

2025 Things to Do Co-op Marketing Campaign

February 27, 2025



Agenda

1. Introduction
2. 2024 Performance & Learnings
3. 2025 Strategy & Enhancements
4. 2025 Structure
5. Placement Breakdown & Pricing
6. How to Participate
7. Best Practices
8. Q&A



01 Introduction



What is the Things to Do Campaign?



WHAT

A **collaborative co-op marketing program** designed to connect locals and visitors with exciting experiences and things to do in Calgary offered by our partners.



WHEN

Runs from **April to December** and offers monthly advertising opportunities that spotlight Calgary's best attractions, events, experiences, restaurants, etc.



WHO

Targets **local Calgarians and regional visitors** within an 8-hour driving radius of Calgary.



- **Amplify local events, experiences, and attractions** through paid media, sponsored content, and strategic digital placements.
- **Expand reach and engagement** by pooling resources to drive awareness, visitation, and ticket sales.
- **Position visitcalgary.com as the go-to resource** for discovering what's happening in Calgary year-round.

Objectives

- Increase awareness of local events & attractions
- Drive engagement & website traffic
- Encourage year-round visitation & local exploration
- Provide affordable, high-value, turn-key marketing opportunities for partners
- Create a collaborative marketing ecosystem
- Track performance & demonstrate ROI





How the Campaign Delivers

- **Multi-channel paid media strategy** (Meta, Demand Gen, TikTok, etc.)
- **Sponsored content and feature articles** on visitcalgary.com
- **High-quality creative assets** (video, social, digital ads)
- **Email marketing & social amplification** to target key audiences
- **Performance tracking and reporting** to optimize effectiveness
- This campaign has proven to be an essential tool for partners who want to reach **local and visiting audiences** in a **cost-effective, impactful, and measurable** way

Partner Benefits

- **Flexible Options** – Choose from a variety of placements that fit your needs.
- **Maximized Impact** – Pooled partner funding extends your reach.
- **Direct Investment** – Your funds go directly to media buys and ad distribution.
- **Tourism Calgary Investment** – We invest \$200,000+ in this campaign.
- **Turnkey** – Tourism Calgary handles creative development, ad buys, and campaign execution.
- **Brand Recognition** – Leverage the credibility and reach of the Tourism Calgary brand to amplify your own offerings and increase marketplace visibility.
- **Access to Tourism Calgary's Audience** – Get in front of Tourism Calgary's untapped audience.
- **Campaign Reporting** – receive performance insights to track engagement, clicks, etc.



02

2024 Performance & Learnings

Paid Campaign Performance

May to December, 2024

Performance Metrics	2024 Results	% Change YoY
Conversions	316K	+35.5%
CPCConv	\$0.74	-12.0%
Impressions	48.3M	+35.2%
Clicks	568.1K	+35.8%
CTR	1.18%	-0.8%
CPC	\$0.41	-6.9%

Tourism Calgary contributed **\$200,000+** to the paid campaign in 2024 in addition to partner investment.

**Note: Year-over-year comparisons are based on campaign data from May to December to account for the 2023 campaign starting one month later than in 2024 (May vs. April).*



2024 Creative Samples



Partner Engagement



135 paid placements secured
Exceeded 2024 goal by 42.1%



37 unique partners engaged
Exceeded 2024 goal by 48%

Engaged new set of F&B and Arts & Culture partners.



\$201,200 invested by partners
Exceeded 2024 goal by 49%

Tourism Calgary invested an additional \$200,000+ into the campaign.

What We Learned in 2024

- **Performance trends:** sponsored content on the Monthly Guides consistently drove the highest engagement and external partner referrals. This is a great placement to opt-in to for high visibility if you have an offering relevant to a particular month. Outdoor-based activities also perform very well.
- **Facebook changes:** organic reach on Facebook isn't what it used to be—to get real visibility and engagement, paid promotion (boosting) is essential.
- **Audience behaviour shifts:** video continues to outperform static. Our short-form video placement offers a powerful way to showcase your business to an engaged audience actively looking for things to do in Calgary.
- **Clear copy and high-quality images = better results:** sponsored content copy with one clear focus and a strong CTA performed better than placements trying to promote a long list of things to do. Don't overwhelm the user, make it clear and straightforward. Investment in high-quality imagery is worth it.
- **Partner feedback:** partners' primary objectives in participating in the campaign are to increase brand awareness, increase amplification of their business in the local/regional market, and increase ticket sales. Partners want more opportunities to be featured on Tourism Calgary social channels and cost is sometimes a barrier to participation.

03

2025 Strategy & Enhancements

2025 Strategic Pillars

Expand Reach & Engagement

- Leverage pooled partner investment and Tourism Calgary's media buying power to connect with both local and regional audiences.

Drive Year-Round Visitation

- Align marketing efforts with seasonal demand, ensuring consistent visibility from April to December.

Provide Flexible, High-Impact Marketing

- Offer à la carte marketing options so partners can select placements that best fit their goals and budget.

Enhance Digital Performance

- Prioritize high-performing formats like short-form video, Meta and Demand Gen ads, and boosted social placements to maximize engagement and conversion.

Drive Traffic and Visibility for Partners

- Maximize exposure for partners by directing engaged audiences to their websites, ticketing pages, and business listings through paid placements and strategic digital marketing.



Who Are We Reaching?

