



CALGARY STOPOVER PILOT

Turning connecting passengers
into overnight visitors.



THE OPPORTUNITY

YYC already has the traffic; the opportunity is converting pass-through into stay-over.

7M+ connecting international passengers annually.

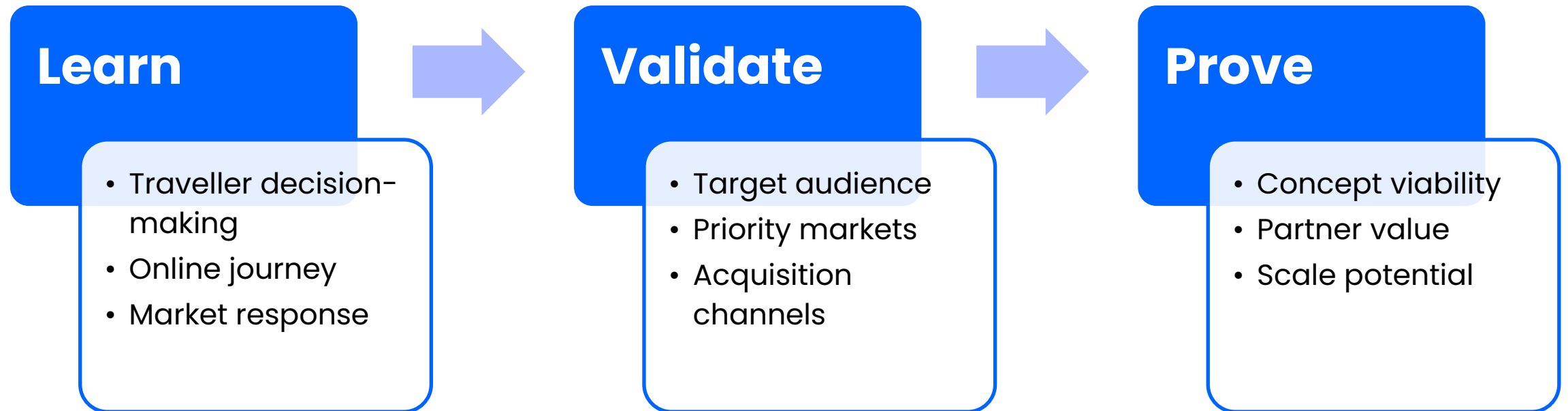
\$6B ambition – Tourism Calgary's long-term goal is to double tourism revenue over 10 years.

Resulting in a pilot program targeting **international WestJet travelers** connecting through Calgary to add a stopover of **up to 7 days**.



2026 PILOT

The pilot is our opportunity to learn fast and prove demand.



KEY INSIGHTS

The strongest near-term stopover opportunity is concentrated and targeted

White space exists

No Canadian carrier currently offers domestic stopovers.

Canadian point of sale leads

72% of Europe-bound stopovers and 48% of Asia stopovers originate from Canada.

US demand impacts

Stopover traffic declined from 2,543 guests in 2024 to 2,207 guests in 2025. YTD for 2026 is tracking strong with 1,171.

US PoS is weak today

American travelers appear to use YYC for pricing advantage more than stopover intent.



MARKET RECOMMENDATIONS

Start where demand and conversion potential are strongest



Primary – UK to Canada:

- Travelers planning multi-stop Canada itineraries
- Strong alignment with existing Tourism Calgary and Travel Alberta activity



Secondary – Canada PoS to Europe/Asia:

- Highest share of current stopover activity
- Best near-term segment to test and optimize the pilot



Parked for now – US to Europe/Asia:

- Potential long-term upside
- Not a priority for the pilot phase

TWO TRACKS TO CONSUMER

Direct to Consumer



- ✓ **Inspire** travelers at trip-planning stage
- ✓ **Convert** interest through destination content and offers
- ✓ **Retarget** travelers once stopover intent is shown

Travel Agents



- ✓ **Influence** itinerary planning early
- ✓ **Build** stopovers into multi-stop travel
- ✓ **Educate** agents on Calgary as a value-added stay

TRAVELLER PROFILES

Two traveller mindsets are most likely to choose a Calgary stopover.



