



tourism
calgary

Destination Report

Q2 | 2019

Q2 2019 highlights

Throughout Q2, Tourism Calgary implemented several key initiatives that support the achievement of short-, medium- and long-term objectives outlined in Calgary's Destination Strategy.

To encourage international media and influencers to visit Calgary, Tourism Calgary and Travel Alberta initiated the Creator House partnership. "This marketing initiative provides content creators with the freedom and flexibility explore – and share – our city's unique offerings with local, national and international audiences," said Jeff Hessel, Senior Vice President, Marketing.

At the Annual General Meeting in May, Tourism Calgary and Travel Alberta announced that the SHiFT experiential travel training program is coming to Calgary March 9 – 12, 2020. This program will support the development and marketing of year-round, export-ready experiences that support Calgary's visitor economy.

Tourism Calgary supported 18 events in Q2, which generated over \$12.6 million in economic impact. Calgary was also confirmed as the host city for 13 future events including the 2020 Golf Canada – Canadian Men's Amateur Championship - one of the longest running golf tournaments in the world.

Also in Q2, Tourism Calgary proudly launched the fourth edition of the Calgary Frontline Experience Pass. "Visitors rely on recommendations from those who have experienced the destination first-hand," said Shelley Zucht-Shorter, Vice President, In-Destination & Event Services. "This learning tool ensures members of Calgary's tourism industry are well informed about, have personally experienced and can recommend key Calgary attractions, restaurants and tours."

Hotel room demand moderated in Q2, with rooms sold growing by 0.6 per cent over Q2 2018. However, records were set for rooms sold in the months of May and June, with June marking the seventh consecutive month of year-over-year growth. Year-to-date, four new hotel properties have opened, increasing room supply by 6.6 per cent.

More details about Tourism Calgary's quarterly activities and performance can be found in this report.





Marketers

Generating quality engagement with high intent travellers

Visitors are inundated with messages and offers designed to influence their travel decisions. To ensure Tourism Calgary’s content breaks through the noise, 2019 marketing efforts are focused on generating quality engagements with “high intent travellers” – visitors who have demonstrated a strong interest in Calgary, but who may not be aware of the city’s unique offerings. In Q2, Tourism Calgary engaged this market segment by sharing a variety of content pieces, paid advertisements and influencer and media stories, then by optimizing programs to re-deliver this content to look-alike audiences.

How is quality measured?

To support Tourism Calgary’s efforts to build quality engagement and influence intent to visit, new performance targets were established for 2019. Examples of new measures include:

Measure	Description	Metrics
Content consumption	Potential visitors spending time engaging with owned content about Calgary	- Minutes on visitcalgary.com - Page scroll (> 75% of page consumed) - Completed video views
PR attribution	Potential visitors consuming earned media about Calgary, then demonstrating an interest in visiting	- Articles about Calgary consumed by region* - Searches for Calgary/Alberta on Online Travel Agency websites directly linked to articles about Calgary* *Measured using TrendKite
Paid media	Potential visitors interacting with advertisements about Calgary	- Facebook relevancy score - Completed video views - Clickthroughs to linked partner websites - Page scroll (>75% of story consumed)

Key marketing initiatives in Q2

Destination brand creative platform

In collaboration with Evans Hunt, Tourism Calgary completed initial concepts for the consumer-focused destination brand creative platform. Stone-Olafson was then engaged to support with qualitative testing of the concepts in Toronto and Regina, which was completed in June. Feedback-based concept refinements, final testing and a soft launch with consumers and partners are planned for Q3 2019.

Creator House partnership

To encourage visitation from international media and influencers, Tourism Calgary collaborated with Travel Alberta, Hecktic Media Inc. and the Residence Inn Marriott Downtown Beltline to develop a new marketing initiative called Creator House. Running from Aug. 6 to Oct. 9, Creator House will serve as a basecamp for over 17 Canada, United States and United Kingdom-based social media content creators, providing them with the freedom and flexibility to explore – and share – Calgary’s unique offerings.

2019 Things-to-Do co-op marketing campaign launch

The restructured Things-to-Do co-op marketing campaign was launched in Q2, with refined creative and media programming provided by Evans Hunt and Vovia, respectively. This year’s program incorporates all Calgary Hotel Association quadrants and over 35 Tourism Calgary partners, with 95 per cent of the 2019 partner investment target being generated by the end of Q2 and advertising performance pacing on target to meet or exceed 2018 outcomes.

