

CALGARY AS A TRANSPORTATION HUB

Tourism Calgary President & CEO

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CALGARY TOURISM

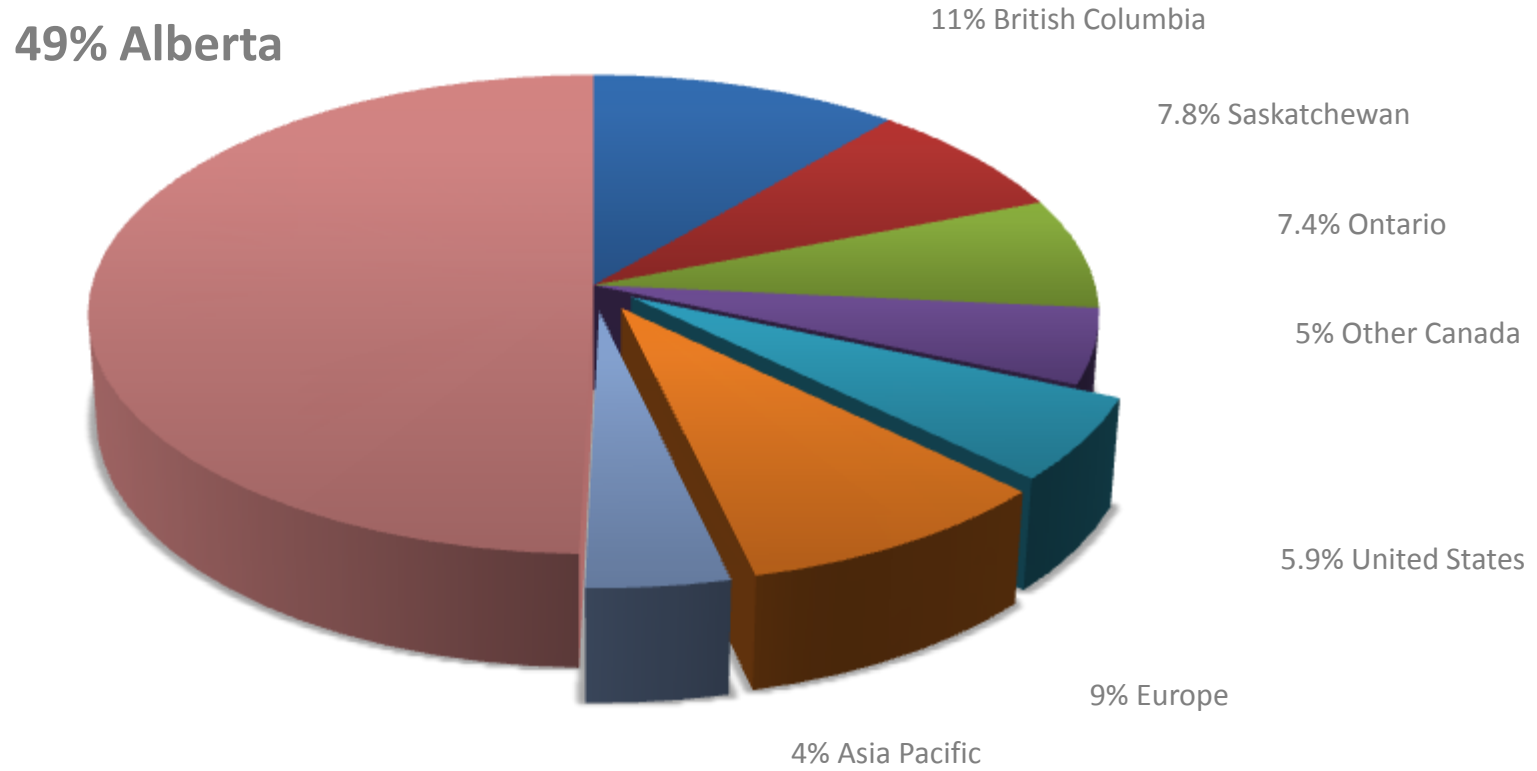
Tourism generates more than \$1.1 billion in revenue for Calgary annually and employs 1 in 10 Calgarians.

Tourism Calgary is a catalyst for collaboration, bringing tourism stakeholders together to enhance product offerings and leverage marketing resources.

We work on behalf of 500+ members and partners providing promotional opportunities and services that maximize the customer and visitor experience.

