

# Calgary as a Transportation Hub

Tourism Calgary President & CEO  
Randy Williams

# Calgary's Destination Marketing Organization

## **Mission**

Bring more people to Calgary for memorable experiences.

# Tourism by the Numbers

In Canada, tourism is a \$74 billion industry – roughly equal to the economic value of agriculture, forestry and fishing combined.

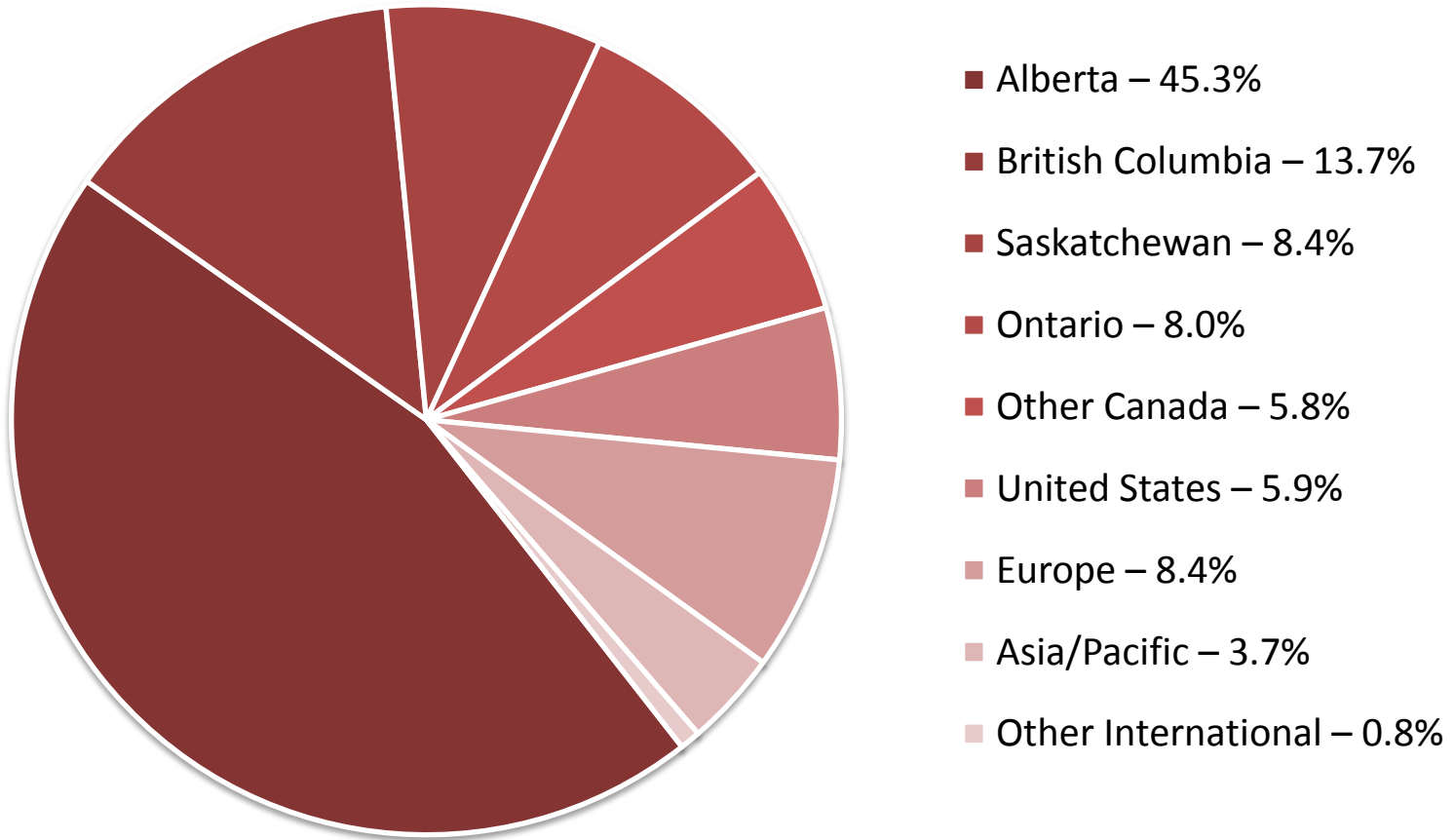
Calgary welcomes more than 4.7 million visitors annually.