Highly Familiar Audience

- **Local** Calgarians + **Regional** travellers (within an 8-hour drive radius of Calgary).
- Social and eager for opportunities to immerse themselves in a new place.
- Spontaneous and curious.
- Interested in shared experiences and unexpected discoveries.
- Strong interest in travelling to Calgary.

Where Are We Reaching Them?

- **Paid social & digital** (Meta, Demand Gen, TikTok)
- **Paid search** to capture high intent audiences
- **visitcalgary.com** content and events calendar
- **Newsletter features and direct email marketing**





What's new in 2025

- Lower pricing on select placements.
- New social placement to meet partner demand for more exposure on Tourism Calgary's channels.
- Flexible social contests – choose between Facebook or Instagram Stories depending on your target audience.
- More boosting of social content placements to expand reach and improve ROI.
- Optimized paid campaigns using best practices for Meta and Demand Gen.
- Increased Tourism Calgary investment in paid campaign to \$210,000+.
- Continued optimizations of the campaign through our media agency expertise.

04

2025 Structure





Overview

- Campaign runs over 9 months, from April to December, split into 3 Waves.
- À la carte style placement options to suit varying partner budgets and objectives.
- 22 advertising placements available per month, with buy-ins ranging from \$500 to \$5,000.
- All partner investment goes directly toward media buys and paid distribution (excluding newsletter & event calendar inclusions).

3 Waves of Participation



Wave 1

Opens for partner opt-ins March 5

- April
- May
- June



Wave 2

Opens for partner opt-ins May 14

- July
- August
- September



Wave 3

Opens to partner opt-ins August 14

- October
- November
- December

À la carte Placements Menu

- Think of the Things to Do Co-op Marketing Campaign as an à la carte marketing menu—you get to choose the marketing placements that best fit your offering, goals, and budget.
- Rather than committing to a one-size-fits-all package, partners can hand-pick the promotional opportunities that align with their needs, ensuring a flexible, cost-effective, and high-impact marketing strategy.





Why à la carte works for you

- ✓ Choose what works best for your brand
- ✓ Mix & match for maximum impact
- ✓ No long-term commitment – participate when it makes sense
- ✓ Leverage Tourism Calgary's marketing power
- ✓ Tailor your investment to your budget

05

Placement Breakdown & Pricing

Paid Distribution

Sponsored Content

3 x placements on 4 articles, \$500 - \$3,000

Dedicated Article

1 x per month, \$3,000

Custom Short Form Videos

1 x per month, \$5,000

Social Contest – UPDATED for 2025

1 x per month, \$1500

Boosted Instagram Story – UPDATED for 2025

1 x per month, \$800

Boosted Facebook Post – NEW!