Comfort Reset

- Families and older travelers
- Looking for ease, rest, and convenience
- Motivated by simple, high-value package



Experience Seekers

- Curious, experience-led travelers
- Interested in attractions, events, and culinary experiences
- Motivated by adding something memorable to the journey

MOVING FROM AWARENESS TO CONVERSION

Awareness

Consideration

Conversion

Make The Most of Your Journey – Stopover in Calgary!

You'll be surprised what fits between flights.

On this page

Book now What is a stopover? Why stopover? FAQs Calgary Attractions Pass Hotel deals

A stopover in Calgary is easy to book and genuinely hard to rush. Instead of spending your connection in a departure lounge, a stopover here looks like an energizing walk along the Bow River, a bowl of ramen in Chinatown, and breathtaking mountain views from the Calgary Tower.

Book your full trip in one simple WestJet reservation, with Calgary built in as an intentional stop.

Book your Calgary stopover

Ready to make your layover into something worth remembering? Book your full trip, Calgary included, as a single WestJet reservation using multi-city booking. No separate tickets, no juggling itineraries.

[Book now](#)

Calgary at a glance

Be sure to leave a bit of space for the unexpected in your itinerary. Start your day sipping locally roasted coffee and end it watching the sun dip behind the Rockies.

 300+ days of sunshine a year	 90 min from YYC to Banff National Park	 15-20 min from the airport to downtown
----------------------------------	--	--

What is a stopover?

tourismcalgary Ad

WESTJET Tourism Calgary

See details

tourismcalgary Ad

WESTJET Tourism Calgary

See details

tourismcalgary Ad

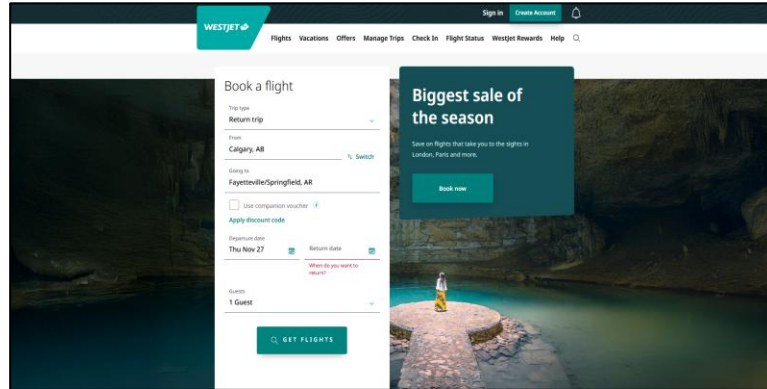
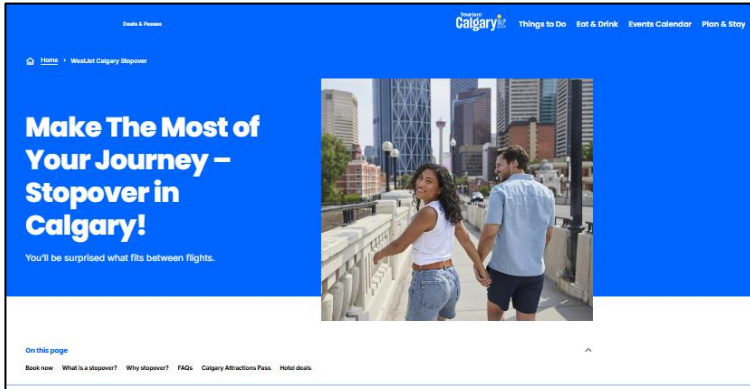
WESTJET Tourism Calgary

