

2020 Annual Report to Members.

Advocate — Collaborate — Invest

A few words from our Chair and Executive Director

Well, where can we start to address the year that was, 2020. The past year may go down as the single most impactful year for the global tourism industry, and no less for the tourism sector in Calgary and area. It was a challenging year for our entire association, nay, our industry and the impact of the pandemic COVID-19 will be felt for years. Amidst all of that, the Calgary Hotel Association (CHA) remained focused and steadfast in advocating for our industry needs and serving our City and Province in the truest sense of hospitality and care.

The Calgary Hotel Association (CHA) worked tirelessly in 2020, primarily in the service of advocacy for members and common interest partners and stakeholders. The CHA Strategic Plan, crafted in 2019, could find no better example of its primary pillars then in the year 2020. Starting from a point of constant advocacy efforts, sometimes more reactive than strategic, and amplifying those efforts through successful collaboration with partners and stakeholders, and finally applying prudent investment from the Destination Marketing Fund to invest in the opportunity efforts we were able to bring about change to our landscape.

The year 2020 included many accomplishments by the CHA starting the year with an important update to our strategic plan to consider our region's emergence as a Tier 1 conventions destination by 2024. Work on planning the investment strategy towards filling the convention centre in 2024 had only turned to action plans when we were hit with the global pandemic COVID-19. From that point the achievements for Calgary hotels took a big turn but the scale of efforts and outcomes was significant. From constant advocacy with the City of Calgary and the Province of Alberta many hotels were quickly converted to long term and isolation facilities in every quadrant of Calgary. The constancy of advocacy led to the inclusion of the CHA to the City Business Support Task Force which has since supported greater access to Calgary management on behalf of hotels, great access to Calgary Police Services and support on tax assessment, payment, utility payments and relaxation of zoning and by-laws where hotel success was at stake.

By being on no less than four Provincial Task forces (sport and recreation, hospitality, live events and meetings and conventions) the CHA was able to inform hotels as the tourism landscape changed through the pandemic. The CHA was also able to successfully advocate for continue re-opening of our facilities for sports bubbles, live concerts, drive-in events, meeting rooms, spa, pool and fitness facilities. The CHA conducted over 100 meetings with Government in 2020 in order for our hotels to increase their chances for hosting travelers and "staycationers" (a new word in our vernacular).

As we look to the future before us, as unpredictable as it may be, our focus continues to be for the survival and sustainability of our industry and for as strong a recovery as we can strive for both within and with our partners and stakeholders. Our commitment and efforts remain constant.



Richard Main, Chair, Board of Directors



Sol Zia, Executive Director

A message from our partners at Tourism Calgary

As we look back at 2020, it's clear the COVID-19 pandemic disproportionately affected the tourism industry as a whole and deeply impacted the accommodation sector.

2020 started on a high note with sights set on another record year for tourism as a vital economic contributor for Calgary. Then the virus arrived, instigating fundamental change for all tourism-related businesses, and particularly for accommodations. In adapting to the situation to enact meaningful support our partners, including the Calgary Hotel Association and Destination Marketing Fund properties, Tourism Calgary developed and advanced an agile COVID-19 Response and Recovery plan focused on business sustainability and community safety.

From the onset of the pandemic, we advocated at all orders of government for the critical support needs of our industry in alignment and collaboration with CHA. We also worked with key response partners at Calgary Emergency Management Agency, YYC Calgary International Airport, Calgary Stampede, Calgary Chamber and others to ensure alignment of messaging and advocacy efforts.

Tourism Calgary continuously tracked the impact of the crisis on our industry and shared updates about the evolving situation, supported innovation and led initiatives to safely drive business. This was exemplified by our efforts to drive staycations, promote deals and packages for our DMF partners and generate new business by attracting event bubble opportunities.

As the pandemic has evolved, Calgary's tourism industry has remained resilient in adjusting to the constantly changing environment, safety guidelines, restrictions, re-openings, financial challenges and unknowns. We know that this hasn't been easy, and we recognize the deep sacrifices and changes to your business and lives over the last year.

I'm proud that despite the extraordinary circumstances, here in Calgary, perseverance, collaboration and a positive spirit shone through our entire industry as we saw daily reflections and countless examples of support, innovation and adaptation.