1 x per month, \$500



Sponsored Content

3 spots available per article | \$500 – \$3,000 buy-in

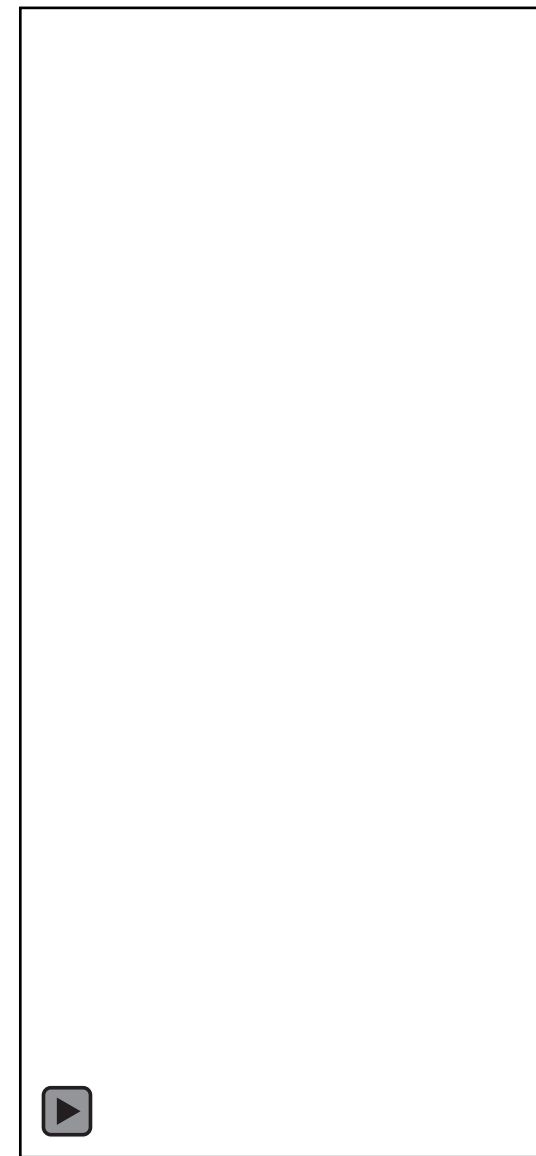
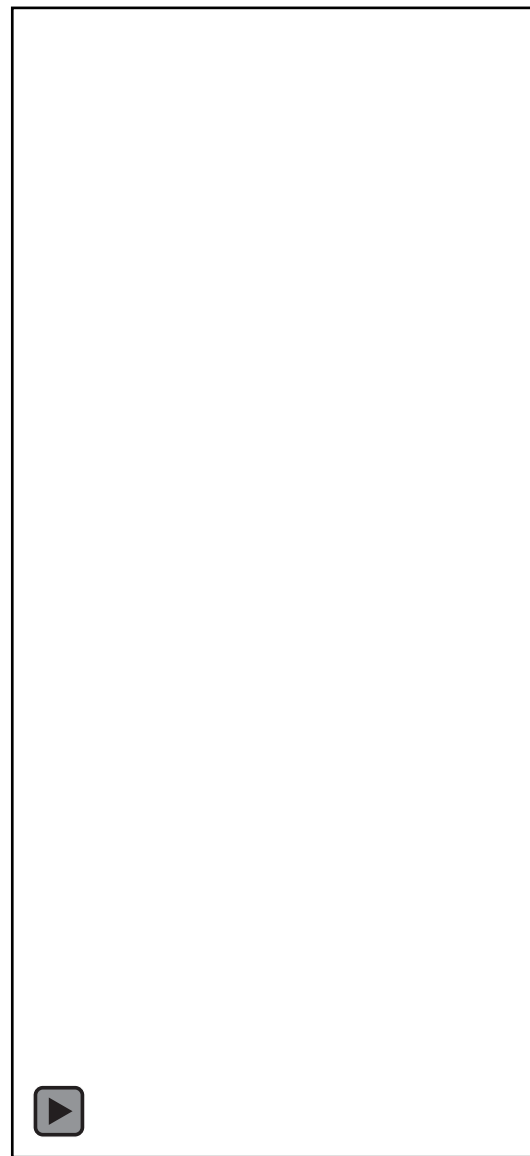
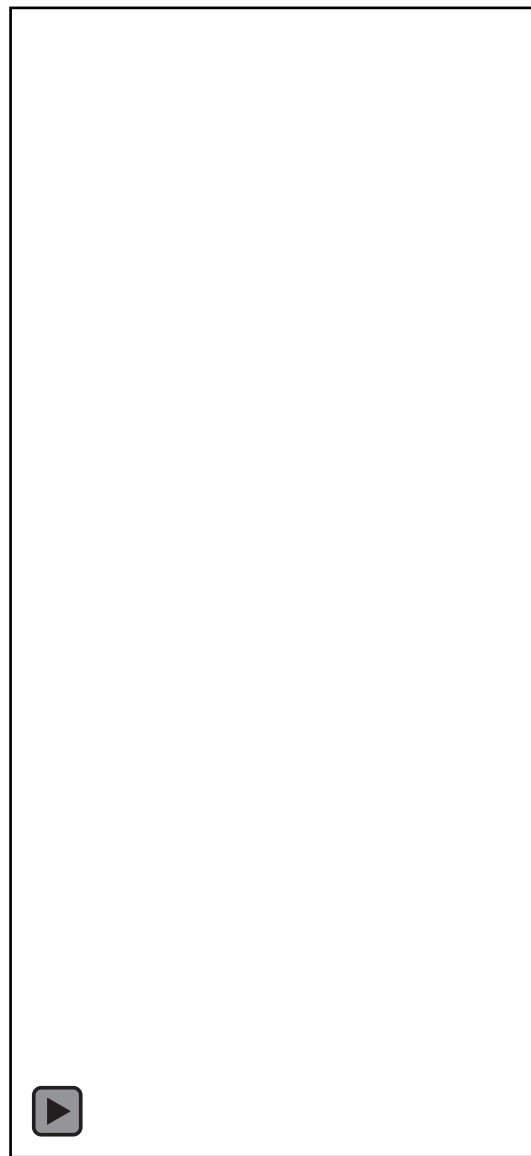
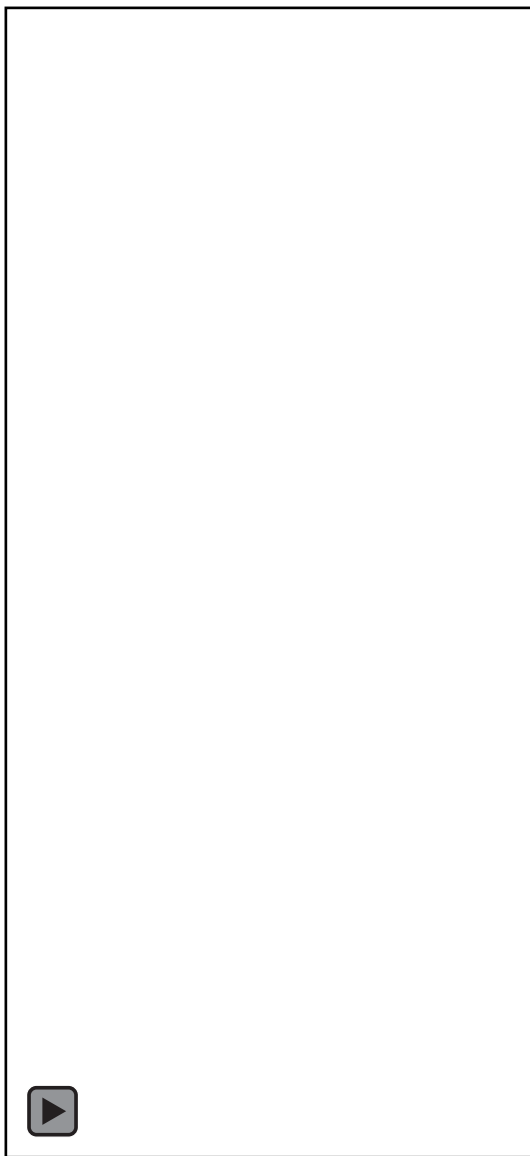
- Above-the-fold placements on four top performing articles on visitcalgary.com:

- 1. Monthly Guide**
- 2. 100+ Things to Do in Calgary**
- 3. Top Attractions in Calgary**
- 4. Where to Eat in Calgary**

Placement level	Articles 1, 2, 3	Article 4 (Where to Eat)
1st placement*	\$3,000	\$1,000
2nd placement	\$2,000	\$750
3rd placement	\$1,000	\$500

- 1st placement partner = guaranteed inclusion in paid campaign creative and ad copy and appears first at the top of the article, followed by the 2nd and 3rd placement partners.
- Partner investment per article is pooled and goes directly into paid media on Meta and Demand Gen + additional dollars from Tourism Calgary. More placements filled = more \$ toward paid distribution of the article.
- Tourism Calgary covers all agency/creative fees, media buying, set-up, etc.

