism Calgary's key activities and performance from 2018.



STOP 01

STOP 02

STOP 03

- STOP (

- STOP 05



Industry



Marketers



Advocates



Hosts



Activators

TOURISM DIVERSIFIES CALGARY'S ECONOMY



Tourism diversifies Calgary's economy

Guided by Calgary's Destination Strategy, Tourism Calgary works alongside partners and stakeholders to develop the destination for the benefit of visitors and Calgarians. This translates to a robust visitor economy, pride of place for residents and a sought-after destination for visitors.





\$2 billion* injected in Calgary's economy through visitor spending**



A record **17,343,402** passengers through YYC Calgary International Airport

*Estimates subject to change as new information becomes available

SUMMARY

BOARDING PASS

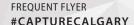
2018 Annual Report

7,788,192* total visits to Calgary**

\$2 billion*

in visitor spending contributed to Calgary's economy**

17,343,402 passengers through YYC Calgary International Airport (up 7% over 2017)



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^{**} Forecast by Conference Board of Canada

TOURISM ADVANCES CALGARY'S DESTINATION BRAND





Marketers



BOARDING PASS / 2018 Annual Report



Tourism advances Calgary's destination brand

Driven by research, Tourism Calgary's local, national and international marketing is nimble, bold and creative; increasing the likelihood that travellers will visit Calgary within two years.



2,247,365 visits to newly launched visitcalgary.com



1,169,605 social media engagements



28 million earned media impressions



Alberta Bound campaign used hyper-targeted digital advertising to influence potential travellers to add Calgary to their itineraries, resulting in **16,876** room nights and over \$2 million in revenue (ROI of 4.18:1)*



Phase two of the Brand Evolution Project completed; ideation workshops hosted for 200+ partners & local influencers resulting in a new destination brand model



37 Things-to-Do co-op marketing campaign partners supported through \$303,415 of investment

*Calculated using revenue, not profit.

SUMMARY

BOARDING PASS

2018 Annual Report

28% of Canadians plan to visit Calgary within the next two years

2,247,365 site visits (down 4% over 2017)

1,169,605 social media engagements (up 7% over 2017)

28 million earned media impressions (up 7% over 2017)

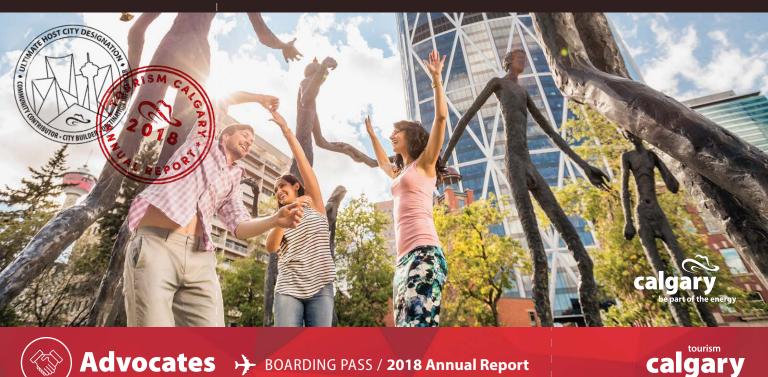








TOURISM ENHANCES CALGARIANS' QUALITY OF LIFE



Tourism enhances Calgarians' quality of life

Tourism Calgary advocates for the industry and destination by working with stakeholders and partners to accomplish the city's collective goals and actualize benefits for visitors and Calgarians through Calgary's Destination Strategy.

Advocates >> BOARDING PASS / 2018 Annual Report



A record 719 industry partners



28 public advocacy positions undertaken to support the success of Calgary's **Destination Strategy**



23 organizations earned the Ultimate Host City Designation in its inaugural year



Supported by 83% of stakeholders, the Ultimate Host 2026 campaign provided information about Calgary's potential bid for the 2026 Olympic and Paralympic Winter Games

SUMMARY

BOARDING PASS

2018 Annual Report

90% of stakeholders believe Tourism Calgary is an effective champion for industry

10 Destination Strategy initiatives advanced in 2018

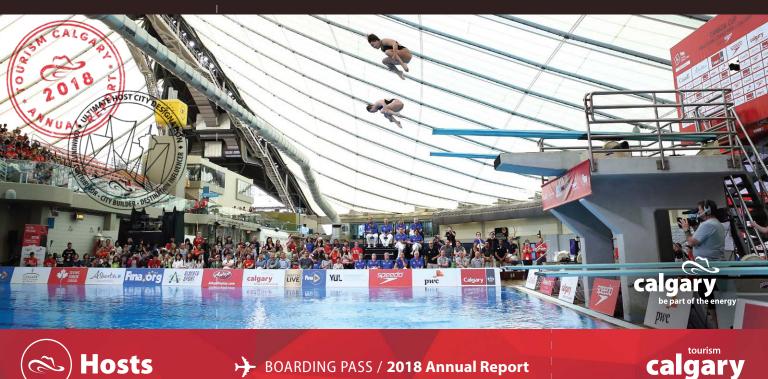
719 industry partners (up 16% over 2017)







TOURISM BUILDS CALGARY'S SHAREABLE EXPERIENCES



Tourism builds Calgary's shareable experiences

Tourism Calgary attracts and supports events that build Calgary's brand, enrich the city's vibrancy, contribute to the economy, support hosting infrastructure and attract visitors.



A record **89** events supported including two first time major events: FINA Diving Grand Prix + ATP National Bank Challenger



\$108 million in economic impact generated through Tourism Calgarysupported events



58 future events secured including the 2019 Canadian Country Music Awards and Week and 2019 Grey Cup Championship and Festival



Calgary Sport + Major Events committee formed



28 travel trade familiarization trips hosted



Hosted GoMedia Canada, which garnered 49,000+ social media engagements, 18 million+ Twitter impressions and landed Calgary on New York Times' Top 52 Places to Go in 2019 list

SUMMARY

BOARDING PASS

2018 Annual Report

89 events supported in 2018 (up 7% over 2017)

315,526 attendees at Tourism Calgary-supported events

58 future events secured

30 travel trade joint marketing agreement signed with international tour operators



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TOURISM INVIGORATES CALGARY'S COMMUNITY SPIRIT







Activators >> BOARDING PASS / 2018 Annual Report



Tourism invigorates Calgary's community spirit

As ultimate hosts, Tourism Calgary fosters a destination that is welcoming, innovative and experience-rich by providing the tourism industry with training, destination knowledge enhancement and real-time support tools.



A record 1,202,019 referrals to industry partners including:

1,132,937* digital referrals

46,646 face-to-face referrals (down 22% over 2017)



3,900 active frontline ambassadors engaged through Tourism Calgary's Where Weekly Newsletter and Frontline Experience Pass programs



A record **902** Calgary White Hat Award nominees

*New measurement established in 2018

SUMMARY

BOARDING PASS

2018 Annual Report

85% of Calgarians believe tourism is an important contributor to Calgary's economy and quality of life

66% of Canadians and 84% of Calgarians believe Calgary offers shareable experiences

1,202,019* partner referrals