See details

Owned and Paid Channels

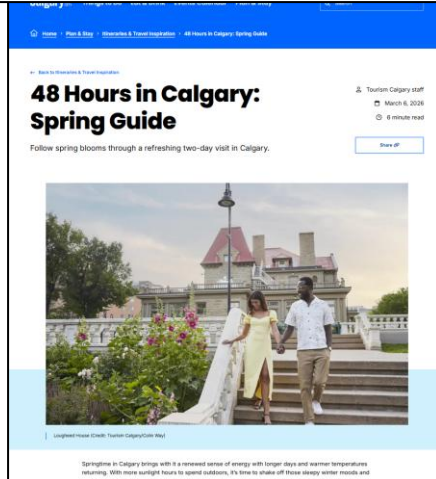


Digital User Experience

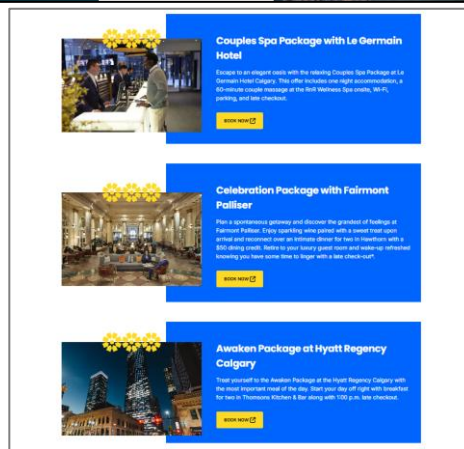


Secondary Partner Referral Sites

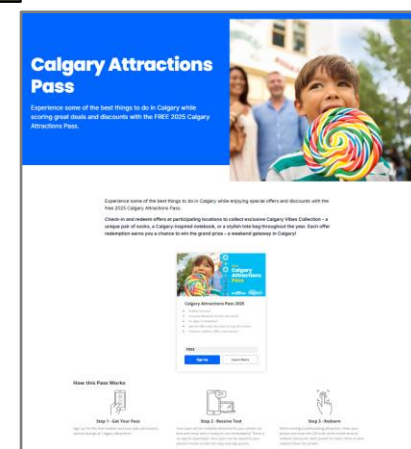
- YYC International
- Travel Alberta



Tourism Calgary Seasonal Content



Hotel Packages & Deals



Things to Do Deals

NEXT STEPS

We are seeking offers that contribute to the value proposition, including:

- Stopover rates
- Family packages
- Flexible check-in / check-out for international connections
- Food & beverage packages

The stronger the offer, the stronger the program's ability to convert passengers into overnight guests.




EXAMPLES OF BEST-IN-CLASS PROGRAMS

Global leaders use strong hotel offers and destination perks to make stopovers worth choosing.

Exclusive hotel deals

From bustling city centre hotels to quieter beach-side retreats, choose from the best hotels across Abu Dhabi with up to two nights free.



★★★★☆
Al Maqta
Traders Hotel

★★★★☆
Airport hotel
Premier Inn Abu Dhabi Int
Airport

★★★★☆
City centre
Aloft Abu Dhabi

Lisbon

Amazing Evolution: 15% discount on accommodation

Behotelisboa: 15% discount on accommodation

15% discount at the hotel:
Behotelisboa (Lisbon)

How to benefit from this offer:
Book through the Partner website using the promotional code "STOPOVER15".


Contacts
Phone: +351 213 422 323
Email: reservations@behotelisboa.com
Website: https://www.behotelisboa.com/

TAP AIR | PORTUGAL

Bensaude: 10% discount on accommodation

ETIHAD AIRWAYS | ABU DHABI


Accommodation deals in Singapore



Accor

Convert ALL – Accor Live Limitless Reward points to KrisFlyer miles at a rate of 2,000 ALL Reward points to 1,000 KrisFlyer miles. Members can also enjoy automatic conversion of ALL Reward points to KrisFlyer miles after every stay at an Accor property.


> Find out more



Agoda

Book your hotel through Agoda and earn 3 KrisFlyer miles for every US\$1 spent on your hotel booking. Agoda.com is Asia's leading online hotel reservations company, specialising in securing the lowest discount hotel prices.


> Find out more



Crowne Plaza Changi Airport

Step off your flight into resort-style comfort at Crowne Plaza Changi Airport, seamlessly connected to all terminals and Jewel Changi Airport. A 10-time Skytrax World's Best Airport Hotel winner, delivering effortless access and exceptional stays.

> Find out more



Far East Hospitality

Earn up to 500 miles for every qualifying stay during your stopover in Singapore. Far East Hospitality has a diverse portfolio of properties comprising five distinctive brands: Oasia, Quincy, Rendezvous, Village and Far East Collection offering short and long-term accommodation for business and leisure guests.

