

Calgary

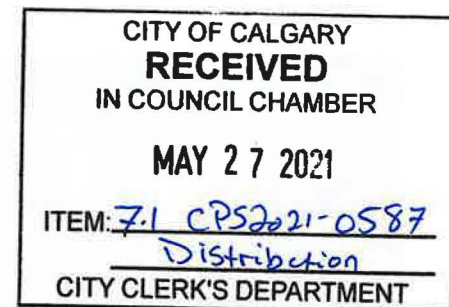


2020 Civic Partner Annual Report

Tourism Calgary



2020 Highlights and Results



Despite the challenges, ongoing collaboration with industry partners resulted in:

- Securing Calgary as **the host city for Curling Canada's 2021 event bubble, which generated \$13 million in economic impact** while driving safe business activity and keeping Calgary top-of-mind for future travel through extensive broadcast on TSN and Sportsnet.
- Working with our venue and hotel partners to **secure 55 meetings and conventions for future years**. Half of these programs represent new group business, while the other half are re-booked events originally scheduled for 2020 or 2021. About 45 per cent of business disrupted by the pandemic was re-booked for future dates, with others in the process of rescheduling.
- Influencing local spending through more than **440,000 referrals to industry partners** and through activating new initiatives like the digital #LoveYYC Deals Pass, which provided Calgarians with savings offers for local restaurants, attractions, hotels, tours and more.
- Worked with City of Calgary and other partners to prepare for the inaugural Chinook Blast.

2020 Performance Measures

- **95 per cent** of stakeholders believe Tourism Calgary is an effective champion for industry, up 2 percent over 2019.
- A record **780** industry partners, up 6.4 per cent over 2019.
- **440,000 referrals to industry partners** and through activating new initiatives like the digital #LoveYYC Deals Pass, which provided Calgarians with savings offers for local restaurants, attractions, hotels, tours and more.
- **\$764 million in visitor spend** (down 59% from 2019).

Current State: Impact of COVID-19

- With the severe impact of COVID-19 on tourism, visitor spending dropped an estimated 59 per cent from \$2.5 billion in 2019 to approximately \$764 million in 2020.
- As of mid-May, only 40% of Tourism Calgary's 850 partner organizations have re-opened.
- Since March 2020, Calgary hotels have lost over \$270 million in revenue, with downtown hotels alone having lost over \$140 million.

Thank you for your ongoing support of Calgary's tourism industry and the economic impact it generates through the businesses that deliver memorable experiences, and the thousands of Calgarians employed in our critical industry.

Questions?