Ancillary website development

Following the redesign of visitcalgary.com, Tourism Calgary continued with its phased approach by initiating the redesign of its ancillary industry; media relations; sport, culture and major events; and travel trade websites. In Q2, the overarching digital strategy for these websites was finalized, and work began on the technical build. The launch for all ancillary websites is currently scheduled for Q3.



How success will be measured

- Grow Canadian travellers’ intent to visit Calgary to 31 per cent from 28 per cent by 2020.
**Baseline developed in 2018 with 28 per cent of Canadians planning to visit Calgary in the next two years.*



Key activities

- Destination brand creative platform development;
- Creator House partnership with Travel Alberta, Hecktic Media Inc. and the Residence Inn Marriott Downtown Beltline;
- 2019 Things-to-Do co-op marketing campaign launch;
- Ancillary website strategy development and technical build;
- Attended Rendezvous Canada and supported inaugural flight and sales missions in France and Ireland in partnership with WestJet.



Performance

- >240 million earned media impressions garnered - +10,000 per cent over Q2, 2018;
- 95 per cent of total 2019 target Things-to-Do co-op marketing campaign investment achieved;
- Marketing campaigns generated over 9,000 room nights in Q2.



Advocates

Advocacy

Annual reporting to City Council

Tourism Calgary met with members of City Council and presented an annual update to the Standing Policy Committee in May. Presentation highlights included an overview of key organizational activities and performance from 2018, and strategic initiatives underway in 2019.

Postmedia editorial board

In early May, Tourism Calgary met with the Postmedia editorial board to discuss how the organization is marketing the city in new ways, advocating for major projects like the Rivers District and new event centre and equipping industry members with the tools and resources they need to be ultimate hosts. This resulted in a [full article](#) about Tourism Calgary's efforts, which was published on May 15.

Advocacy positions

In Q2, Tourism Calgary undertook five public advocacy positions, which included supporting the proposed development of a new event centre in the heart of the Rivers District and supporting Alberta's tourism industry through education and awareness initiatives for the new United Conservative Party Government. Additionally, Tourism Calgary supported Calgary Municipal Land Corporation with the relocation of an event and festival tent to the Enoch site.

Stakeholder engagement

Meetings & Conventions Calgary integration

Tourism Calgary continued to work with Meetings & Conventions Calgary (MCC), the Calgary Hotel Association and the Calgary TELUS Convention centre on the integration of MCC with Tourism Calgary. Stakeholder sessions were hosted to determine immediate and longer term market expectations for the MCC team, with results being used to support the development of the mandate for MCC and the 2020 business plan. Further stakeholder engagement will be initiated once work begins on the long-term strategic mandate of the business.

Tourism Week 2019

Tourism Week ran from May 26 through June 2, and Tourism Calgary used the opportunity to emphasize the significant impact of Calgary's tourism industry and highlight key initiatives that support Calgary's growing reputation as the ultimate host city. The campaign included daily updates shared through Tourism Calgary's [LinkedIn page](#) and through dedicated Tourism Week emails to partner and stakeholder.

Tourism Calgary's Annual General Meeting

Coinciding with Tourism Week, Tourism Calgary's Annual General Meeting was hosted on May 28 at the Westin Calgary Airport. Highlights from the meeting included the unveiling of the [2018 annual report](#) and a joint announcement from Tourism Calgary and Travel Alberta that Calgary will benefit from the [SHiFT experiential travel training program](#). Dr. David Finch of Mount Royal University gave the keynote address, which inspired members of Calgary's tourism industry to engage in collaborative partnerships that foster innovation and mutually-beneficial growth opportunities.

Partnership

Tourism Calgary's partnership base grew to 730 organizations, with 36 new businesses joining in Q2. To educate businesses about Tourism Calgary and the benefits associated with their partnership, a partner orientation session was hosted on May 2. Members of the Tourism Calgary team also met face-to-face with 20 businesses in the communities of Victoria Park, East Village and Inglewood in late May as part of a partnership blitz designed to strengthen inter-organizational relationships.



How success will be measured

- 93 per cent of stakeholders believe Tourism Calgary is an effective champion for industry – up three per cent over 2018;
- 15 Destination Strategy initiatives advanced or completed by 2020:
 - Total: One initiative advanced or completed in 2019;
 - Q2: One initiative advanced or completed.



