

2021 Annual Report to Members

Advocate — Collaborate — Invest

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In the spirit of truth and reconciliation the Calgary Hotel Association and our members, acknowledge the lands we operate, work and live on, the traditional territories of the Blackfoot Nations, which includes the Siksika, the Piikani, and the Kainai.

We also acknowledge the Tsuut'ina, and Stoney Nakoda First Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7.

A few words from our Chair and Executive Director

At the close of 2020, we called it “the single most impactful year in the global tourism industry.” Well, looking back, it was 2021 that gave us a real run for our money! We can safely say that 2021 was, in fact, the most impactful year for the global tourism industry, including the tourism sector in Calgary and area. From the rollercoaster of closings and openings to ever-changing restrictions and mandates to the devastating economic impact on our industry, it is with forward-looking optimism that we put 2021 squarely in the rear-view mirror. What a ride!

Of the Calgary Hotel Association’s (CHA) strategic pillars – Advocacy, Collaboration and Investment – we became even more steadfast in our advocacy focus for 2021. **Advocating for our industry needs in collaboration with our City, Province and Country in the truest sense of hospitality and care was our top priority above all else.** Our industry was relying on us, and we couldn’t take our eye off the ball.

The CHA conducted over 100 meetings with various levels of Government in 2021 (including one marathon day with 6 meetings across all three levels of Government) and successfully advocated for the reopening of hotel meetings rooms, pools, restaurants and facilities, supported the creation and extension of pandemic Government programs (CEWS, CERS, HASCAP, SMERG), and coordinated emergency and isolation facilities for various Government Services to support the most vulnerable. We continued our advocacy with the City of Calgary and the Province of Alberta, which led to the inclusion of the CHA on the City Business Support Task Force and City of Calgary Mayor’s Advisory Committee. We negotiated hotel property tax deferrals and relaxation of zoning and by-laws where hotel success was at stake.



Peter Catarino, Chair, Board of Directors



Sol Zia, Executive Director

Our efforts also contributed to multiple successful applications to vary the Temporary Layoff regulations for CHA members.

We constantly provided our members with critically important updates and clarification/interpretation of gathering restrictions, orders and health guidelines from Alberta’s Chief Medical Officer of Health (CMOH). As these were constantly changing and evolving, we were an essential resource to our members in providing clear and timely updates on how the CMOH orders affected our industry.

Continued collaboration with our members and partners resulted in a renewed support for the creation of hotel offers for events such as Chinook Blast, the Calgary Stampede, Rise Up Calgary, Hotels Live, hotel drive-ins, and more. All of this was to boost and support our members and help ensure a strong and sustainable post-pandemic recovery.

It’s not easy to summarize the accomplishments of 2021 as it felt reactive and, at times, chaotic. But we weren’t alone in this and pushed forward to achieve what we believe are lasting, positive changes to our industry.

There’s still a lot of recovery ahead, but as we look to the future with cautious, renewed optimism, our focus continues to be on a sustainable, thriving industry and strong recovery both within and with our partners and stakeholders. Our commitment and efforts remain unwavering, and we are so proud of what we have accomplished **together!**

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A message from our partners at Tourism Calgary

As we look back at 2021, we want to acknowledge the resilience and grit shown by our partners and the Calgary Hotel Association. We know that the tourism industry and the accommodation sector has been deeply impacted, but we are also positive about the opportunities before us.

Tourism Calgary never stopped working with and supporting our industry partners and advocating on behalf of the tourism community. In April 2021, fewer than 40 per cent of our industry partners were open. As a show of support for the second consecutive year, Tourism Calgary waived partnership dues. As 2021 moved on, we looked toward the recovery piece of our Covid-19 Plan and what that could look like for our industry. We put the focus on building a strong and resilient foundation for the future; one that drives business and enhances the visitor economy.

2021 forced us to prove our resilience and our creativity to deliver new experiences where we could amid waves of Covid-19 and related restrictions.

Calgary found a way to host two major sports bubbles in 2021: the three-month Curling Bubble, and the IIHF Women's World Hockey Championships. Those bubbles helped deliver a total of 21 hosted events in our city with a combined economic impact of \$75 million. In addition, 2021 saw the inaugural Chinook Blast winter festival which drew more than 390,000 people to the downtown core to embrace culture and community.

We were also proud to support the return of the Calgary Stampede! 65,000 room nights were sold during Stampede, and we saw a 19 per cent increase in non-local attendance over 2019.