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

Tourism generates \$48 million in tax revenue to The City of Calgary.

# Our Customer

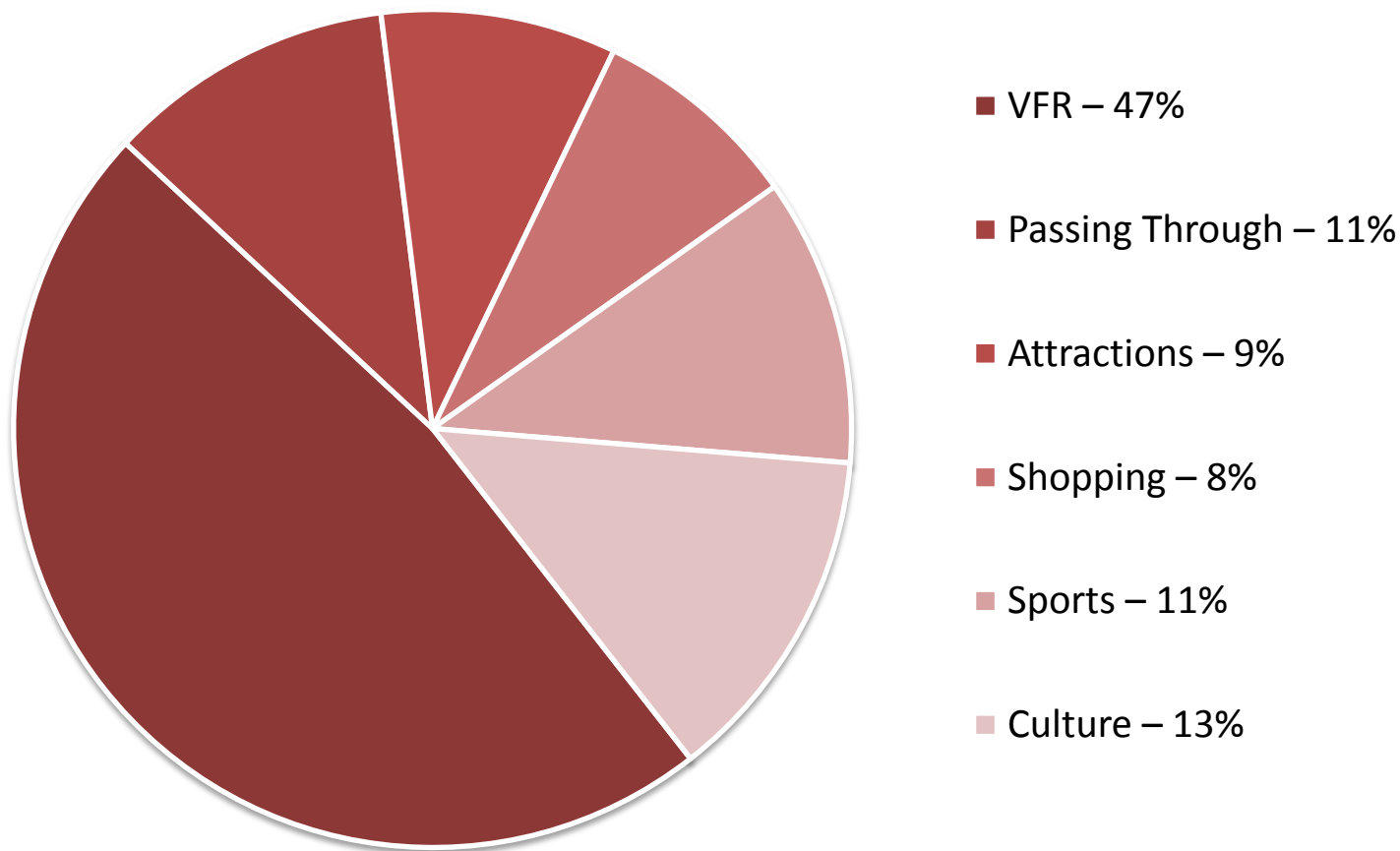
## Origin of Overnight Visitors



Source: Statistics Canada—Tourism in Canadian Cities—A Statistical Outlook 2009

# Why Do They Come?