Sponsored Content Samples



Sponsored Content Performance

Paid Campaign Performance (monthly averages)

	Impressions	Clicks	CTR	Conversions	CPConv	Engagements
100+ TTD	1,710,000+	12,000	0.85%	5,400	\$1.32	6,200
Monthly Guide	790,000+	7,659	1.28%	5,300	\$0.93	4,800
Top Attractions	1,152,000+	9,800	1.11%	4,200	\$1.09	4,300
Where to Eat	640,000+	7,600	1.43%	3,900	\$1.02	4,000

Article Performance (monthly averages)

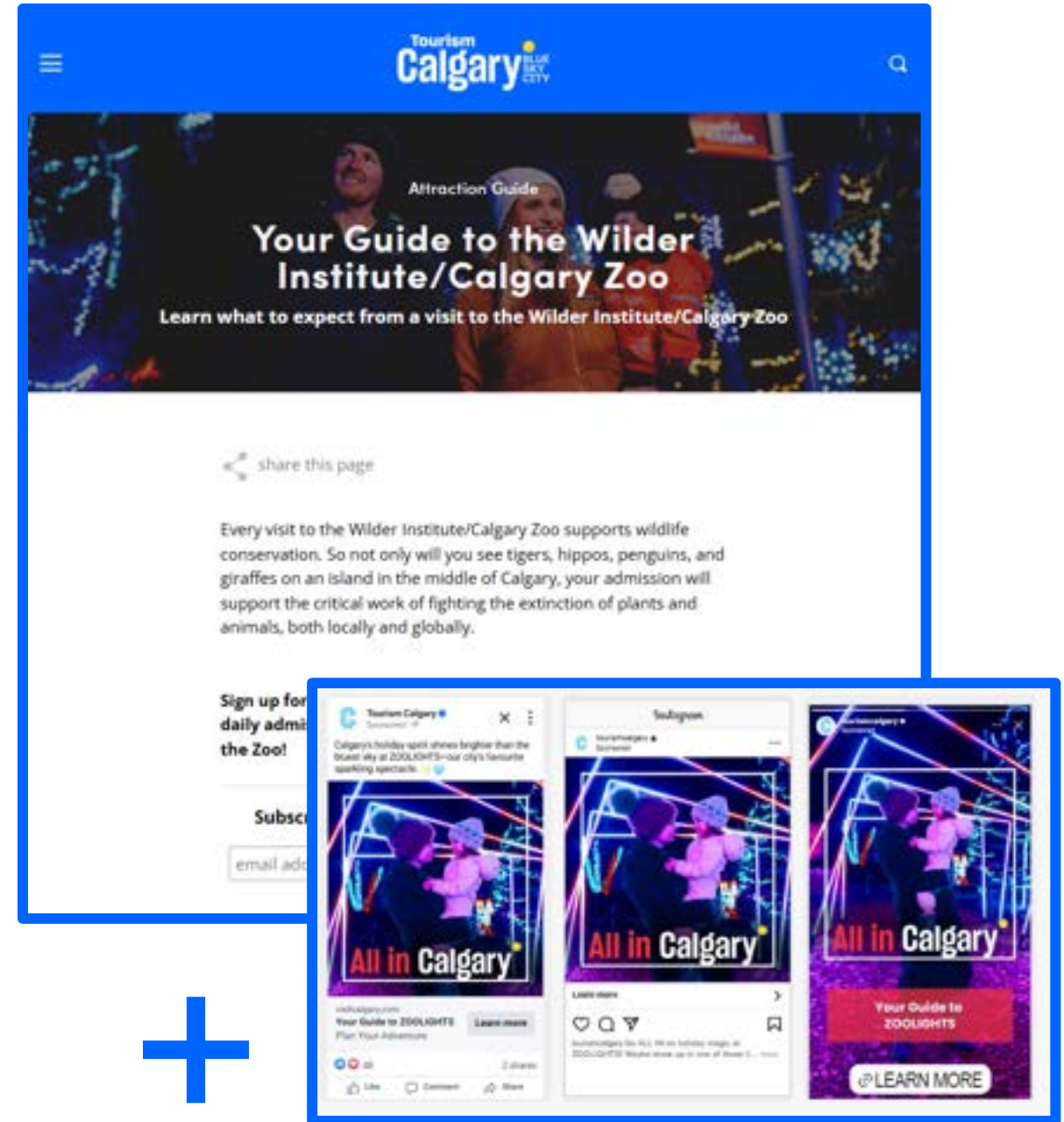
	Page Views	Active Users	Engaged Sessions	Engagement Rate	External Partner Referrals
100+ TTD	28,000	21,600	16,400	62%	980
Monthly Guide	28,900	23,400	18,800	70%	660
Top Attractions	26,000	20,800	16,700	69%	650
Where to Eat	16,200	12,800	9,200	61%	560

Note: time of year and pooled partner amounts can impact paid campaign performance. Angle and partner-provided assets can have a significant impact on external partner referrals.

