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tourism
calgary
2016 annual report

Industry



Marketing



#LoveYYC

In conjunction with Calgary Economic Development, Tourism Calgary developed and executed the #LoveYYC campaign, resulting in participation from over **200** partners.

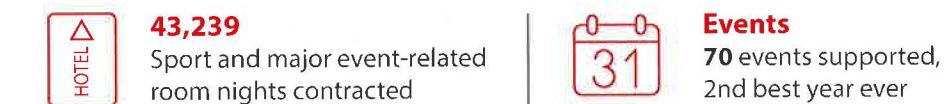


#LoveYYC resulted in visitcalgary.com's best day ever at **24,607 views**

Travel Trade and Product Development



Sport, Culture and Major Events



JUNO Awards Week

Totaled **\$6.3 million** in expenditures from out of town guests, artists, industry members and other attendees plus event organizer expenditures

- Supported **\$10 million** in economic activity in Alberta
- Contributed **\$9 million** in economic impact to Calgary
- **\$3.5 million** in wages and salaries in the province



Year of Music

With Studio Bell, home of the National Music Centre opening and Calgary hosting the JUNO Awards, Tourism Calgary initiated and led 2016 as the Year of Music in Calgary. Story-telling around this theme was aimed at creating awareness of Calgary's vibrant arts and culture scene, regionally and nationally to drive more visitors to local events, concerts and venues.



Over 105,000 page views to pushplaycalgary.com (Year of Music site)



16 Calgary music videos created with **over 2.1 million** views



The Things to Do regional program

Leveraged major events, seasons, life-moments and prime travel periods to promote timely, relevant, and useful information to travellers to motivate them to plan a trip, resulting in over **165,000** referrals to industry, up **163%** over 2016.



2,447,735
Record number visitcalgary.com website visits



475,294,270
Media impressions with a 7.3/10 quality score

Industry Relations



572,683

Referrals to industry partners – up **18.6%** from 2015



126

White Hat ceremonies hosted



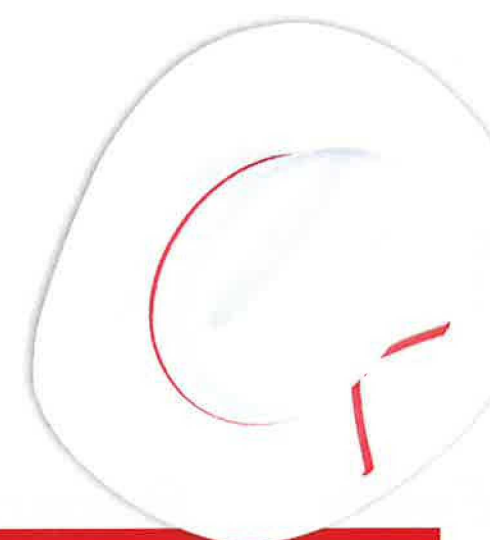
1,265

White Hats presented



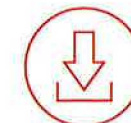
87%

Industry satisfaction



Tourism Calgary's mobile Wi-Fi-enabled kiosk pilot program brought counselling services into the community. This energetic new in-market strategy resulted in August visitor counsels up **138.9%** and industry referrals up **68.4%** over 2015.

Brand



Downloads

Tourism Calgary produced strong imagery and video to show Calgary's authenticity and personality, which have been downloaded **3,430 times**

Digital and Social Media



21%

2,447,735
visitcalgary.com visitation



60%

546,674
Digital referrals to industry



332%

785,108
Social media engagement