As partners of the DMF, you are vital to the continued success of our phased COVID-19 Response and Recovery plan and to the rebuilding Calgary's critical tourism industry. As we move into 2021, Tourism Calgary remains committed to our partnership with you and with the CHA as we continue our work in safely and appropriately driving business, advocating and supporting your innovation. Together, we will return stronger than ever.



Cindy Ady
CEO, Tourism Calgary

Our strategic pillars.

Advocate.

Successfully advocate for long term health of the hospitality and travel industry in Calgary and area.

Collaborate.

Partner effectively with our members, stakeholders, partners and government.

Invest.

Effectively manage and invest in partnership with our membership to achieve our mission and vision.



Our commitment.

Organizational competence & financial stability.

Ensure that we have an effective, appropriately resourced, and financially sustainable association/organization.

Our strategic pillars: in action

Advocate. Successfully advocate for long term health of the hospitality and travel industry in Calgary and area.

- Over 100 advocacy meetings with Municipal, Provincial and Federal leaders and administration
- Application of the Alberta Tourism Levy to Short Term Rentals on the Online Marketplace
- Tourism Levy abatement
- Support with the Hotel Association of Canada HAC's advocacy for pandemic Government programs (CEWS, CERS, HASCAP, CEBA, etc.)
- Support for creation of Alberta Small Medium Emergency Relief Grant (SMERG)
- Advocating for meeting and facility space reopening measures, hotel pools, restaurants and support for meeting room exemptions through AB Bizconnect
- Successful applications (3) to extend the Temporary Layoff guidelines for CHA members
- Compilation and maintenance of emergency lodging providers lists: for displaced residents (CEMA/ESS); isolation facilities for foster parents & families, caregivers, children and youth (Children's Services); Isolation and Quarantine for front line workers and multigenerational households; shelter requests for vulnerable population
- Support for hotel property conversions to short term affordable housing units (GoA)
- Federal Government support with Government Approved Accommodations program (GAA) for international travelers arriving at YYC
- Securing dedicated quarantine facilities and isolation programs
- Constant updates and clarification/interpretation of gathering restrictions, CMOH orders and health guidelines

Our strategic pillars: in action

Collaborate. Partner effectively with our members, stakeholders, partners and government.

- Mayor's Roundtable May 2020; Minister's Roundtable in June 2020
- Leadership and participation in the City of Calgary Business Support Task Force
- Leadership and participation Goal in Provincial Tourism and Hospitality Taskforce
- City of Calgary leadership: Business Support Task Force, Calgary Police Service; Calgary Emergency Management Agency (CEMA); City Councillors; YYC Airport Authority; Calgary Attractions; Calgary Economic Development (CED); Calgary Arts Development (CADA)
- Provincial leadership: Ministry of Economic Development and Tourism/Jobs, Education and Innovation; Ministry of Labour and Immigration; Ministry of Health Community & Social Services; Children's Services; Travel Alberta; Alberta Hotel & Lodging Association (AHLA); Tourism Industry Association of Alberta (TIAA); Alberta Health Services (AHS); Founding member in Alberta Live Events Coalition
- National Organizations: Hotel Association of Canada (HAC); Tourism Industry Association of Canada (TIAC); Public Health Agency of Canada (PHAC); Coalition of Hardest Hit Businesses
- Numerous webinars and Townhalls, GM Roundtables and CHA Fireside Chats

Our strategic pillars: in action

Invest. Effectively manage and invest in partnership with our membership to achieve our mission and vision.

- DMF deferral program
- Supporting of creation and hotel offers for novel programs:
 - Chinook Blast
 - Hotels Live
 - Rise Up Calgary
 - DMF Gift card Co-op program
 - APTN film and numerous Film/TV productions
 - Canada Attractions Pass
 - LoveYYC
 - Calgary's Child Magazine
 - Tourism Calgary unique experiences, hotel deals, packages
- Support with Travel Alberta Cooperative Investment Program applications
- Sport bubble hosting support (World and National Curling) in coordination with Tourism Calgary
- Supporting Calgary Economic Development and City of Calgary with accommodation offers for Suncor relocation families

Collaboration & Investment: Tourism Calgary

Despite incurring disproportionate impacts from the COVID-19 pandemic, Calgary's tourism industry remained resilient in adapting, pivoting and innovating to support and serve our community.

