



tourism  
**calgary**

2018 Annual Report



# 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.



# TOURISM DIVERSIFIES CALGARY'S ECONOMY



## Industry



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## 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.



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



**\$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*

*\*\* Forecast by Conference Board of Canada*

## SUMMARY

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**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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# TOURISM ADVANCES CALGARY'S DESTINATION BRAND



## Marketers



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## 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.

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**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)

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# TOURISM ENHANCES CALGARIANS' QUALITY OF LIFE



## Advocates



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## 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.



A record  
**719** industry  
partners



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



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



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

## SUMMARY

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**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)

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# TOURISM BUILDS CALGARY'S SHAREABLE EXPERIENCES



## Hosts



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## 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 Calgary-supported 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



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



**28** travel trade familiarization trips hosted

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**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



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## 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

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**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

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