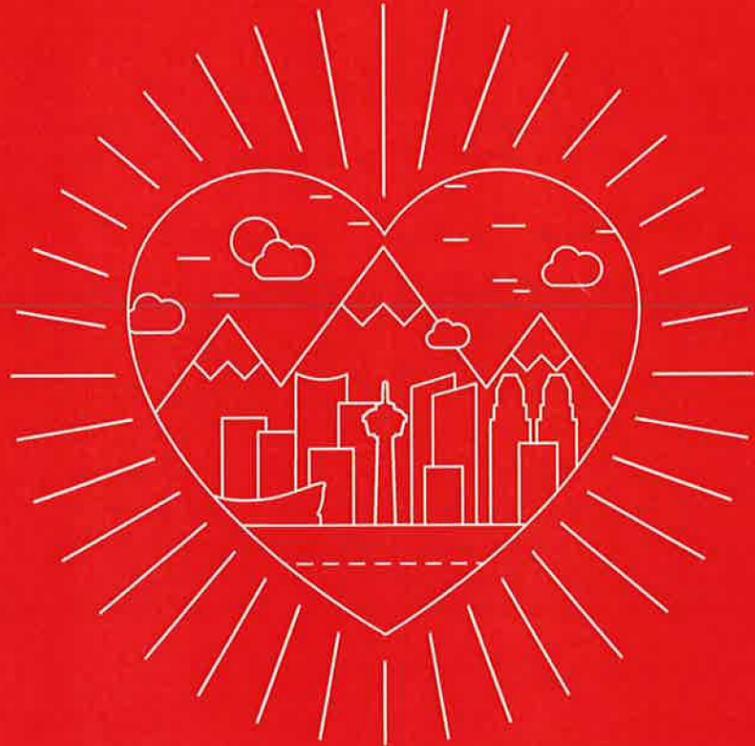


CITY OF CALGARY  
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2016 annual report

## 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**

## 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

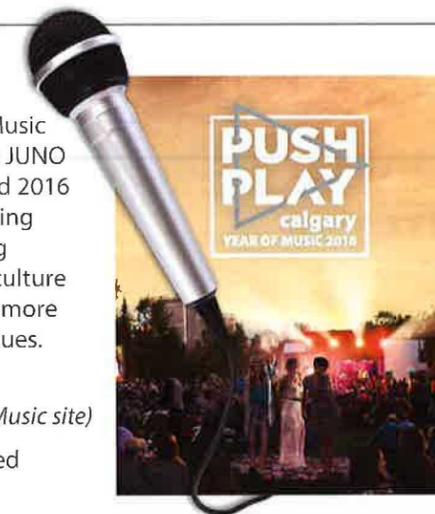
## Travel Trade and Product Development



## 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



## Sport, Culture and Major Events

- 43,239** Sport and major event-related room nights contracted
- Events**  
**70** events supported, 2nd best year ever

### 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



### 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.

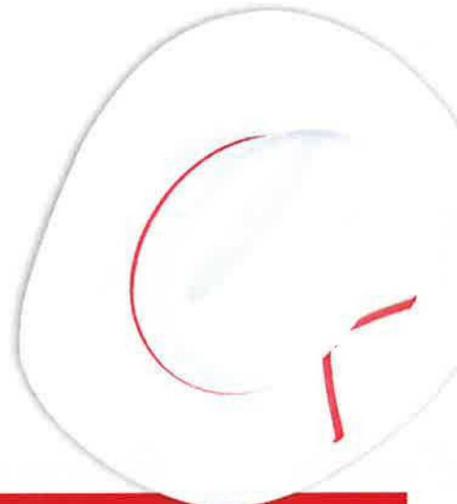
- 2,447,735** Record number visitcalgary.com website visits
- 475,294,270** Media impressions with a 7.3/10 quality score

## 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



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.

