



360°YYC

CALGARY HOTEL ASSOCIATION 2014 ANNUAL REPORT

START EXPLORING

CALGARY HOTEL ASSOCIATION

TOP ACHIEVEMENTS OF 2014

New Tourism Calgary Partnership

Tourism Calgary and the CHA signed an open-ended, long-term partnership agreement in October 2014. Supporting strategic growth for Calgary's \$1.6 billion dollar industry, the new agreement foregrounds collaboration, transparency and alignment.

Amplified Action Calgary Partnership

The CHA invested in a two-year enhancement of our existing partnership with Calgary Economic Development (CED) in 2014. In year one, CED developed Calgary as a film and distribution hub in North America while promoting Calgary's "Be Part of the Energy"

VISITORS

8 million

\$1.7 billion

SPENDING

ROOM NIGHTS

65.7%

69.5%

AVERAGE OCCUPANCY

GROWTH IN ROOM NIGHTS
SECURED FOR MEETINGS,
CONVENTIONS AND
MAJOR EVENTS

3

UPGRADED PARTNERSHIP
AGREEMENTS

51,372

SECURED FOR SPORT, CULTURE
AND MAJOR EVENTS



TOURISM CALGARY

In October 2014, the CHA and Tourism Calgary signed an open-ended, long-term partnership agreement. The new partnership ensures strong industry alignment and elevated sales and marketing capacity, which benefits our members, the tourism industry and Calgary as a whole.

\$5 Million Annual Investment

Predictable, sustainable funding equips Tourism Calgary to identify new, multi-year destination marketing opportunities.

New Board Structure

The Tourism Calgary Board now includes five Calgary Destination Marketing Fund (DMF) members, five Tourism Calgary members and one City of Calgary member.

Stable City Funding

tourism
calgary

INVESTMENT

CALGARY 48 CAMPAIGN

\$125,000

RESULTS

CALGARY 48 CAMPAIGN

\$434,335

GROSS REVENUE

25%

YEAR-OVER-YEAR INCREASE
IN EXPEDIA BOOKINGS

2,915

ROOM NIGHTS

7,428

REFERRALS TO
PARTNER SITES



MEETINGS & CONVENTIONS CALGARY

Meetings and Conventions Calgary (MCC) enjoyed their fifth consecutive record year in 2014. The MCC sales and marketing team secured 70 events totaling 79,235 room nights, an increase of over 30,000 room nights from 2013.

The CHA continued our support of MCC's efforts to bring business travellers to Calgary with \$2.1 million in operating funds and \$800,000 in opportunity funds. Some of the major events secured over the year include the Farmers Group, Inc., American Association of Petroleum Geologists and Canadian Federation for the Humanities and Social Sciences conventions, as well as 6 city-wides.

INVESTMENT

\$2.9 million

DMF INVESTMENT

RESULTS

65.7%

YEAR-OVER-YEAR ROOM NIGHT GROWTH

79,235

DEFINITE ROOM NIGHTS

\$20,827,560

ECONOMIC IMPACT FROM CITY-WIDES



calgary meetings+
conventions
be part of the energy™

CALGARY ECONOMIC DEVELOPMENT

In 2014, Calgary Economic Development (CED) developed a two-year, multi-stakeholder proposal to support sustainable growth in Calgary. The proposal encompassed a three-tiered plan to augment Calgary's profile as a business destination:

1. Familiarize major film studio executives, directors, producers and art directors with Calgary.
2. Position Calgary as Western Canada's premiere distribution hub.
3. Promote Calgary's "Be Part of the Energy" brand across North America through multimedia initiatives, tours and partner toolkits.

The extended partnership will deliver a steady supply of room nights to CHA hotels while ensuring an active, diverse business economy for Calgary.