> Find out more

SINGAPORE AIRLINES | SINGAPORE

How Your Offer Comes to Life

Westin Calgary

Home / Stopover Hotel Deals Submission

Stopover Hotel Deals Submission

Turn Connecting Passengers into Overnight Stays

Calgary is launching a pilot stopover program designed to convert international travelers transiting through YYC into overnight visitors. With more than 7 million connecting passengers annually, this program creates a new opportunity for hotel partners to capture incremental demand by offering compelling stopover packages.

Why are Hotel Offer Important?

Hotel participation is essential to the success of the stopover program. Travellers will be motivated to stop in Calgary if the hotel offer delivers clear, compelling value.

We are seeking partners offers that make a stopover feel like a worthwhile addition to the journey, not just a convenience.

What Strong Offers Look Like

We encourage hotel partners to submit offers that are simple, valuable, and easy for travelers to understand.

Examples include:

- Stopover rates or discounted night(s)
- Complimentary or bundled value (e.g., breakfast, upgrades)
- Flexible check-in and check-out aligned with flight schedules

Please note:

Low-impact offers (e.g., small discounts or parking-only offers) are unlikely to influence booking decisions.

Best-in-Class Stopover Program References

Leading global airlines demonstrate how strong hotel offers drive stopover success.

- Etihad Airways (link to Abu Dhabi Stopover - Free Hotel Stays with Etihad Airways)
- Singapore Airlines (link to https://www.singaporeair.com/en_UK/zh/plan-travel/privileges/singapore-stopover/)
- TAP Air Portugal (link to <https://www.flytap.com/en-ca/stopover>)

View the Program Overview

For full details on the pilot, target markets, and marketing approach:

[Download the Calgary Stopover Program Presentation [BUTTON](#)]

Submit Your Offer

We invite hotel partners to participate by submitting a stopover package or offer.

Submission deadline: May 6

Deal Information


Deal Details

Provide a short compelling description outlining the details of your offer. Max 230 characters

[View all content](#)

Hotel deals

Deal




Hotel Packages

The Westin Calgary Airport: Shop & Stay →

Maximize your hotel escape with a stay at The Westin Calgary Airport, just minutes from CrossIron Mills. With out...

Deal




Hotel Packages

The Westin Calgary Airport: Gas & Go Package →

Fuel your travels with the Gas and Go package at The Westin Calgary Airport. Get a \$30 gas gift card per night, plus...

Deal




Hotel Packages

The Westin Calgary Airport: Park Here, Fly There →

Stay the night, catch your flight with extended parking included. The Park Here, Fly There package includes 7 nights of...

Deal




Hotel Packages

Four Points by Sheraton Calgary West: Road Trip to the Rockies Package →

Head out to the majestic Canadian Rockies with the "Road Trip to the Rockies" package from Four Points by...

Deal



Hotel Packages

The Westin Calgary Airport: Stampede Package →

Saddle up for the Greatest Outdoor Show on Earth with everything you need to make the most of it: a \$30 CAD daily ride...

MARRIOTT BONVOY

Find & Reserve Special Offers Vacations Our Brands Our Credit Cards About Marriott Bonvoy Meetings & Events

Help English My Trips Sign In Or Join

WESTIN

Hotels & Resorts

The Westin Calgary Airport

Hotel Details 671 Aero Drive NE, Calgary, Alberta T2E7Y5 Canada +14034825406 4.5 (716 reviews)

Shop & Stay

Explore CrossIron Mills, discover your favourite finds, then unwind in comfort at The Westin Calgary Airport—where relaxation meets retail therapy.

DESTINATION: The Westin Calgary Airport

1 NIGHT: Wed, Apr 22 - Thu, Apr 23

1 Room, 1 Guest

Book Now

Maximize your retail escape with a stay at **The Westin Calgary Airport**, just minutes from CrossIron Mills. With our **Shop & Stay** package, enjoy a **\$50 CAD gift card per night** to CrossIron Mills—your perfect reason to indulge in something special, whether you're hunting for deals or simply treating yourself.