## Main Purpose of Last Trip to Calgary – Key Regional Markets



Source: Tourism Calgary Regional Travel Behaviour Study March 2011

# Travel Behaviour

Almost half of visitors to Calgary (47%) came for VFR

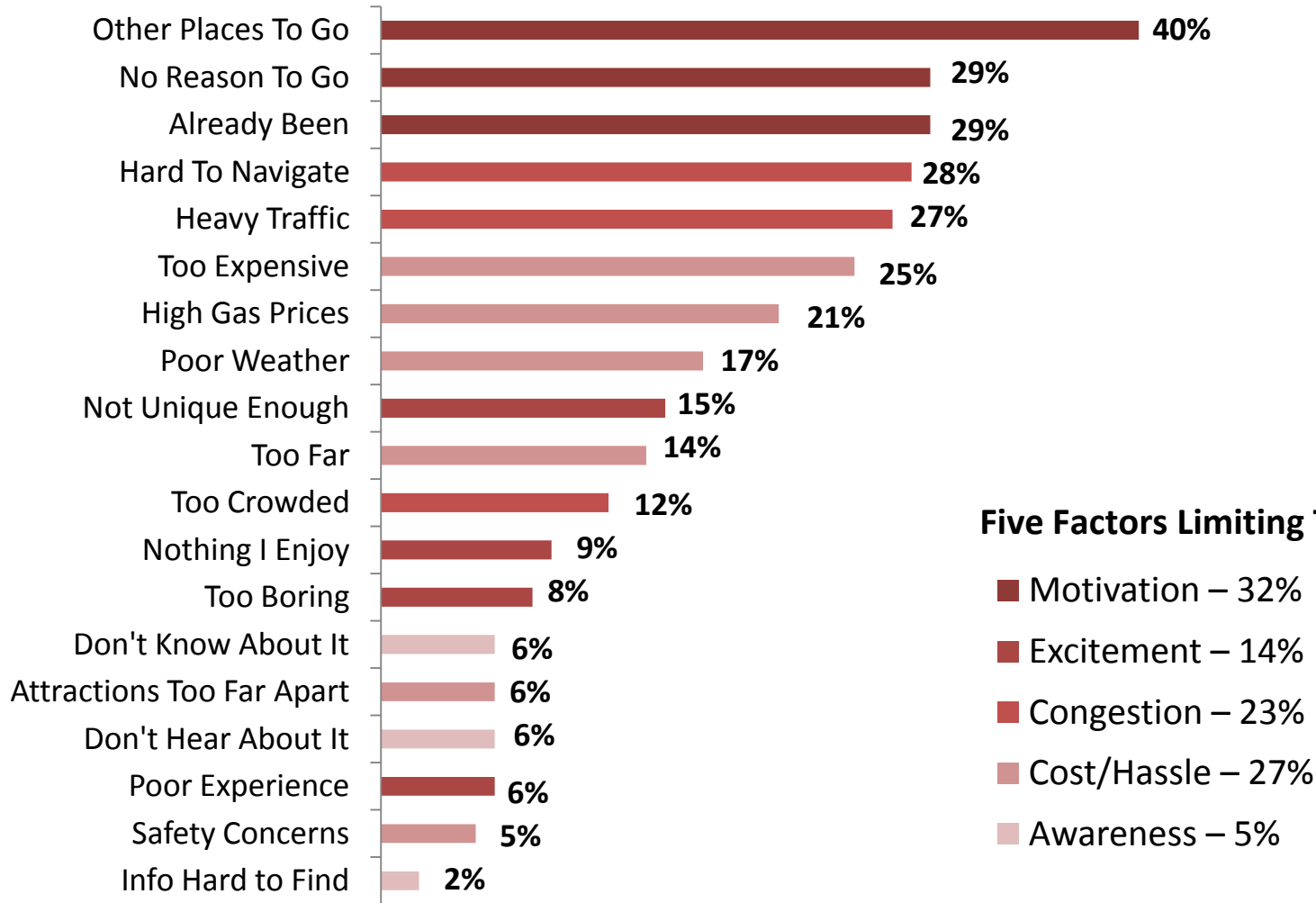
Other trip purposes included cultural events (13%), touring around or through (11%), sports (11%), attractions (9%), and shopping (8%).