Dedicated Article

1 per month | \$3,000

- Paid distribution of a dedicated article on visitcalgary.com profiling your attraction, festival, or event.
- Partner investment goes directly to paid distribution of the article on Meta and Google.
- In most cases, the article already exists on visitcalgary.com or a new piece of content can be written.
- Partners can anticipate an average 400,000 impressions and 4,000 clicks from the paid campaign.



Custom Short-Form Video

1 per month | \$5,000 buy-in

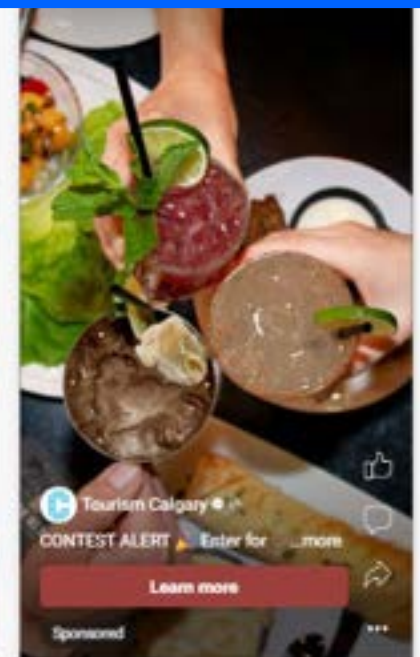
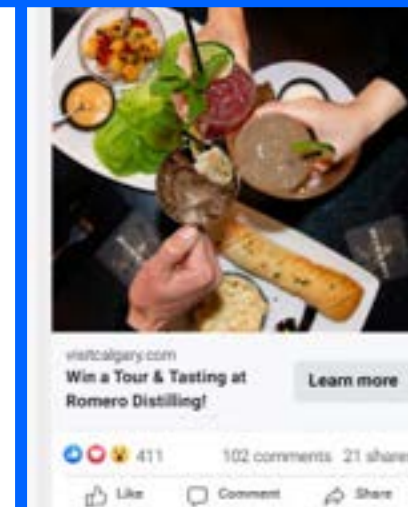
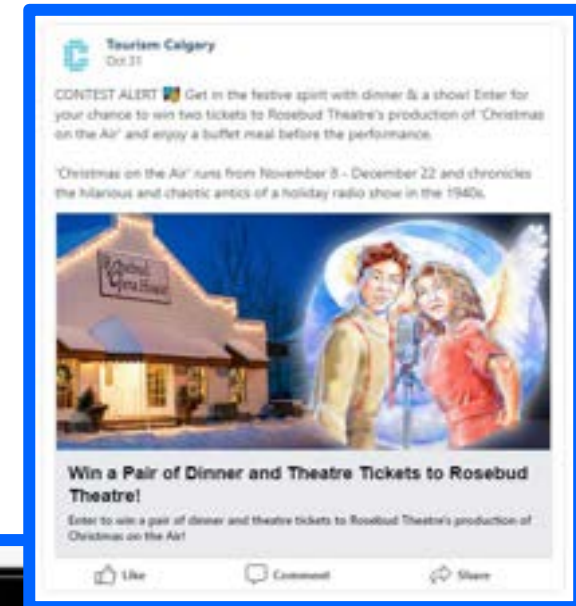
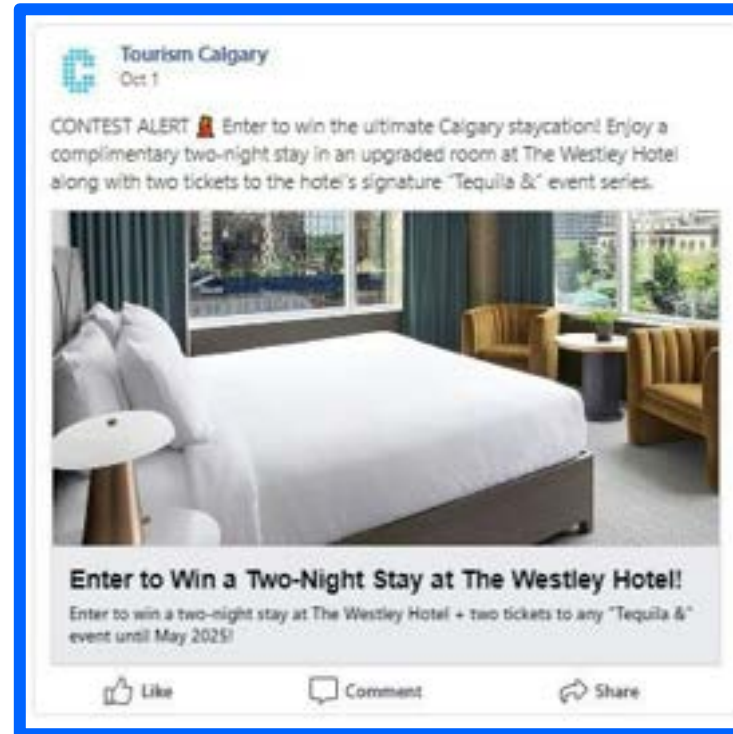
- 2 short-form videos profiling your business produced by a professional content creator.
- Tourism Calgary covers the cost of the content creator, creative development, agency fees, set-up, etc.
- 100% of partner investment goes into paid distribution of the 2 videos on Instagram, TikTok or YouTube Shorts.
- Partners receive full rights to both video assets for use in their own marketing.
- Tourism Calgary also retains full rights, which can lead to future promotion.
- Partners can anticipate the campaign to deliver an average 800,000 impressions and 2,000 clicks (results vary between ad platform).
- *Note: Short-form video assets are also great to re-purpose in Instagram Story placements for further reach during the campaign or future years.*