These hosting and event successes helped put Calgary at the forefront of destinations ready to welcome back visitors and demonstrated that we were a city actively trying to revive our visitor economy. Tourism Calgary also worked to keep Calgary top of mind as a destination, by remaining engaged with the travel trade in international markets. With Calgary in the spotlight, we set the stage as Tourism Calgary and its partners pushed together toward recovery.

Our longer-term destination strategy propels us forward with a commitment to being ultimate hosts in the ultimate host city. Together we made it through 2021, true to our Calgary spirit, and managed to showcase our city's hosting capabilities nationally and around the globe.

With the expansion of the BMO Centre, Calgary will have the largest convention facility in Western Canada and second largest in the country. Along with the TELUS Convention Centre downtown, we are positioned to attract an impressive offering. Growing our portfolio of events will be an exciting piece of the future, bringing associated economic impact and hotel nights to our visitor economy.

As we focus on recovery, Tourism Calgary stands by our partners and the CHA as we work together to grow our visitor economy in creative and memorable ways.



Cindy Ady CEO, Tourism Calgary

tourism
calgary

“ I know this last year has been tough, and the pandemic has been particularly tough on the hotel association and everyone who is in the hospitality industry. I want to say a huge thank you for all of your advocacy and engagement over the last year and for helping make sure we have the foundation in place for a strong rebound in tourism. That is why we put an additional 50 percent into the budget for Travel Alberta, as we want to make sure we still hit our goal for 2030 of doubling the revenue of tourism in our province. We have such a huge value proposition with amazing sights and everything else that Alberta has to offer - having a strong foundation of hotels is critical to the mission to get that done. As an Albertan, thank you for all the sacrifices you've made to keep everyone safe.

– Doug Schweitzer, Minister of Jobs, Economy and Innovation

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.
- Active participation in the Coalition of Hardest Hit Businesses and supporting the Hotel Association of Canada HAC's advocacy for extension of pandemic Government programs (CEWS, CERS, HASCAP, CEBA, etc.).
- Support for Alberta Small Medium Emergency Relief Grant (SMERG).
- Successfully advocated with City of Calgary to achieve a two-year property tax deferral for the hotel sector in Spring 2021 (the first granted by any major market in the pandemic).
- Advocating for meeting and facility space reopening measures, hotel pools, fitness centres, restaurants and exemptions for meetings.
- Successful applications (3) to extend the Temporary Layoff guidelines for CHA members.
- Federal Government support with Government Approved Accommodations program (GAA) for international travelers arriving at YYC.
- Constant updates and clarification/interpretation of gathering restrictions, CMOH orders and health guidelines.



- Supporting sports bids and development of hosting bubbles in coordination with Tourism Calgary.
- Supporting the implementation of the Restrictions Exemption Program to enable the reopening of restaurants and hotel facilities.
- City Council voted to allow hotels to apply for the City's relief and survival grants for hotel dining and entertainment facilities.

CMOH Order Excerpt

Document: Appendix A to Record of Decision – CMOH Order 02-2021

Subject: Businesses and Entities subject to CMOH Order 02-2021

Effective Date: February 8, 2021.

Scope of Application: As per Record of Decision – CMOH Order 02-2021

Overview

This document sets out the businesses and entities that must be closed to the public, limit their capacity or must schedule an appointment in order to provide services while Record of Decision - CMOH Order 02-2021 remains in effect.

Businesses or entities that must be closed to the public

- 1. Recreational or Entertainment Business or Entity**
 - a business or entity, or a business or entity that is similar in nature to those described in this section, offering or providing access to the following types of recreational facilities or entertainment facilities:
 - Community halls and centres;
 - Theatres, auditoriums, concert halls, and community theatres;
 - Banquet halls and conference centres;
 - Hotel meeting rooms.
- 2. Festival or Event Business or Entity**
 - a business or entity, or a business or entity that is similar in nature to those described in this section, offering or providing any of the following activities:
 - Festivals;
 - Concerts;

“ CHA has always anticipated as much as it could in order to keep us informed. Great source of accurate information. I also appreciate that you come back very quickly when we have questions. Moreover, always ready to come back to us with business opportunities. Therefore, proactive and on top of information.