Different markets have different priorities in terms of visiting:

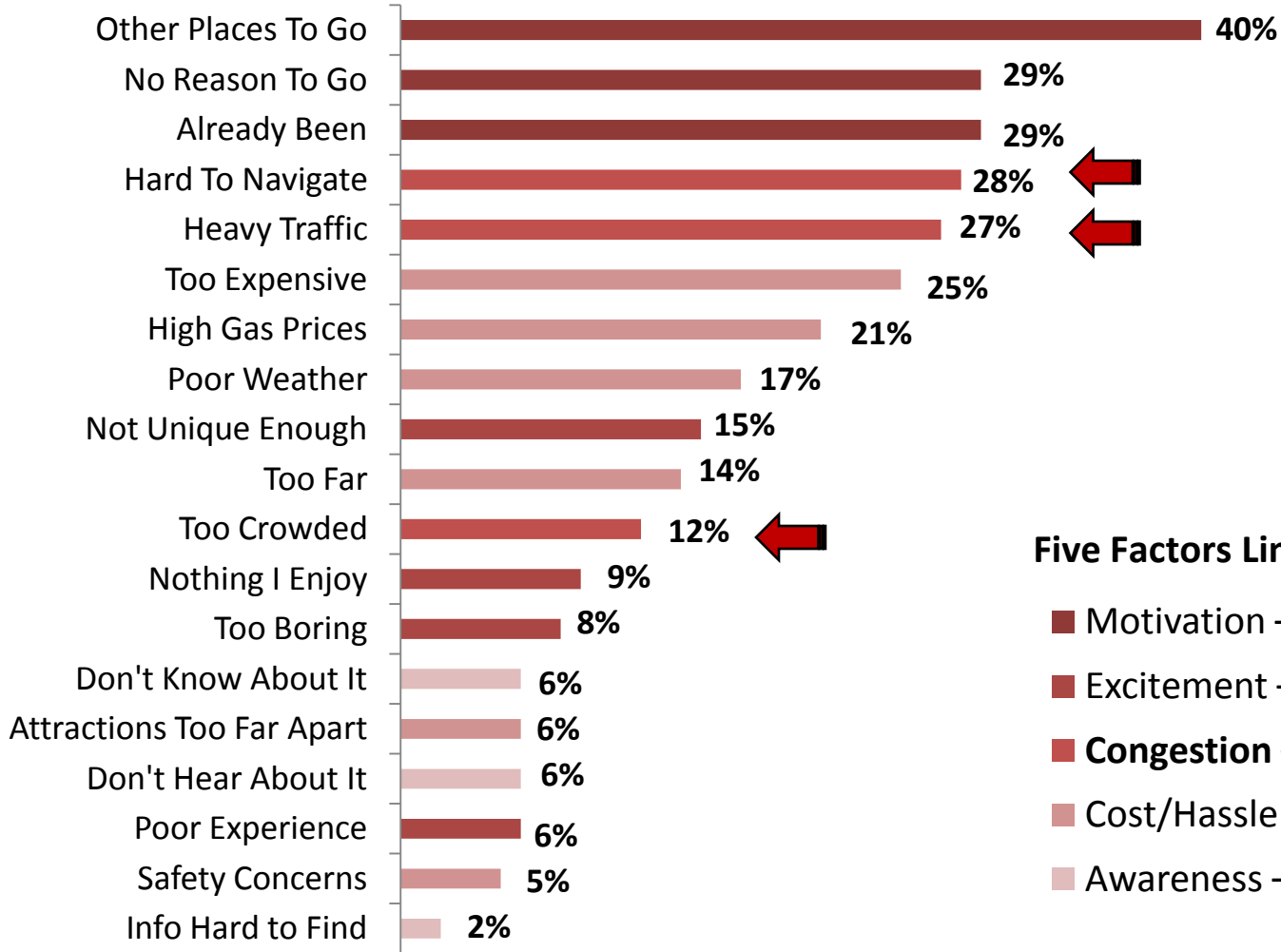
- Edmontonians - interested in attractions, culture and sports
- Southern Albertans - focus more upon shopping and touring
- Southeast BC travellers - more interested in touring/passing through

Highest proportion of hotel usage (85%) is related to visiting attractions and shopping