The CHA assessed each tier for DMF investment on an individual

calgary economic
development
be part of the energy™

INVESTMENT

\$600,000

OVER TWO YEARS

RESULTS

CREATIVE INDUSTRIES

3

FILM PRODUCTIONS SECURED

\$1.23

MILLION ROOM NIGHT REVENUE

DISTRIBUTION HUB

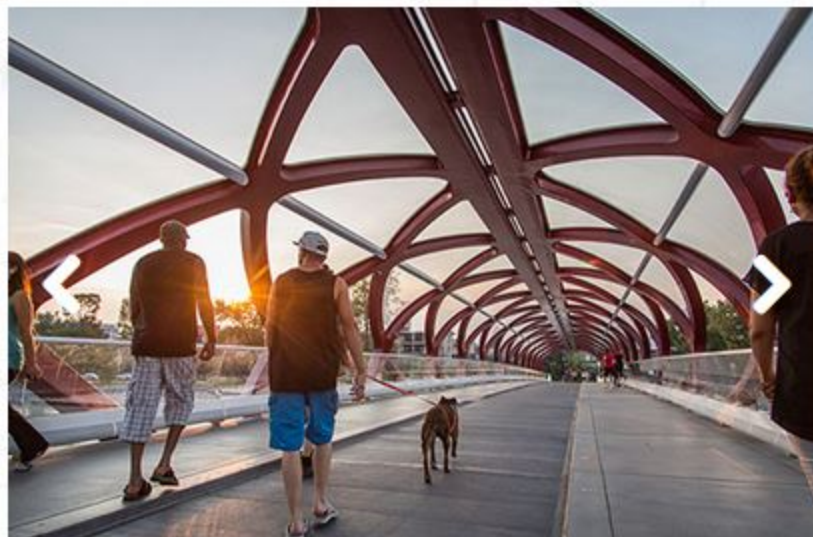
\$593,000

INTERNATIONAL MEDIA IMPACT

BRAND DEVELOPMENT

41 million

MEDIA IMPRESSIONS



CALGARY ARTS DEVELOPMENT

In 2014, the Remarkable Experience Accelerator (REA) program continued to support four of Calgary's top cultural organizations. REA participants hosted 630 public activities in the city altogether, engaging tens of thousands of people and boosting Calgary's reputation as an emerging cultural hotspot.

The REA allows participant organizations to take the risks they need to grow into sustainable regional, national and international draws for Calgary with the security of a financial backstop. In addition to DMF investment, the REA provides development advice based on each organization's needs and multi-year strategic plan.

Following the REA's award-winning inaugural run, the CHA and Calgary Arts Development have renewed the program for 2015 through to 2017. DMF investment will increase to \$1.2 million and the program's reach will expand beyond downtown to include



INVESTMENT

2012 - 2014

Up to \$825,000

DMF INVESTMENT OVER THREE YEARS

2015 - 2017

Up to \$1.2 million

DMF INVESTMENT OVER THREE YEARS



Calgary Opera. Photo credit: Trudie Lee

CALGARY INTERNATIONAL FILM FESTIVAL

The Calgary International Film Festival (CIFF) joined the Remarkable Experience Accelerator (REA) to expand its capacity, with a focus on revenue diversification and festival programming. The initial REA investment was provided as seed funding and working capital. The remaining contribution went toward the implementation of CIFF's three-year Capacity Expansion plan.

In 2014, CIFF saw considerable year-over-year growth in attendance and out-of-town room nights, as well as a 50% increase in box office revenues.

CALGARY INTERNATIONAL
FILM FESTIVAL
SEPT 16 - 28, 2014



INVESTMENT

\$150,000

OVER THREE YEARS

RESULTS

33%

INCREASE ROOM NIGHTS

42%

INCREASE IN TOTAL ATTENDANCE



CALGARY OPERA

The Calgary Opera Association (COA) joined the Remarkable Experience Accelerator (REA) to found Canada's first outdoor opera festival, Opera in the Village. The festival has garnered new sponsors for the COA as well as adding a unique national experience to Calgary's cultural roster.

For its 2014 production of Leonard Bernstein's *Candide*, Opera in the Village expanded from one weekend to two and extended its marketing period. *Candide* attracted attendees from 72 communities outside of Calgary, including Switzerland, Israel, Brazil, Malaysia and Australia.

CALGARY opera



INVESTMENT

\$242,500

OVER THREE YEARS

RESULTS

4,799

TICKETS SOLD

9%

TICKETS SOLD TO
NON-CALGARIANS

60%

TICKET-BUYERS NEW
TO CALGARY OPERA



SLED ISLAND

An international draw for musicians and music enthusiasts alike, Sled Island has worked with the Remarkable Experience Accelerator (REA) to increase its resiliency by creating a capital backstop. Now established, that backstop has helped Sled Island refresh its funding model and increase earning potential.

Sled Island's 2014 results demonstrate a solid recovery after the festival's 2013 cancellation due to summer flooding. To accelerate full recuperation and subsequent growth, additional REA funding of \$20,000 was used to seed a sponsorship manager position.

Sled
Island



INVESTMENT

\$220,000

OVER THREE YEARS

RESULTS

20%

TICKETS SOLD TO
NON-CALGARIANS

\$3,691,800

OUT-OF-TOWN ATTENDEE
ECONOMIC IMPACT



ONE YELLOW RABBIT

An established Calgary event and eclectic epicentre of performance art, One Yellow Rabbit's (OYR) High Performance Rodeo was selected by the Remarkable Experience Accelerator (REA) committee for its potential to become a signature cultural draw in Canada. REA funds were used to establish a Rodeo Reserve Fund, allowing OYR to secure the very best in exciting programming for the Rodeo.

To develop the reserve fund, OYR was tasked with matching REA's initial \$100,000 contribution two-to-one by November 2016. As of March 2015, they have met their goal.



INVESTMENT

\$100,000

OVER TWO YEARS

RESULTS

COMING NOVEMBER 2015

Photo credit: Kelly Hofer



CALGARY SPORT TOURISM AUTHORITY

Calgary Sport Tourism Authority (CSTA) had another record year in 2014. CSTA brought 59 sport, cultural and special events to Calgary, besting its 2013 benchmark of 50, and facilitated a year-over-year increase of 4,098 room nights.

The organization's success won national acclaim in April 2014, when CSTA was named Sport Tourism Organization of the Year at the Canadian Sport Tourism Alliance Prestige Awards. A week later, Calgary was declared Canada's Ultimate Sports City by Sport Business International.