Key activities

- Public advocacy positions:
 - Total: 10 positions undertaken in 2019;
 - Q2: Five positions undertaken.
- Proactive and reactive media and public relations related to: Country Music Week 2019 and the 2019 CCMA Awards, Calgary White Hat Awards, Tourism Week and tourism industry awareness.



Performance

- Two organizations earned the Ultimate Host City Designation in Q2;
- Tourism Calgary partners:
 - 730 partners;
 - Total: 86 new partners in 2019;
 - Q2: 36 new partners joined.



Hosts

Supported events

Sport, culture & major events

The Q2 event calendar started off strong, with the FINA Diving Grand Prix returning to Calgary for the second consecutive year and with Calgary hosting national water polo, gymnastics and karate events. Tourism Calgary supported 18 events in Q2, which attracted more than 16,000 attendees, garnered over 4,800 room nights and contributed \$12,665,000* in economic impact. Some hosting highlights included:

*Economic impact is determined using the Destination International Event Impact Calculator.

FINA Diving Grand Prix – Canada Cup – April 4-7

Over 130 top divers from around the world assembled at Repsol Sport Centre to compete at the 2019 Canada Cup. Not only did this event showcase Calgary's ability to host high-level aquatics events, it generated more than \$1.4 million in economic impact.

Gymnastics Canada – TG Elite Canada – May 2-5

Hosted at the Genesis Centre, this event brought 250 of Canada's best national level and high-performance junior and senior trampoline gymnasts to Calgary. This event generated more than \$1.3 million in economic impact.

Water Polo Canada - National Finals – May 23-26

Calgary hosted five national water polo events in 2019 culminating in the U16 and U19 National Finals at Repsol Sport Centre. This event generated more than \$1.2 million in economic impact.

CANIMEX Canadian Music Competition – June 13-30

Over 300 of Canada's top young musicians competed at the CANIMEX Canadian Music competition, which was hosted at the University of Calgary's Rozsa Centre. The competition lasted two weeks, with the musicians staying in Calgary intermittently and generating over \$240,000 in economic impact.

Travel trade familiarization tours

Eleven travel trade familiarization tours took place in Q2, with over 530 tour operator and travel agent representatives from Australia, Canada, China, France, Germany, Japan, Mexico, the Netherlands, the United Kingdom and the United States experiencing Calgary's hospitality, attractions, accommodations and restaurants.

Attracted events

In Q2, Calgary was confirmed as the host city for 13 events, resulting in an additional 6,548 future hotel room nights contracted. Future events secured in Q2 include the 2020 Golf Canada – Canadian Men’s Amateur Championship, 2020 ISU Long Track World Cup, 2019 World Powerlifting Championship and 100% RAW World Championships, 2020 FIS Freestyle Ski and Snowboard Halfpipe World Cups, 2020 FIS Slopestyle Ski & Snowboard World Cups and more.

2020 Golf Canada - Canadian Men’s Amateur Championship

In partnership with the Glencoe Golf & Country Club, Tourism Calgary won the bid to host the 2020 Golf Canada - Canadian Men’s Amateur Championship – one of the longest-running golf tournaments in the world. This event will be hosted in Calgary for the third time in early August of 2020, providing a unique opportunity to elevate Calgary’s reputation as the ultimate host city and build our destination golf story.



How success will be measured

- Grow the number of Tourism Calgary-supported events to 75 from 68 by 2020;
- Achieve incremental growth in attendees at Tourism Calgary-supported events by three per cent, annually*.

** Baseline developed in 2018 with 315,526 attendees at Tourism Calgary-supported events.*



Key activities

- Attended the Alberta Sport Leadership Conference and Sport Tourism Day in Edmonton where targeted appointments were conducted with provincial event rights holders;
- Coordinated and attended a sales mission in Ottawa where meetings were conducted with key national sport organizations to review active bids and to further assess prospective events.



Performance

- 43 events supported in 2019 - 18 in Q2;
- 49,082 attendees hosted at supported events in 2019 – 16,124 in Q2;
- 13,045 room nights contracted in 2019 – 4,873 in Q2;
- \$30,281,297 in economic impact generated through supported events in 2019 - \$12,665,000 in Q2;
- 8,217 room nights contracted for future events – 6,548 in Q2;
- Hosted 16 travel trade familiarization trips in 2019 – 11 in Q2.