Social Contest

1 per month | \$1,500 buy-in

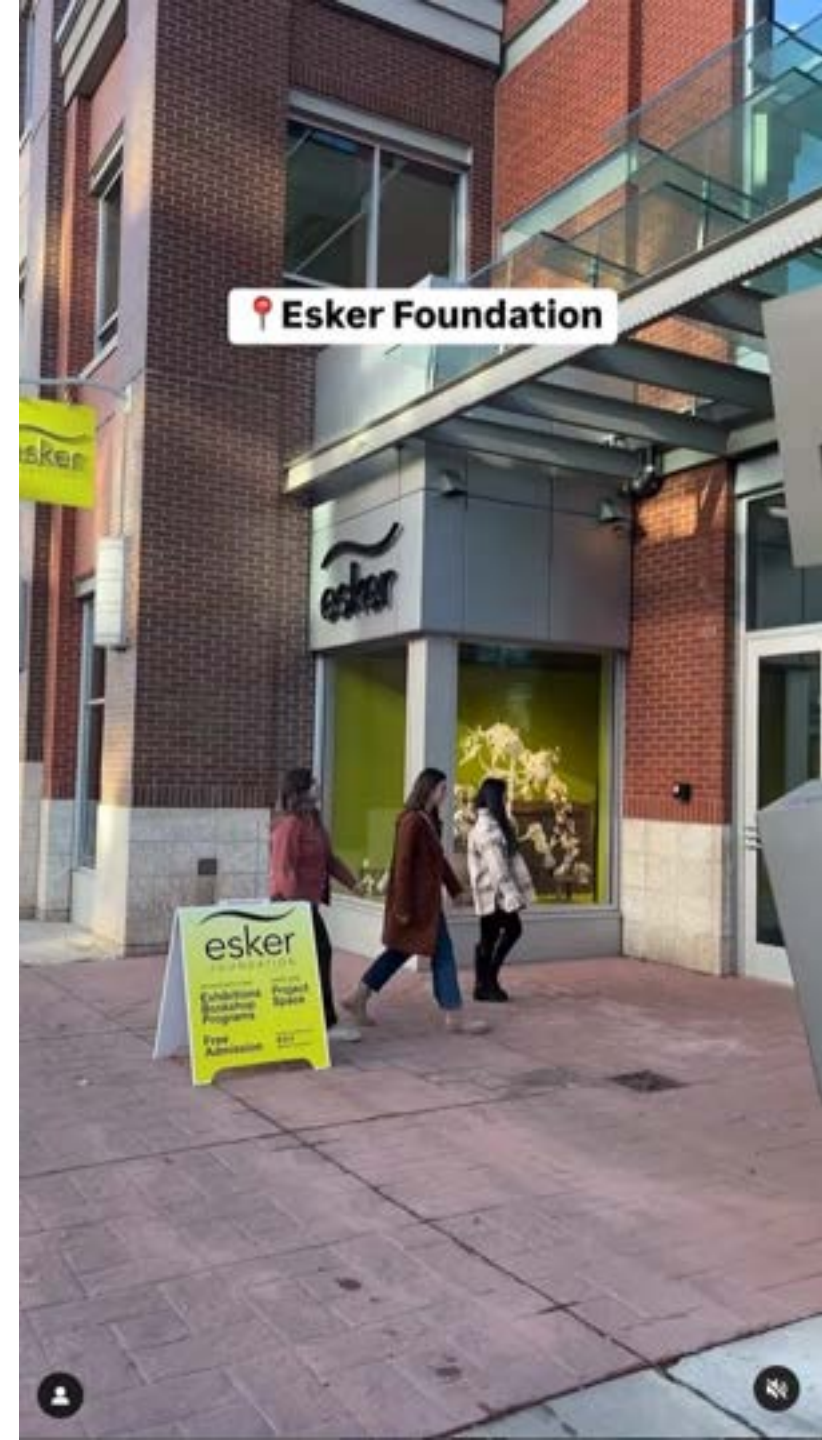
- Dedicated contest on Tourism Calgary's Facebook **or** Instagram account (new addition this year).
- 100% of partner investment goes toward boosting the contest for 7 days to extend reach.
- Added partner bonus: contest entrants have the option to opt-in to partner's marketing newsletter as a mechanism of entry, bolstering partner subscriber list.
- Partners can anticipate the campaign to deliver an average 233,000 impressions, 4,000 clicks, 2,000+ contest entries, 1,500+ email subscribers
- *Note: Partners must provide prizing, with a minimum \$200 value.*



Boosted Instagram Story

1 per month | \$800 buy-in

- Tourism Calgary will send a content creator to your business to capture video or repurpose existing video footage.
- 3 to 5 story slides posted organically to Tourism Calgary's Instagram account for 24 hours.
- 100% of partner investment goes toward boosting the story for 7 days to extend reach and ROI (New for 2025)
- Partners will receive story slides to use in their own marketing efforts. The content we capture also often gets repurposed into other roundup reels that get posted to Tourism Calgary social channels.
- *Note: Boosting stories is new in 2025, so results will vary from previous years.*



Boosted Facebook Post – NEW!