– Sandra Giorgetti,
Hôtel Le Germain Calgary

Our strategic pillars: in action

COLLABORATE

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

- Leadership and participation in the City of Calgary Business Support Task Force. Newly added seat on the City of Calgary Mayor Advisory Committee
- Leadership and participation in Provincial Tourism and Hospitality Taskforce.
- City of Calgary leadership: Business Support Task Force, Calgary Police Service; Calgary Emergency Management Agency (CEMA); City Council and Administration; YYC Airport Authority; Calgary Attractions; Calgary Economic Development (CED); Calgary Arts Development (CADA), Business Improvement Areas (BIA) around the city.
- 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).
- 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.

- Supporting of creation and hotel offers for programs:
 - Chinook Blast
 - Hotels Live
 - Rise Up Calgary
 - DMF Co-op program
 - Tourism Calgary unique experiences, hotel deals, packages
 - Beyond Van Gogh
 - Calgary Stampede
- Supported the creation of drive-in events and hotel balcony concerts.
- Expanded partnership with Southern Alberta Institute of Technology (SAIT) and support of internship program.
- Support with Travel Alberta Cooperative Investment Program applications.



““ We’ve been pleased at the City of Calgary to be able to be helpful in whatever way that we can, including crafting a plan for deferral and maybe even forgiveness of some of the property tax of businesses most badly hit by the pandemic, including hotels. We’ve tried to be as business friendly as we can to keep you going in these incredibly difficult times. Thank you for all you do and here’s to better days ahead!

– Calgary Mayor Naheed Nenshi
Part of an address to the CHA Membership

Collaboration & Investment: Tourism Calgary

Launched digital visitor hub pilot

With Alberta government support, launched a 7-day-a-week, Live Chat concierge service and a bricks-to-clicks strategy utilizing QR codes at high traffic areas.

Launched Chinook Blast

Created safe outdoor spaces for Calgarians to embrace community and culture and return to the downtown core.

- 390,000+ people attended
- 50+ local businesses supported operations, logistics, programs & marketing
- Supported seven civic strategies and 11 BIA's
- Received 144 regional and national media mentions

Proudly supported the return of the Calgary Stampede

- 65,000 room nights sold during Stampede
- Non-local attendance 30% (up from 19% in 2019)
- 1st time visitors 23% (up from 7% in 2019)

Created safe bubbles for world-class sporting events

Calgary hosted the 3-month Curling Bubble, and the IIHF Women's World Hockey Championships. The sport bubbles helped deliver 21 total hosted events in 2021 with a combined economic impact of \$75 million.

Attended 10 virtual tradeshow in Europe, Asia, Australia, the U.S., Mexico and Canada resulting in twenty tour operators committed to joint marketing activities with Tourism Calgary in 2021.

Secured 46 Sport, Culture & Major Events - projected future economic impact \$123 million.

Secured 52 Meetings & Conventions - projected future economic impact of \$45.7 million

In collaboration with Travel Alberta, traveler searches for Calgary increased 50.35% year over year in the domestic market in 2021.

This digital partnership has been extended into the US in 2022 and already shows positive results with search volume of +85.7% year over year (Jan-May)

46

Sport, cultural and major events secured for future years

52

Meetings and conventions secured for future years

20

Tour operators committed to joint marketing activities

390k+

Attended Chinook Blast

\$4.5M

Combined economic impact of 21 hosted, sport bubble events



Memberships – Partnerships

#	CHA Associate Members	#	CHA Full Members
20	Downtown 4,634 Rooms	16	Downtown 4,305 Rooms
16	South 2,362 Rooms	10	South 1,671 Rooms
30	Northeast 2,362 Rooms	20	Northeast 3,465 Rooms
10	Northwest 1,046 Rooms	7	Northwest 813 Rooms
76	12,888 Rooms 85% of Rooms in Calgary*	53	10,254 Rooms 68% of Rooms in Calgary*

Some CHA partners:



* At December 31, 2021 per Smith Travel Research December, 2021

People.

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Calgary Marriott Downtown

Past Chair

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Delta Hotels by Marriott
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Jane Douglas

Tourism Calgary

David Woodward

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Bill Collins, Karim Ismail,
Ken Flores

Governance Committee

Alisha Reynolds, Ian Jones

Calgary Hotel Association Staff

Executive Director

Sol Zia

Manager, Calgary Hotel Association and Destination Marketing Fund

Svenja Sievers

Our gratitude and best wishes to:

Lisa Kiehl



“ Thanks Svenja, you and Sol as well, have been incredible the last 2 years (not exclusively lol but specifically). [...] you were both amazing in your own ways & roles. A bright spot in an awful 2 years. Forever kudos.

– Marnie Crowe,
Ramada Plaza Calgary Downtown

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