Activators

Visitor services

Visitor inquiries and the #askmeyyc roaming team

Tourism Calgary offers year-round, in-person visitor counselling services through its corporate office. In Q2, Tourism Calgary staff and volunteers counselled 590 visitors and Calgarians, leading to 2,234 face-to-face industry partner referrals.

In May, members of the #askmeyyc roaming team undertook an extensive 10-day training program designed to develop their knowledge of Calgary and area. On the Victoria Day long weekend, the roaming team program launched, with the team operating out of the base of the Calgary Tower and at key events around the city. In the first six weeks of operation, the team engaged with over 5,300 visitors and provided over 10,600 face-to-face industry partner referrals.

Frontline ambassador development

White Hat Academy

Since launching in early 2019, the White Hat Academy continues to be well received by members of Calgary's tourism industry, with over 470 individuals enrolling in the program and over 360 graduates earning their certification in Q2. This first-of-its-kind, multi-level learning program leverages online courses and experiential learning to provide visitor-facing members of Calgary's growing tourism industry with the knowledge, tools and resources they need to be ultimate hosts. To date, participation in the White Hat Academy has far exceeded initial targets and the program has achieved a 96 per cent overall user satisfaction rating.

2019 Frontline Experience Pass

The 2019 Frontline Experience Pass launched in mid-April, providing over 4,800 ambassadors with the opportunity to personally experience key Calgary attractions, tours and restaurants. This valuable learning tool ensures visitor-facing staff and volunteers have the information they need to provide tailored industry partner referrals. Full program results will be reported in Q3.

A special thanks to this year's partners: Alberta Food Tours; Anju; Archery Games Calgary; BATL – The Backyard Axe Throwing League; B-LINE Indoor Bike Park; Bow Habitat Station; Burwood Distillery; Calaway Park; Calgary River Experience; Calgary Tower; CalgaryWalks & Bus Tours; Calgary Zoo; Canada's Sports Hall of Fame; Capture the Flag; Clive Burger; Dandy Brewing Company; Double Zero Pizza; Eau Claire Distillery; Fiasco Gelato; Fort Calgary; Glenbow Muesum; Goro + Gun; Hangar Flight Museum; Heritage Park Historical Village; Loughheed House; Military Museums; Paddle Station; Prairie Sprinter; Ricardo's Hideaway;

River Valley Adventure Co.; Skyline Luge; Studio Bell, home of the National Music Centre; TELUS Spark; Tool Shed; Urban Pedal Tours; WinSport; and Yamnuska Wolfdog Sanctuary.

57th annual Calgary White Hat Awards

On May 16, Tourism Calgary hosted the 56th annual Calgary White Hat Awards at the Southern Alberta Jubilee Auditorium. Over 1,500 tourism industry professionals attended and cheered on the nominees, finalists and winners in 20 categories.

Thank you to the 38 event sponsors for their ongoing support of this iconic program. Special thanks to the presenting sponsor, Global Calgary/Global News Radio 770 CHQR and platinum sponsor, the Calgary Hotel Association.



How success will be measured

- Increase the proportion of Calgarians who believe tourism is an important contributor to Calgary's economy and to quality of life*;
**Baseline developed in 2018 with 85 per cent of Calgarians believing tourism is an important contributor to Calgary's economy and to quality of life.*
- Increase the proportion of Canadians and Calgarians who believe Calgary offers shareable experiences*;
**Baseline developed in 2018 with 66 per cent of Canadians and 84 per cent of Calgarians believing Calgary offers shareable experiences.*



Key activities

- #askmeyyc roaming team launched for the fourth year;
- 2019 Frontline Experience Pass launched and distributed to over 4,800 members of Calgary's tourism industry.



Performance

- Increase visitor spending by two per cent annually**;
- Grow face-to-face partner referrals through the #askmeyyc roaming team, corporate office and event consultations:
 - Total: 14,131 face-to-face partner referrals;
 - Q2: 12,919 face-to-face partner referrals.
- White Hat Academy graduates:
 - Total: 443 graduates and 714 registrants since launch in March 2019;
 - Q2: 364 graduates and 470 registrants.

*** The baseline for this measure will be calculated in 2019.*

Q2 | Tourism Calgary Marketing Performance

Key performance indicator:

- Grow Canadian travellers' intent to visit Calgary to 31% from 28% by 2020
- Increase proportion of Canadians (66%) and Calgarians (84%) who believe Calgary offers shareable experiences

↑ Indicates on or above quarter target

↓ Indicates below quarter target

Awareness

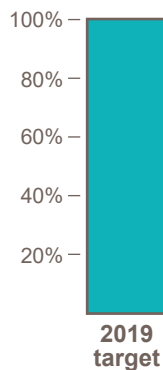
2019 target includes website visits, earned media impressions, social media engagements and digital connections.