1 per month | \$500 buy-in

- New lower-cost placement option.
- Posted organically on Tourism Calgary's Facebook page.
- 100% of partner investment goes to boosting the post for 7 days to extend reach and ROI.
- Great placement for partners wanting to promote an upcoming event, new exhibit, brewery/distillery tours, hands-on workshops, etc. that are unique to Calgary.
- *Note: must be a tourism-driver – we will evaluate on a case-by-case basis.*





Organic Distribution

Newsletter Feature

1 x Local newsletter partner feature - \$1,000

1 x Regional newsletter partner feature - \$1,000

Featured Event Listings

3 x per month, \$500

Newsletter Feature

2 per month | \$1,000 buy-in

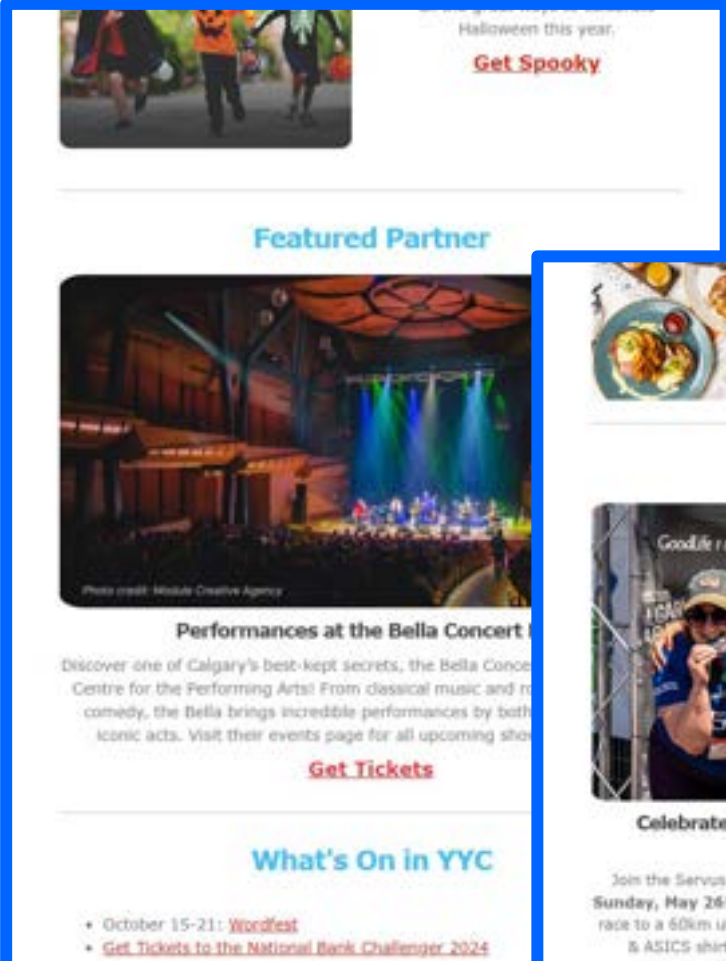
Featured Partner placement offered monthly in our local or regional newsletter.

Local Newsletter

- Subscribers: 22,000+
- Open rate: 47.4%
- Click rate: 7.0%

Regional Newsletter

- Subscribers: 13,000+
- Open rate: 41.6%
- Click rate: 4.4%



Halloween this year.
[Get Spooky](#)

Featured Partner



Photo credit: Module Creative Agency

Performances at the Bella Concert Centre

Discover one of Calgary's best-kept secrets, the Bella Concert Centre for the Performing Arts! From classical music and to comedy, the Bella brings incredible performances by both iconic acts. Visit their events page for all upcoming shows.

[Get Tickets](#)

What's On in YYC

- October 15-21: [Wordfest](#)
- [Get Tickets to the National Bank Challenger 2024](#)



Vietnamese Ureles, reverse French toast, and Japanese milk bread doughnut bites with matcha icing sugar.

[Read More](#)

Featured Partner



Celebrate 60 Years of Running at the Servus Calgary Marathon!

Join the Servus Calgary Marathon, Canada's longest running marathon, on **Sunday, May 26!** Choose from 6 different distances starting with a 1.2km kids race to a 50km ultra! All runners will receive a special 60th anniversary medal & ASICS shirt, plus a big 60th year post-race party with fun surprises! *New this year: \$20 entry for youth 18 & under!*

[Learn More](#)

