

tourism  
**calgary**

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visitcalgary.com

tourism  
**calgary**





**8,054,675**  
visitors to  
Calgary



**49,266**  
sport and major  
event related room  
nights contracted



**278,410**  
social media  
engagements



**55,361**  
travel trade  
related room  
nights sold



**88%**  
industry  
satisfaction



**2,099,793**  
record number  
visitcalgary.com  
website visits

visitcalgary.com

## industry



**\$1.7 billion**  
in visitor spending



**3,037,468**  
total hotel rooms sold



**1,208,254**  
weekend room  
nights sold



**15.48 million**  
passengers through YYC

## sport, culture & major events



**year of sport**  
2015 Year of Sport  
in Canada



**events**  
a record **74** events  
supported

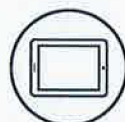


**hosting**  
2015 Canadian Open  
Volleyball Championships

**24,797** participants  
welcomed

**\$27+ million**  
contributed in  
economic activity

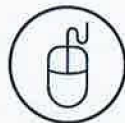
## digital & social media



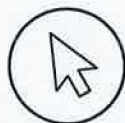
**169,953**  
social connections  
twitter: **99,316**  
facebook: **49,598**  
instagram: **16,764**



**59%**  
of all web traffic was  
from mobile and  
tablet devices



**75% increase**  
in web traffic from the  
U.S. over 2014



**47% increase**  
in web traffic from  
Canada over 2014

## travel trade & product development



**FAMs**  
**43** product development  
FAM trips hosted



**marketplaces**  
**16** tradeshows and  
marketplaces attended



**new products**  
**7** new trade-ready  
products brought to  
market

## marketing



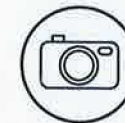
**partners**  
a record **33** unique  
partners participated  
in six 2015 marketing  
campaigns



**U.S. campaign**  
a new U.S. campaign  
launched in partnership  
with Travel Alberta and  
other partners



**1,401,310,602**  
media impressions with  
a 7.1/10 quality score



**new assets**  
new photo and video  
assets produced and  
made available to  
tourism industry

## industry relations



**482,735**  
referrals to industry  
partners  
**432,459** from  
visitcalgary.com  
**50,276** from Visitor  
Information Centres



**570**  
industry partners



**3,519**  
White Hats presented



**20**  
educational and  
networking events  
hosted for partners