OUR CUSTOMER

Origin/overnight



*1% overseas

Tourism Canadian Cities data, 2008 Research results

WHERE THEY COME FROM

Regional

AB – Edmonton, Medicine Hat, Lethbridge, Red Deer

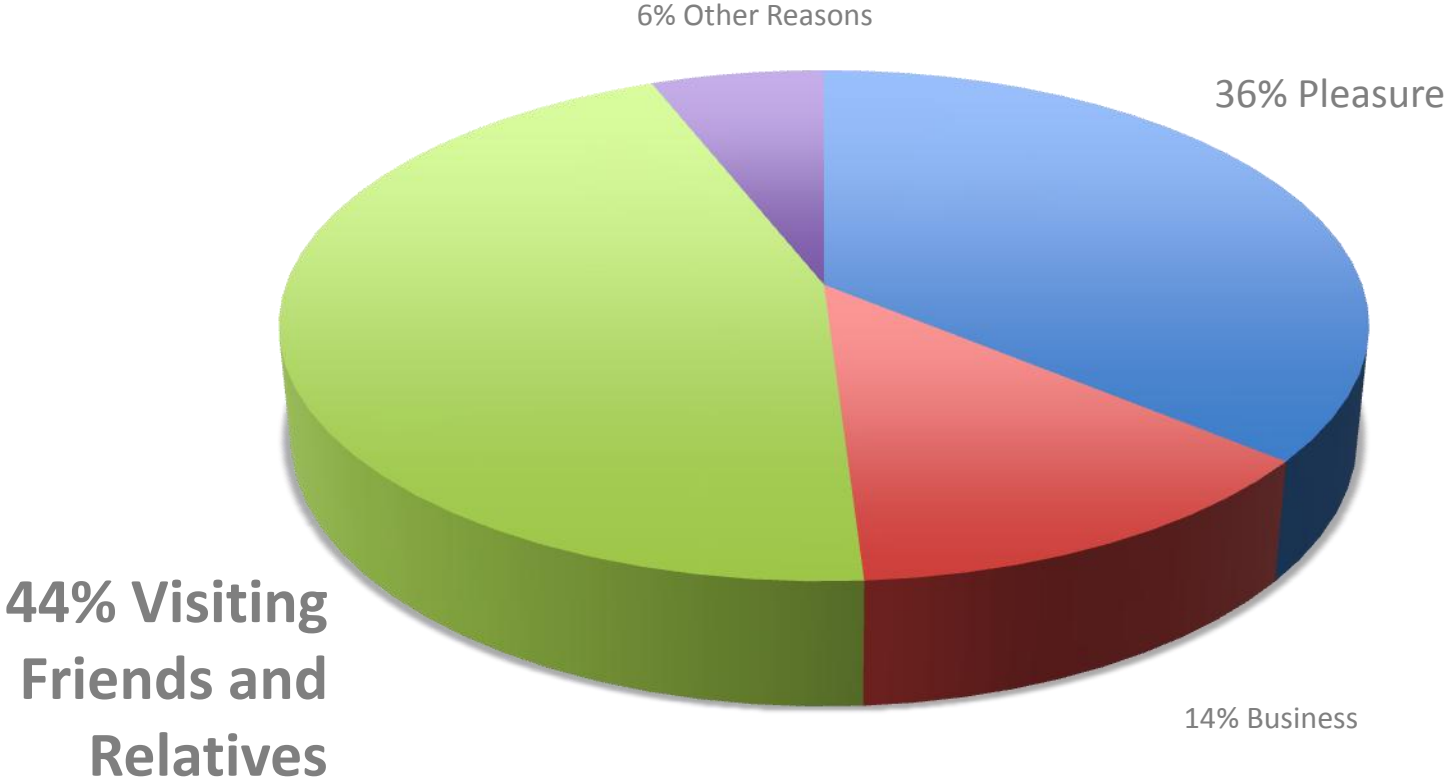
SK – Saskatoon & Regina and bleed into rural areas

BC- South East

**National: Ontario*

WHY DO THEY COME?

Trip purpose/overnight visitors



TARGET INSIGHTS

Travel to see family & friends

Pride to explore their country

Seek experiences & spontaneity

Want bragging rights

Escape to the 'big city'

Moderate spenders



TARGET BARRIERS

Low Awareness beyond the Calgary Stampede, Zoo & Heritage Park

Family & friends are not **local experts** (lack knowledge/tools)

Calgary is seen as a **gateway vs hub**

Perception of Calgary - **expensive**



TRANSPORTATION SWOT

Strengths

Major international airport

LRT system

Established motorcoach tour providers

Road access is strong

(i.e. Ring road, Trans-Canada, QEII Hwy)

Motorcoach service b/w Edmonton, Banff, Calgary

TRANSPORTATION SWOT

Weaknesses

Air travel costs

“Tourism” and airport directional signage

No VIA Rail passenger service

Sufficient taxi service except at peak and late night

Core parking costs and availability

Air access from some key international markets

TRANSPORTATION SWOT

Opportunities

YYC runway expansion

Expanding LRT system (airport needed)



TRANSPORTATION SWOT

Weaknesses

Edmonton airport marketing





Thank you!