

CIVIC PARTNER 2022 ANNUAL REPORT SNAPSHOT- TOURISM CALGARY-CONVENTION AND VISITORS BUREAU

TOURISM CALGARY-CONVENTION AND VISITORS BUREAU (TOURISM CALGARY)

Mission: Inspire more people to visit Calgary for memorable experiences that celebrate our community, culture, and people.

One Calgary Line of Service: Economic Development and Tourism

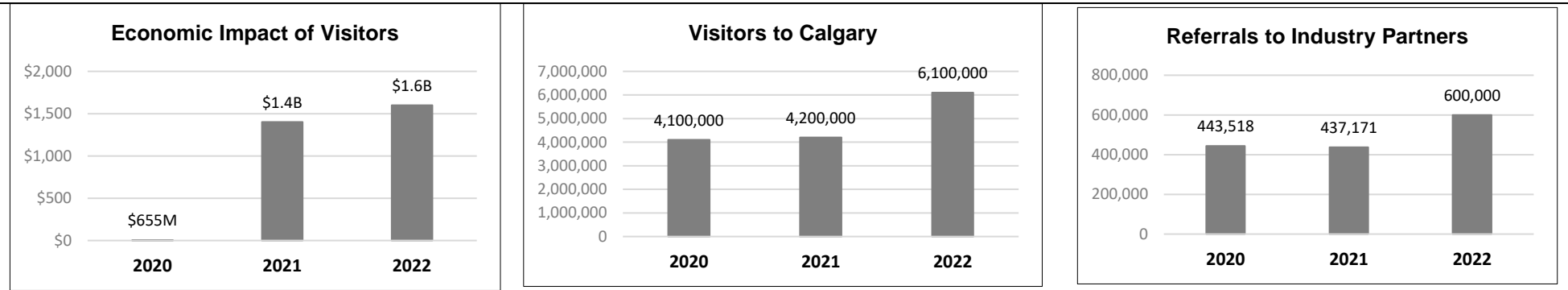
2022 City Investment

Operating Grant: \$2,850,673

One-time funds: \$300,000

Special Events Fund: \$3,966,000

2022 Results



The story behind the numbers

- COVID-19 has significantly impacted visitation numbers since 2020, but they are rising steadily in each year of the recovery.
- During COVID-19, efforts to attract and host events when other destinations were unable to and to attract regional and domestic visitors helped drive demand to partner businesses and contributed to an increased impact of visitor spending.
- Tourism Calgary supports partners by increasing the number of visitors to Calgary and driving demand to their businesses.

Addressing climate change

Committed to participating in the 2023 Global Destination Sustainability Index, a benchmarking system that ranks the sustainability performance of destinations. Includes close to 70 criteria focused on environment, social, supplier and destination management to ensure that member cities and regions become more regenerative, flourishing, and resilient places to visit, meet in and thrive in.

Advancing equity, diversity and inclusion; and racial equity

Continued to work with an internal diversity, equity and inclusion staff committee, reviewed and updated internal employee policies and hosted lunch and learns with staff to create safe spaces for difficult and sensitive conversations.



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Civic Partner Name: Tourism Calgary, Calgary Convention & Visitors Bureau

Legal Structure: Independent External Not-for-profit organization

Manage/operate a City-owned asset: No

1. What is your organization's guiding mission or mandate?

Mission: Inspire more people to visit Calgary for memorable experiences that celebrate our community, culture, and people.

Mandate:

As the official destination management organization for Calgary, the purpose of Tourism Calgary is to work closely with industry and community partners to drive demand to local member businesses, increasing the economic impact of the visitor economy in Calgary, while also considering the needs of the community and the environment. We:

- Promote Calgary as a destination of choice, marketing the city locally, nationally, and internationally.
- Steward Calgary's destination brand.
- Attract and host sport, cultural and major events and meetings and conventions.
- Advocate and support the ongoing development of Calgary as a destination, including its products and experiences.
- Connect with current and future visitors, providing the information they need to have a great experience in Calgary.

2. What top 3-5 key results did your organization achieve in 2022 that contributed to one or more of key City strategies or plans or [Citizen Priorities](#) (a prosperous city, a city of safe and inspiring neighbourhoods, a city that moves, a healthy and green city)?

Tourism Calgary's role is to showcase Calgary as a welcoming, vibrant, safe, year-round eventful city to attract leisure and business travellers, secure conventions representing several industries, and secure and host a variety of sports, cultural and major events.

The work we do together with our many partners not only contributes to the visitor experience, but also considers the needs of the local community, businesses, partners, and environment.