Tourism Calgary guided and supported these efforts by developing and advancing an agile [COVID-19 response and recovery plan](#) focused on safely and appropriately driving business, advocating on behalf of industry and bolstering innovation efforts.

Looking back at 2020, Tourism Calgary:

- Drove hyper-local awareness and business for industry partners through marketing efforts under the *That's the Spirit* platform;
- Secured 27 new sport, cultural and major events for future years including Curling Canada's 2021 event bubble that's estimated to generate \$13 million in safe economic activity;
- Attracted 55 new meetings and conventions for future years, while re-booking 45% of business disrupted by the pandemic;
- Influenced local spending through 443,518 digital referrals to industry partners, content on visitcalgary.com and new initiatives like the digital #LoveYYC Deals Pass;
- Advocated for vital government supports for Calgary's tourism industry alongside the CHA and other response partners;
- Proactively developed a safe meetings campaign with partners that is ready to launch when restrictions are lifted.

55

Meetings and conventions secured for future years

11,100

Calgarians registered for #LoveYYC Deals pass

95%

of stakeholders agree Tourism Calgary is an effective champion for industry

443,518

Digital referrals to industry partners

16,900

Subscribers to consumer email marketing program

27

Sport, cultural and major events secured for future years

1.77 m

Social media engagements

45%

Of meetings and conventions booked for 2020 deferred to future years

49%

Of sport and major events secured for 2020 deferred to future years

tourism
calgary

Memberships - Partnerships

CHA
Members

DMF
Members of CHA

19 **Downtown**
4,577 Rooms

15 **Downtown**
4,201 Rooms

17 **South**
2,513 Rooms

11 **South**
1,822 Rooms

35 **Northeast**
5,533 Rooms

22 **Northeast**
3,792 Rooms

10 **Northwest**
1,046 Rooms

7 **Northwest**
813 Rooms

81 **Total**
13,669 Rooms
93% of Rooms
in Calgary*

55 **Total**
10,628 Rooms
72% of Rooms
in Calgary*

Some CHA partners:



*At December 31, 2020 per Smith Travel Research December, 2020

People.

CHA 2020 Board of Directors

Chair

Richard Main

General Manager,
Delta Hotels by Marriott Calgary Downtown

Past Chair

Dan DeSantis

General Manager,
Delta Hotels by Marriott Calgary Airport,
Calgary Airport Marriott In-Terminal Hotel
and The Westin Calgary

Chair of Governance and HR, Vice-Chair

Peter Catarino

General Manager,
Calgary Marriott Downtown

Chair of Finance and Audit

Sarah Henshaw

General Manager, Hilton Garden Inn &
Homewood Suites Calgary Downtown

Director at Large

Karim Ismail

General Manager,
Best Western Premier Calgary Plaza Hotel &
Conference Centre

Director at Large

Magdalena Goss

General Manager,
University of Calgary, Accommodation & Events

Director at Large

Mark Wilson

General Manager,
Hotel Arts Group

Director at Large

Manfred Steuerwald

General Manager,
Hyatt Regency Calgary

Director at Large

Lisa Kiehl

Director of Sales and Marketing,
Fairmont Palliser

Ex-Officio

Danny Marshall

Director of Operations,
Best Western Premier Calgary Plaza Hotel &
Conference Centre

DMF General Committee

Chair

Lisa Kiehl

Vice Chair

Karim Ismail

Downtown District

Peter Catarino &

Sarah Henshaw

Northeast District

Amy Turner-Keller &

Matt Squires

Northwest District

Sara Bibi Colbourne

South District

Rick Dickison &

Jane Douglas

Tourism Calgary

David Woodward

Committee Members

Finance & Audit Committee

Bill Collins

Governance Committee

Alisha Reynolds

Calgary Hotel Association Staff

Executive Director

Sol Zia

Manager, Calgary Hotel Association
and Destination Marketing Fund

Svenja Sievers

Our gratitude and best wishes to:

Arjun Channa

Meg Soles

calgary hotel
association
be part of the energy™