Proof Tourism Calgary is sharing stories about Calgary:

↑ **240M+**
earned media impressions

↑ **698,502**
visits to visitcalgary.com

↑ **253,182**
social media engagements



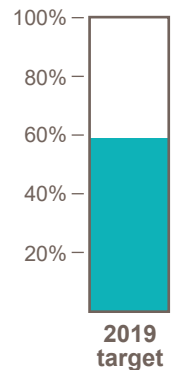
Consideration and planning

2019 target includes average number of web pages viewed per visit and digital inquiries.

Proof Tourism Calgary is growing knowledge of Calgary's offerings and influencing bookings:

↓ **1.43**
average number of web pages viewed per visit

↓ **54,352**
digital inquiries
15% below Q2 target due to changes to TripAdvisor.



Baseline measures for impact of earned media efforts on trips booked to Calgary through online travel agencies will be established in 2019.

In-market

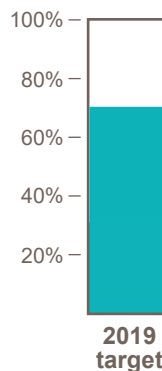
2019 target includes digital, social and in-person partner referrals; event attendance; experience pass distribution and marketing support revenue.

Proof Tourism Calgary is influencing in market exploration:

↑ **314,944**
digital partner referrals

↑ **12,924**
face-to-face partner referrals

↑ **\$291,080**
in marketing support revenue
Includes partner investment in Things-to-Do Co-op campaign, which is at 95% of 2019 target.



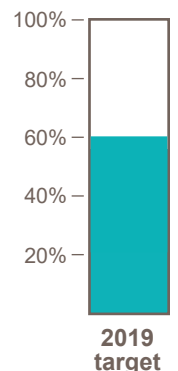
Consumer advocacy

2019 target includes social sentiment score and hashtag use.

Proof Tourism Calgary is increasing positive commentary about, and sharing of, Calgary:

↑ **49%**
positive social sentiment score
Considered healthy.

↓ **26,957**
hashtag uses
15% below Q2 target.



Baseline measures for positive online reviews and brand adoption will be established in 2019.

Baseline measures for economic impact of Tourism Calgary marketing efforts will be established in 2019.

Destination News

Calgary hotel performance

Hotel room demand moderated in Q2 2019, with rooms sold growing by 0.6 per cent over Q2 2018. Nonetheless, Calgary once again set record highs for rooms sold in the months of May and June. At the same time, room supply increased by 7.5 per cent in Q2 and has expanded by 6.6 per cent overall year-to-date through the opening of four new properties that added more than 900 rooms to Calgary's nightly inventory. The large increase in room supply during the first half of 2019 more than offset the gains in rooms sold causing occupancy to fall on a year-to-date basis, and placing downward pressure on room rates.

		YEAR-TO-DATE JUNE		
		2019	%Change	Difference
Calgary Overall	Occupancy Rate	56.0%	-4.0%	-2.4
	Rooms Sold	1,550,719	2.3%	35,476
	Room Supply	2,768,659	6.6%	172,575
	Daily Room Rate	\$140.17	-0.9%	-\$1.32
	RevPAR	\$78.48	-5.0%	-\$4.10
Downtown	Occupancy Rate	56.9%	-6.1%	-3.7
	Rooms Sold	488,669	2.8%	13,133
	Room Supply	858,641	9.4%	73,915
	Daily Room Rate	\$188.03	-0.6%	-\$1.21
	RevPAR	\$107.01	-6.7%	-\$7.67
Northeast	Occupancy Rate	55.6%	-2.5%	-1.4
	Rooms Sold	635,639	5.6%	33,614
	Room Supply	1,142,977	8.3%	87,113
	Daily Room Rate	\$113.21	-2.5%	-\$2.88
	RevPAR	\$62.94	-4.9%	-\$3.25
Northwest	Occupancy Rate	55.6%	-3.4%	-1.9
	Rooms Sold	139,911	-7.6%	-11,527
	Room Supply	251,771	-4.3%	-11,403
	Daily Room Rate	\$114.35	2.4%	\$2.68
	RevPAR	\$63.55	-1.1%	-\$0.73
South	Occupancy Rate	55.5%	-4.5%	-2.6
	Rooms Sold	286,185	0.0%	-64
	Room Supply	515,270	4.7%	22,950
	Daily Room Rate	\$128.23	-0.7%	-\$0.93
	RevPAR	\$71.09	-5.3%	-\$4.01

% change compared to previous year at the same time; Difference shows the raw change in value (in percentage points or dollars).