We continually work with our many partners and communities to deliver exceptional experiences for visitors and locals alike; we work to advocate for the development of the city in ways that will not only support increased visitation but enhances the vibrancy and brand of our city and economic benefit to our citizens and community. We also work with our partners to highlight and advocate for enhanced safety, for our visitors, local member businesses and our community.

In 2022, Tourism Calgary helped drive demand to our local businesses and enhance our city's vibrancy and prosperity through:



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- Hosting 60 major events secured by our organization delivering an in-year economic impact of \$119+ million, driving business to our hotels, restaurants, transportation partners, and many local businesses. Events included:
 - Red Bull Outliers
 - Shaw Charity Classic
 - Canadian Country Music Awards, Country Music Week, Off-Country Music Festival
- Helping provide marketing and other support of local events to create vibrancy in our communities:
 - Chinook Blast – brought vibrancy to downtown and our neighbourhoods during a traditionally quiet period in Calgary
 - 410,000 in attendance
 - \$8.2 economic impact
 - Calgary Stampede
 - 1.2 million in attendance
 - 90% hotel occupancy (a record year)
- Welcoming 58 meetings & conventions with an economic impact of \$37 million which brings in visitors from a variety of industries, driving business to our hotels, restaurants, transportation partners, and other local businesses.
- Continued work with our many partners to advance development of the visitor experience in Calgary.

3. Performance measures help demonstrate the return on The City’s investment in a partner’s operations. Please identify performance measures that reflect your organization’s impact in 2022 (how much you did, how well you did it, and how the people you serve are better off).

	Performance Measure Name	2020 results	2021 results	2022 results	How does this measure reflect your organization’s impact?
How much did you do?	Number of annual visitors to Calgary Referrals to industry partners through visitcalgary.com and virtual in-destination services	4.1 million* 443, 518* partner referrals	4.2 million* 437,171 partner referrals	6.1 million* 600,000* partner referrals	Tourism Calgary supports partners by increasing the number of visitors to Calgary and driving demand to their businesses. Covid-19 had significant impact on visitation numbers since 2020, but they are rising steadily.
How well did you do it?	Stakeholders believe Tourism Calgary is an effective champion for the industry.	95%	Not collected*	Not collected*	Tourism Calgary has had overwhelming support of its stakeholders year over year. During the pandemic, Tourism Calgary stayed in touch with its partners via outreach and surveys related to the needs of partners during the pandemic to understand how we could best



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					<p>serve them during this time and did not conduct our regular surveying. We will be re-commencing this survey in 2023.</p> <p>Our number of partners has grown substantially since 2020, from 720 local member businesses (2020) to 970 (year-end 2022).</p>
How are Calgarians better off?	\$1.6 billion contributed to Calgary's economy from visitor spending.	\$655 million*	\$1.4 billion*	\$1.6 billion*	<p>The tourism industry was severely impacted by the Covid-19 pandemic. Our efforts to attract and host events when other destinations were unable to, and to attract regional and domestic visitors to our market at a time when international travel was impossible or slow to come back, helped drive demand to our partner businesses and contributed to an increase in visitor spend.</p> <p>The work Tourism Calgary was able to do to attract events, enhanced visitation and visitor spend helped drive demand to our many local tourism businesses, accelerating recovery.</p>

*Impacted by the COVID-19 pandemic and travel restrictions

4. What are examples of benchmarks your organization uses to evaluate and improve performance and operations, and increase your organization's impact?

a) Please provide examples of benchmarks, and how this information is being used to support continuous improvement.

Due to the impact of Covid-19 and many changes in the industry and our city, Tourism Calgary spent 2022 re-evaluating our priorities and related KPIs and measures, which meant using 2023 as a new benchmark year for many measures moving forward.

Measures that we will continue to use to evaluate impact moving forward are:

- Increased visitation and spend:



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- Goals:
 - grow tourism revenues back to 2019 levels of \$2.1 billion by 2024
 - increasing to \$2.7 billion by 2026
 - returning to 2019 visitation numbers of 8 million by 2024.
- Increase intentions to visit:
 - 29 % of Canadians plan to visit Calgary in the next two years (2019)
 - New targets being set in 2023
- Stakeholders believe Tourism Calgary is an effective champion for industry (90% in 2019)
 - New target being set in 2023
- Increased proportions of Calgarians believe tourism is an important contributor to Calgary's economy and quality of life (85% in 2019)
 - New target being set in 2023
- Economic impact of sports, cultural and major events
 - New targets being set in 2023
 - Related measures:
 - Number of signature, or major events hosted or secured for future years
 - Number of total events hosted in-year and secured for future years
 - Hotel room nights
 - Attendance
- Economic impact of meetings and conventions
 - New targets being set in 2023
 - Related measures:
 - Number of 'city-wide' events hosted and secured for future years
 - Number of meetings and conventions hosted and secured for future years
 - Hotel room nights
 - Leads
 - Delegates
- Increase perceptions that there is lots to do in Calgary
 - Benchmark to be set in 2023

All measures and KPIs will be reviewed and reported on quarterly and annually to understand Tourism Calgary's performance against these measures.

b) Please indicate your current and targeted performance in comparison to these benchmarks

See above.