How to Book

Be sure that the Promotional Code appears in the Corporate/Promotional code box when making your online reservation, or call 403-482-6406 and ask for the promotional code. For toll-free numbers outside the US please visit [Global Reservation Numbers](#)

Terms & Conditions →

Need to Know

- Include 50 CAD CrossIron Mills Gift Card
- Complimentary Wi-Fi & Self-Parking
- 2 PM Late Check-Out (Based On Availability)
- Promotional Code : SHO [What's this?](#)
- Valid stay date : June 20, 2025 - June 20, 2026

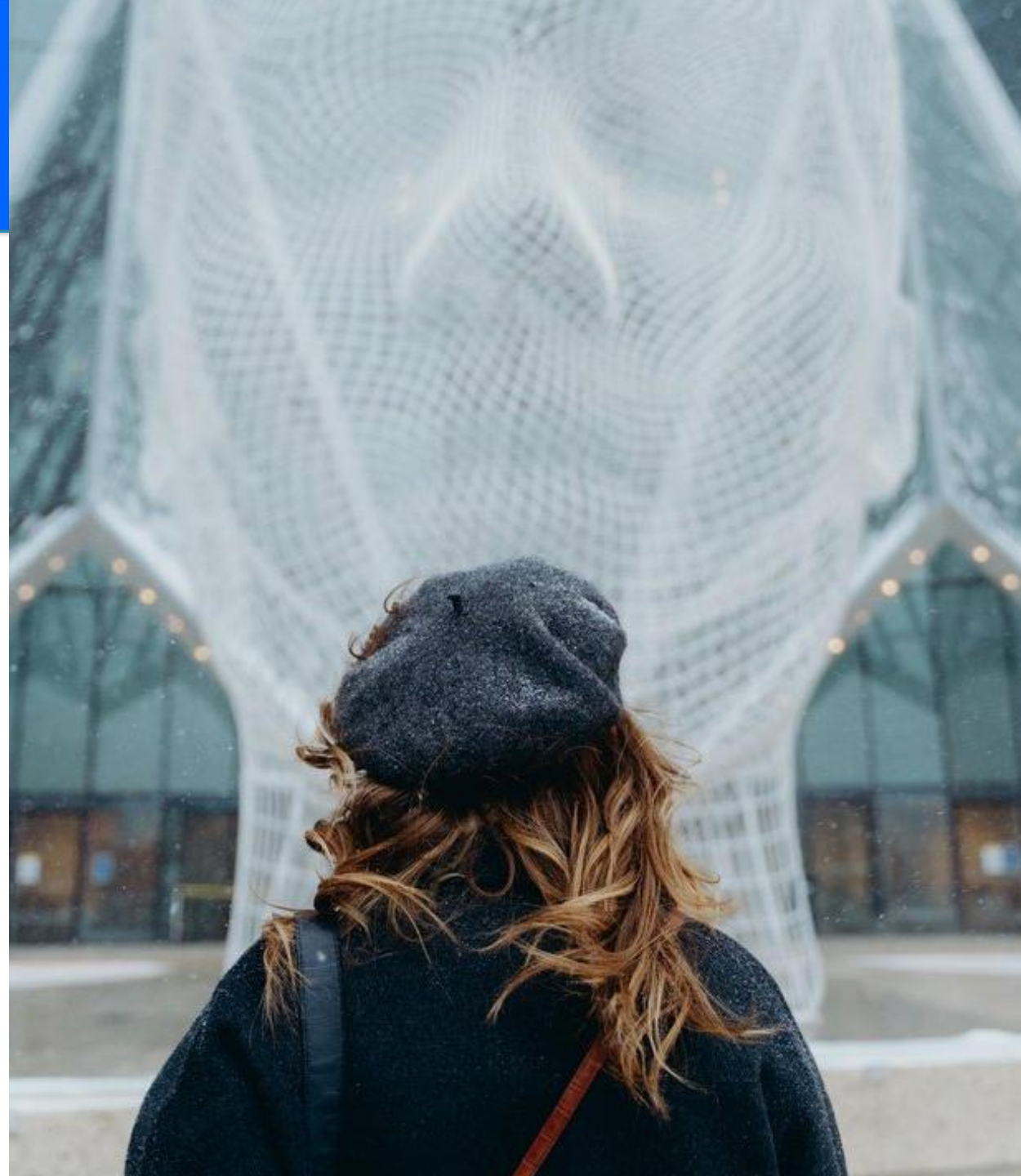
SUBMIT AN OFFER

Submit your offer by May 6.



Hotel offers populated
May 22

Stopover program launches
May 25



Q&A