Source: Smith Travel Research, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Calgary Airport Authority passenger statistics

Passenger traffic through Calgary International Airport increased by 4.5 per cent in the first six months of 2019, with domestic traffic up 4.3 per cent, transborder (U.S.) traffic up 4.6 per cent and international passenger traffic up 5.4 per cent year-over-year. The double-digit growth in international arrivals in June 2019 is likely due in part to an increase in Canadians returning from overseas trips. According to Statistics Canada's international travel data for the prior month, the number of residents returning to Canada and arriving in Alberta was up 22.9 per cent over May 2018. June international travel data will be released in late August.

Overall, close to 8.6 million passengers moved through Calgary International Airport in the first half of 2019, on track for another record year.

Passenger Statistics by Sector						
	2017	% Change	2018	% Change	2019	% Change
Domestic						
Q1	2,502,221	-0.7%	2,610,413	4.3%	2,770,760	6.1%
April	881,597	5.3%	909,255	3.1%	941,421	3.5%
May	941,300	2.2%	1,006,792	7.0%	1,043,442	3.6%
June	990,286	2.4%	1,089,934	10.1%	1,102,225	1.1%
Q2	2,813,183	3.2%	3,005,981	6.9%	3,087,088	2.7%
Transborder						
Q1	761,534	3.4%	811,705	6.6%	853,721	5.2%
April	255,552	15.0%	277,444	8.6%	287,802	3.7%
May	243,660	8.2%	263,304	8.1%	269,013	2.2%
June	262,122	8.8%	288,223	10.0%	305,217	5.9%
Q2	761,334	10.6%	828,971	8.9%	862,032	4.0%
International						
Q1	485,002	7.7%	547,738	12.9%	556,154	1.5%
April	159,608	14.9%	167,937	5.2%	173,452	3.3%
May	113,557	1.7%	123,143	8.4%	133,036	8.0%
June	122,823	7.7%	126,282	2.8%	154,164	22.1%
Q2	395,988	8.6%	417,362	5.4%	460,652	10.4%
TOTAL – Q1	3,748,757	1.2%	3,969,856	5.9%	4,180,635	5.3%
TOTAL – Q2	3,970,505	5.1%	4,252,314	7.1%	4,409,772	3.7%
TOTAL – YTD	7,719,262	3.13%	8,222,170	6.51%	8,590,407	4.48%

Source: Calgary Airport Authority

Convention Sales

Q2 new lead activity

The “new lead activity report” provides a summary of new leads received in Q2, along with quarter and full-year-to-date (FYTD) comparisons with the previous year.

In Q2 2019, Meetings + Conventions Calgary (MCC) forwarded 46 leads representing 50,425 potential room nights compared to 31 leads representing 31,992 potential room nights in Q2 2018. Of the 46 new leads in Q2, three turned definite (1,152 room nights), 38 remained tentative (43,066 room nights) and five were lost (6,207 room nights).

TOTAL				
	Q2 2019	Q2 2018	FYTD 2019	FYTD 2018
Leads	46	32	91	77
Attendance	26,610	16,930	65,117	38,335
Room nights	50,425	31,992	127,733	68,818
Direct attendee spending	\$18,556,400	\$11,773,056	\$47,005,744	\$25,325,024

Q2 all lead activity – definite events

The “all leads activity report” summarizes all leads in the MCC pipeline with a status change that occurred within the quarter.

In Q2 2019, 10 events representing 6,280 room nights turned definite versus 12 events representing 6,242 definite room nights in Q2 2018.

DEFINITE EVENTS				
	Q2 2019	Q2 2018	FYTD 2019	FYTD 2018
Leads	10	12	24	21
Attendance	3,997	5,205	11,282	18,450
Room nights	6,280	6,242	18,692	13,892
Direct attendee spending	\$2,311,040	\$2,297,056	\$6,848,656	\$5,112,256

NOTE: Direct Attendee Spending is calculated from an estimate of the average daily spend per delegate per room night, and includes spending on all products/services while in Calgary attending a convention.