Odysseo by Cavalia

An equestrian spectacle of 70 horses and 49 artists, Odysseo opened to rave reviews and standing ovations in April 2014. Eleven performances were added to the show's three-month run.



CSTA

59

EVENTS

51,372

DEFINITE ROOM
NIGHTS IN 2014

32,013

ROOM NIGHTS CONTRACTED
FOR 2015 AND BEYOND

CAVALIA

1,552

ROOM
NIGHTS

4,300

EXTENDED-STAY
ROOM NIGHTS

13,123

TICKETS SOLD TO
NON-CALGARIANS

Photo credit: Dave Holland

SHAW CHARITY CLASSIC

The Shaw Charity Classic returned to Calgary in August 2014. The week-long tournament attracted 81 golf professionals and caddies, including members of the World Golf Hall of Fame.

INVESTMENT

\$50,000

DMF INVESTMENT

RESULTS

1,618

ROOM NIGHTS

\$11.9 million

ECONOMIC IMPACT



WINSPORT

In 2014, WinSport and the CHA continued to position Calgary as Canada's leading destination for competitive winter sports. Events secured for warmer seasons expanded Calgary's profile as a year-round sport and culture hub. WinSport demonstrated its own competitive edge, surpassing its 2013 event booking benchmark by a third.

DMF funds were used primarily for event acquisition and promotion in the second year of the CHA's five-year WinSport partnership.

Benefits for Calgary Hotel Association members:

- **Recurring Events**

Funds are invested in acquiring and expanding annual



INVESTMENT

\$300,000

RESULTS

12,553

ROOM NIGHTS

2

NEW MULTI-YEAR
EVENTS CONTRACTED

49

EVENTS
CONTRACTED

BEAKERHEAD

In its sophomore year, Beakerhead proved its initial, runaway success had staying power. Over 73,000 Calgarians and visitors braved a late summer snowstorm to participate in the offbeat spectacle of art, science and engineering. Beakerhead's unconventional calendar included dinner on a cooking-oil-fueled Ferris wheel, a musical tour of the human brain, and El Pulpo Mecanico, a fire-breathing mechanical octopus.

An original Calgary product, Beakerhead now extends its programming beyond the main event. It engages audiences year-round in illustrating and celebrating the novel fusion of "things technical" with "things creative."

DMF investment was earmarked to assist Beakerhead in driving media coverage of the September festival and, with it, the changing landscape of Calgary.

Beakerhead

INVESTMENT

\$100,000

DMF INVESTMENT

RESULTS

210

DMF ROOM NIGHTS
BOOKED WITH PROMO CODE

162.7 million

MEDIA IMPRESSIONS

\$5.8 million

ECONOMIC IMPACT
FOR CALGARY



Photo credit: Kelly Hofer

CALGARY STAMPEDE

With 1.3 million attendees, the second-highest attendance number on record, 2014 was a banner year for the Calgary Stampede. In the second year of partnership between the CHA and the Calgary Stampede, a direct line of contact was created between DMF hotels and the Stampede ticket office. This enabled hotels to directly purchase Rodeo and Evening Show tickets on their guests' behalf, so visitors to Calgary could begin their Stampede experience before leaving the hotel lobby.

Stampede-goers also enjoyed the Kids' Chuck Challenge, where little cowpokes race pint-sized chuckwagons during the grown-up chuckwagon intermissions and on the midway. Each miniature wagon featured a different DMF hotel logo.

The partnership also allows CHA members to sell Stampede tickets on consignment at no risk and to use the Stampede logo in hotel packaging, further fostering a cohesive Stampede

INVESTMENT

\$310,000

OVER THREE YEARS

RESULTS

3.5%INCREASE IN SPRING
WEEKEND OCCUPANCY**88%**STAMPEDE
OCCUPANCY**486,689**IMPRESSIONS FOR DMF
HOTEL BRANDS

CS
Calgary Stampede

CELEBRATION OF EXCELLENCE

The Celebration of Excellence (CoE) honoured the Canadian Olympic Team's achievements at the Sochi 2014 Winter Games. The cross-Canada event culminated with the Canadian Olympic Parade and gala in Calgary, where thousands of fans cheered on Canada's champions amid national media coverage.

Counting among its partners Tourism Calgary, Calgary Economic Development, The City of Calgary, WinSport and the Calgary Downtown Association, the parade featured floats, marching bands and Mayor Naheed Nenshi as grand marshal. The VisitCalgary.com logo featured throughout the parade and gala, as well as in media promotions.

To generate CoE buzz during Sochi 2014, the CHA launched GoCanada.com. Collecting all Twitter and Instagram posts tagged #gocanada, the website showcased Canadian patriotism in an epic online cheer. Fans who posted directly to the site were



INVESTMENT

\$400,000

RESULTS

11,435,482

TRADITIONAL MEDIA
IMPRESSIONS

131 million

SOCIAL MEDIA
IMPRESSIONS

75%

GOCANADA.COM VISITS
OUTSIDE CALGARY

Photo credit: Canadian Olympic Committee