# Barriers to Visiting Calgary



# Barriers to Visiting Calgary



## Five Factors Limiting Travel to Calgary

Motivation – 32%

Excitement – 14%

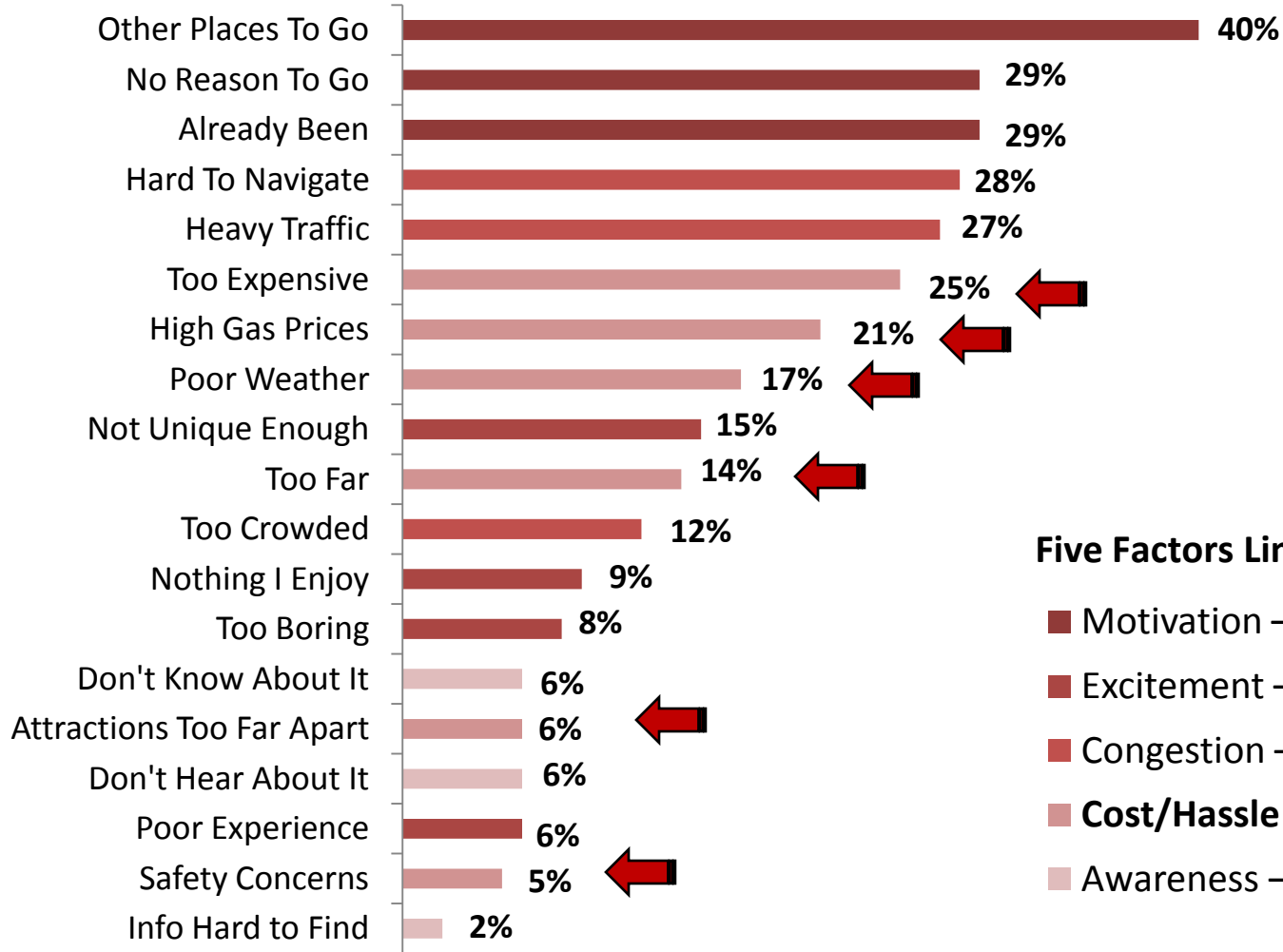
**Congestion – 23%**

Cost/Hassle – 27%

Awareness – 5%



# Barriers to Visiting Calgary



## Five Factors Limiting Travel to Calgary

- Motivation – 32%
- Excitement – 14%
- Congestion – 23%
- **Cost/Hassle – 27%**
- Awareness – 5%

# 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/terminal expansion
- Expanding LRT system (airport needed)
- Added airline capacity (Orange County, Tokyo, Frankfurt)
- Centre City wayfinding
- High speed rail

# Transportation SWOT

## Threats

- Price of fuel
- Plattsburg, Seattle, Buffalo airports
- Labour market

# Game Changers?

- + High speed rail
- + Airport and terminal infrastructure development
- Labour market

Thank You!