

[illegible]



# Activators



**1,003,737**

A record number of referrals to industry partners (up 75% over 2016)

**944,193** referrals from  
visitcalgary.com  
(up 72% over 2016)

**59,544** referrals from the  
#AskMeYYC Roaming Team  
(up 129% over 2016)



**43**

White Hat volunteers who  
contributed 1,058 hours of service



**1,628**

White Hats presented  
(up from 1,265 in 2016)



**776**

Calgary White Hat Award  
nominations received from  
114 Calgary companies

## #AskMeYYC Roaming Team

The #AskMeYYC roaming team had a record year using a mobile information strategy to connect with Calgarians and visitors. The program expanded its reach in 2017 with more pop-up tools and equipment, additional roaming staff, an earlier program start and the implementation of a semi-fixed location at the Calgary Tower. This strategy, coupled with other frontline initiatives, was awarded the Alberta Culture and Tourism 2017 AMMY award for Best in Class: Visitor Service.

## Product development

5 new trade-ready products brought to market.





# Hosts



**41,501**

Sport and major event-related room nights contracted



**83**

A record number of events supported (up from 70 in 2016)



**37**

Product development familiarization trips hosted



**16**

Tradeshows and marketplaces attended



## **Hosted Rendez-Vous Canada**

Canada's premier international tourism marketplace.

Highest attendance numbers and satisfaction rate in Rendez-Vous Canada's 41-year history

Contributed \$4 million in direct economic impact to Calgary



**92,205**

travel trade-related room nights sold (up 16% over 2016)





# Industry



**6,983,700\***

Total visits to Calgary  
(up 3.7% over 2016)



**3,120,299**

Hotel rooms sold  
(up 6% over 2016)



**1,258,756**

Weekend room nights sold  
(up 5.6% over 2016)



**5 million**

International and U.S. passengers  
were welcomed in the new  
International Terminal



**16,275,862**

Passengers through YYC  
Calgary International Airport  
(up from 15.7 million in 2016)



**\$1.6 billion\***

contributed to Calgary's economy  
through visitor spending  
(up 6.4% over 2016)



CITY OF CALGARY  
**RECEIVED**  
IN COUNCIL CHAMBER  
MAY 14 2018  
ITEM: 5.1 CPS2018-0577  
Distribution



# Marketers



**2,349,285**

Visits to visitcalgary.com



**950,022**

Digital referrals to industry  
(up 31% over 2016)



**1,094,932**

Social media engagements  
(up 39% over 2016)



**328,864**

Social media connections

 Twitter **134,763**

 Facebook **103,872**

 Instagram **60,060**



**17,229,067**

Earned media impressions with  
an 8.6/10 quality score



**3,338**

Tourism Calgary image  
and video asset downloads

## Things-to-Do campaign

Year-round, social media content leveraged major events, seasons, life moments and prime travel periods by promoting timely, relevant and useful information to motivate travellers. Resulted in a record 301,257 referrals to industry, up 82% over 2016.

## U.S. campaign

In partnership with Destination Canada, Travel Alberta and Banff & Lake Louise Tourism, the 2017 U.S. campaign targeted travellers from California, Texas, Washington, New York and New Jersey using display, native, programmatic and social media advertising. Resulted in a record 116,646 sessions, up 429% over 2016.

## Brand evolution project

In 2017, the first phase of the brand evolution project was launched to further articulate and emotionalize Calgary's Be Part of the Energy brand. Destination Think! was selected to collaborate on the research and discovery phase, which focused on better understanding Calgary's brand with regard to perceived perceptions, projected perceptions and Calgary's DNA. 818 Calgary's were surveyed, 114 stakeholders were engaged at 5 workshops and 23 additional interviews were completed with community



# Advocates



**621**

industry partners



## Launched Calgary's Destination Strategy:

Ultimate Hosts. Ultimate Host City.



**5**

Destination Strategy initiatives advanced



**10**

Public advocacy positions advanced for initiatives that will benefit Calgarians and visitors, based on Destination Strategy alignment, vision and stakeholder input



Developed Tourism Calgary's 2018-2020 strategic plan and key performance measures to align with Calgary's Destination Strategy



**14**

Tourism Talks, partner orientation and educational sessions hosted

