

## research

Research is a key component of all Tourism Calgary marketing efforts. Key research undertakings included:

- Content strategy research in regional markets;
- Creative testing of summer co-op campaign;
- Advertising effectiveness research.

## brand

A brand health scorecard was created as a consistent tool to measure our brand's:

- influence;
- intention;
- satisfaction;
- contribution.

Our brand's visual appeal was enhanced with more than 40 new strategic photo asset additions to our library.

We collaborated in more ways than ever before with other destination marketing organizations, including Banff/Lake Louise Tourism.

## content

A focused effort was placed on content marketing, leading to:

- visitcalgary.com: 1,455,005 visits;
- Social media engagement: 212,016 interactions over multiple platforms;

## sport & major events

Calgary's sport hosting leadership was put on the map in a significant way when we were named as 2014 Ultimate Sports City (Best Small Sports City Category) and fifth overall globally by SportBusiness International.

The Calgary Sport Tourism Authority was recognized as a Canadian Model of Best Practice and 2014 Sport Tourism Organization of the Year by the Canadian Sport Tourism Alliance.

## profile pieces

The value of regional, national and international media coverage of our destination exceeded \$7.15 million in 2014.

- The *New York Times* included Calgary as the only Canadian destination on their list of 52 Places to Go in 2014. Calgary ranked #17 on the list.
- One of the U.K.'s leading newspapers, *The Guardian*, listed Calgary #9 on their list of Holiday Hotspots: Where To Go in 2014.
- Vacay.ca listed Calgary #11 on their list of 20 Best Places to Visit in Canada: 2014.

## industry relations

We listened to our partners and reimaged our membership structure to offer different options for involvement, from voting member to marketing partner.

559 companies were confirmed as Tourism Calgary industry partners, equating to an 83% retention rate.

Our industry partners rated their satisfaction with Tourism Calgary at 82%.

The Calgary White Hat Awards celebrated our industry ambassadors:

- 657 nominations received;
- 97 Calgary companies and groups represented in the nominations;
- 25 white hats bestowed;
- 1,300 tourism professionals attended.

## structure

A new funding arrangement and Board of Directors structure was ratified by Tourism Calgary members, The City of Calgary and the Calgary Hotel Association.

## international

- Introduced of four new export-ready products for travel trade partners;
- Partnered with Travel Alberta to develop new itineraries featuring Calgary in multiple languages;
- Attended eight international marketplaces, putting Calgary on the map with targeted markets around the world;
- Achieved key placement in tour operator tariffs.

201,612

referrals to industry partners

156,122

website referrals

45,490

Visitor Information Centre referrals

68,305

jobs supported by Calgary's tourism

a record 59

major culture and sport bids won

82%

3,184,632

hotel room nights sold

1,213,345

weekend room nights sold

48,142

sport-related room nights contracted

## 2014 Calgary marketing campaigns

Tourism Calgary's \$5.28 million marketing budget was allocated to target markets:

- 40% regional;
- 35% national and U.S.;
- 25% international;

From May 19 to June 30, Tourism Calgary undertook an intensive consumer campaign in Toronto:

- Not only did we put Calgary on the map in 2014, but we put a giant version of our city's most recognizable symbol in the Toronto Harbour.
- Actual size: 32 feet long x 28 feet wide x 15 feet high!

The #underthehat Toronto campaign resulted in:

- 186% increase in website visitation from Toronto over the same period in 2013;
- 42,498 campaign-specific website views during the campaign period;
- A Twitter reach of 15,088,212;
- Over 11 million impressions of partner-specific online ads.

The Calgary 48 and Right Here multi-media marketing campaign platforms were developed to be adaptable for all strategic markets from regional to international. The Calgary 48 fall campaign, which aligns with the Right Here platform:

- Exceeded targets by 67%;
- Sold 2,915 room nights through the shopping packages;
- Produced 42,462 referrals to industry.

In total, 27 partners participated in our marketing campaigns, including 11 in the summer co-op campaign, nearly a 50% increase over 2013.

## Putting Calgary on the map

2014 was an exceptional year for tourism in Calgary. With a strengthened focus on putting Calgary on the world's map, we welcomed over 8 million travellers who contributed \$1.7 billion to our economy – a 6.3 per cent increase over 2013.

To attract those travellers and encourage their spending, Tourism Calgary's strategy was at the forefront of all initiatives. With a consistent funding structure ratified in 2014, we were able to confidently advance our strategy for the benefit of our destination.

- Our integrated approach to attracting, marketing and hosting sport and major events contributed to a record 59 sport and major event bids won over the year;
- We listened to our partners and reimagined our membership structure to offer different options for involvement, from voting member to marketing partner;
- We capitalized on four years of learning, research and brand development to create new campaign platforms for marketing our city regionally, nationally and internationally;
- In total, 27 partners participated in our 2014 marketing campaigns, enhancing the experiential appeal of our destination;
- We worked with several partners to develop trade-ready experiences to incorporate into national and international itineraries.

We're proud to share some of our successes from 2014 in this annual report. We look forward to continuing to collectively achieve many more as we continue to increase Calgary's presence around the world and progress toward our goal of growing tourism revenue to \$2.3 billion by 2020.

To learn more about Tourism Calgary, see [visitcalgary.com](http://visitcalgary.com).

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