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5. What key results or progress was achieved in 2022 that reflected your organization's changes to strategies, programs or services to better address equity, diversity or inclusion, or support racial equity?

Tourism Calgary continues to work on its equity, diversity and inclusion efforts. In 2022, our team:

- Continued its work with an established DEI committee, with employee representation from each organizational department to help progress this work forward throughout the organization.
- Reviewed and updated internal employee policies as part of our employee handbook.
- Carried out lunch and learns with staff and created safe spaces for difficult/sensitive conversations.
- Increased diversity representation in our photos, videos, and digital content used as part of our marketing efforts.
- Enhanced focus on attracting and securing events that represent diverse communities, including securing/bidding on the Special Olympics Calgary Winter Games and the North American Indigenous Games.
- Towards the end of 2022, prioritized DEI work by appointing an executive team member to lead our Diversity & Inclusion Strategy and planning.
- Worked on partnerships with organizations such as the Centre for Newcomers and their diversity circle.
- Focused effort to enhance diversity on Tourism Calgary Board and Committees as part of our recruiting processes.

6. What steps did your organization take in 2022 to advance any respective calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City's White Goose Flying Report](#)?

Our organization made efforts on a number of fronts to advance our relationships with indigenous communities in 2022, and we know that there is much more work to be done. Examples of work in this area:

- Relationship building with Indigenous Tourism Alberta, ITAC, Indigenous partners and leaders
 - Helped support discussions regarding the corridor between Banff and Calgary
 - Helped support our Meetings & Conventions business unit
- Chinook Blast 2022
 - Partnership with the Library, Indigenous Artist in Residence
 - Continuation of supporting local Indigenous artists and culture during the duration
 - Incorporating an Indigenous presence throughout events
 - Development and increase of Indigenous content - photo and video – that can be leveraged through Tourism Calgary's Asset Library
- Inclusion of land acknowledgements at Tourism Calgary events and convention site visits
- Highlighting Indigenous partners and experiences in the white hat academy program (training for frontline tourism industry staff)



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- Offerings of ‘lunch and learns’ to employees at Tourism Calgary as well as content learnings highlighted in monthly employee newsletters
- Integration into Destination Experiences
 - Internal events
 - Conventions (locations, marketplaces, blessings, opening ceremonies)
 - Sporting events (locations, blessings, athletes)

RESOURCES

7. Please outlined how The City’s operating funding was allocated in 2022.

35%	Advertising and promotion
13%	Programs or services
2%	Office supplies and expenses
11%	Professional and consulting fees
39%	Staff compensation, development and training
%	Fund development
%	Purchased supplies and assets
%	Facility maintenance
%	Evaluation or Research
%	<i>Other, please name:</i>

8. Did volunteers support your operations in 2022?

Hundreds of local Calgarians volunteer each year with partners organizations as part of events we bring to the city.

How many volunteers?	n/a
Estimated total hours provided by volunteers:	n/a

9. Did your organization receive any awards or recognition in 2022 that you want to highlight?

No.

10. What changes did your organization implement in 2022 to address climate change, for example, operational or program changes that reduced greenhouse gas emissions (GHG), air/water pollution, or waste that aligned with [The City’s Climate Change Program](#) including Council’s Climate Emergency Declaration?

At the end of 2022, Tourism Calgary committed to participating in the 2023 Global Destination Sustainability Index. The [GDS-Index](#) is benchmarking system that ranks the sustainability performance of destinations. Nearly 70 criteria focus on the areas of Environment, Social, Supplier and Destination Management to ensure that member cities and regions become more regenerative, flourishing, and resilient places to visit, meet in and thrive in.



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The Index has a membership of over 100 destinations on 5 continents and is fully aligned with the United National Sustainable Development Goals.

It is our goal to create an understanding of how we can continue to advance a regenerative and resilient destination that ranks alongside other cities on the world stage.

This work has begun in 2023.

11. CAPITAL PROJECTS AND ASSET MANAGEMENT (for Civic Partners managing City-owned assets)

Asset: *Not applicable*