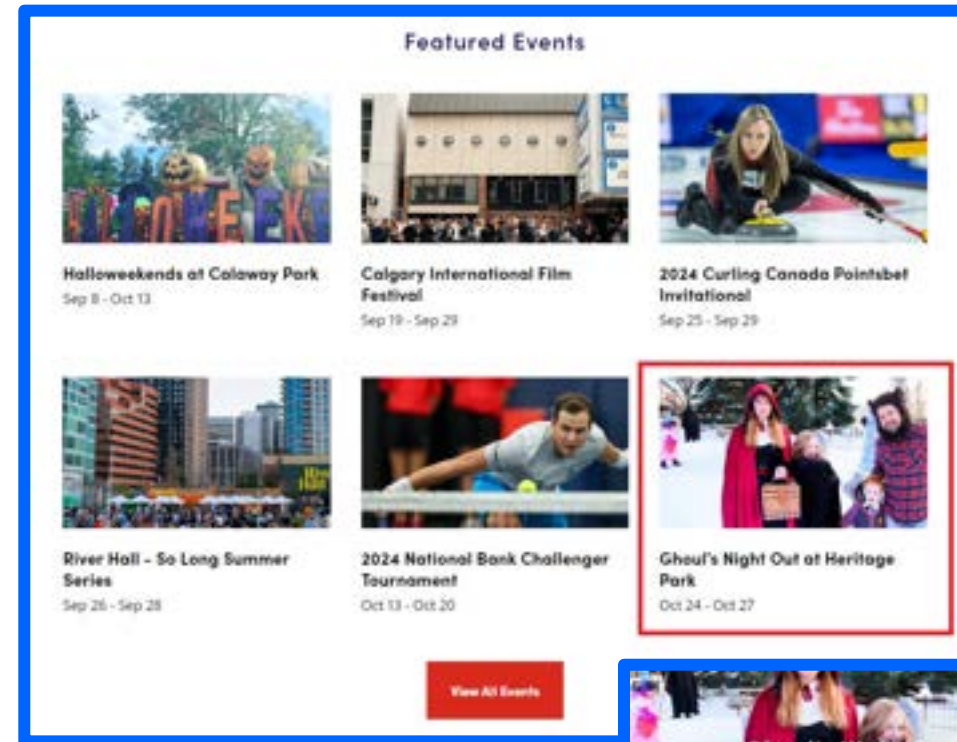
Things to Do This Month

- Sign up for the FREE [Calgary Attractions Pass](#)
- April 18-20: [Calgary Underground Film Festival](#)
- April 25-28: [Calgary Expo](#)

Featured Events

3 spots per month | \$500 buy-in

- Featured Event Listing on visitcalgary.com homepage for 30 days.
- Includes a dedicated event landing page with link to partner site.
- Homepage receives an average 33,000 page views per month.



Monthly Placement Overview

			April Sample		
Paid Distribution	Sponsored Content Placements	100+ TTD Monthly Guide Top Attractions	1st \$3,000	2nd \$2,000	3rd \$1,000
		Where to Eat	1st \$1,000	2nd \$750	3rd \$500
	Dedicated Article		1 per month \$3,000		
	Custom Short-Form Video		1 per month \$5,000		
	Social Contest		1 per month \$1,500		
	Instagram Story		1 per month \$800		
	Facebook Post		1 per month \$500		
Digital/Organic Distribution	Featured Event Listing		3 per month \$500 each		
	Newsletter Featured Partner	Local audience	1 per month \$1,000		
		Regional audience	1 per month \$1,000		

06

How to Participate

How to Participate

Make sure you are receiving Tourism Calgary emails

- Reminders about opt-in timing for each wave will be sent via email. Reach out to our Manager, Partner Engagement, Sonja Dasiuk, sonjad@tourismcalgary.com if you're unsure if you're receiving Tourism Calgary marketing emails.

Save the Dates

- Wave 1 opt-in form opens March 5 (opens at 10am)
- Wave 2 opt-in form opens May 14 (opens at 10am)
- Wave 3 opt-in form opens August 14 (opens at 10am)

Review 2025 Things to Do Placement Tracker

- When each Wave opens, review the 2025 Things to Do Campaign [Placement Tracker](#) to see which placements are currently available and determine which placements you'd like to secure based on your marketing objectives.

Complete the online opt-in form to secure your placements per wave.

- The opt-in forms will be available on our [campaign landing page](#) according to the schedule above.
- Once your form is submitted, Tourism Calgary will confirm your placement(s) and request assets via email.

Important Info

- Placements are allocated on a first-come, first-served basis.
- Submission of your form does not guarantee placement. Tourism Calgary will confirm all placements upon receipt of partner forms in the order they were received.
- Opt-ins are reviewed to ensure alignment with Things to Do campaign objectives and audience.
- You can opt in to multiple months and placements in a single wave if aligned with your marketing objectives.
- Monthly placements must be confirmed by the 7th of the month before the campaign start date (i.e. April 7th for a May 1st campaign start date).
- Partner assets are required for all placements and must be received three weeks prior to campaign start date to ensure placements go live on time.
- Tourism Calgary will reach out each month via email to request assets and provide specs.
- All campaign content is developed in line with the Blue Sky City branding and campaign strategy. Partners receive drafts for factual review. Tourism Calgary retains discretion over final positioning, tone, and style.

07

Best Practices



Best Practices – DOs

✓ **DO: Provide Clear & Compelling Messaging**

- Keep it simple & focused – Highlight one key experience, event, or offer rather than listing multiple things.
- Use an action-driven CTA – Encourage audiences to “Book now,” “Plan your visit,” or “Discover more.”

✓ **DO: Submit High-Quality Visuals**

- Provide high-resolution images or video – Avoid pixelated or low-quality visuals.
- Choose dynamic imagery – Photos with people enjoying the experience tend to perform better.
- For video placements, submit clips that are engaging within the first 3 seconds.

✓ **DO: Ensure Accuracy & Relevance**

- Double-check event details, dates, and website links.
- Include any key information visitors need to plan their visit.
- Submit content that is seasonal and relevant to the campaign timeline.

Best Practices – DON'Ts

✗ **DON'T: Overload with Too Much Information**

- Avoid long descriptions – Keep copy concise, engaging, and easy to scan.
- Don't list too many experiences in one placement – Focus on one strong, clear message.
- Skip unnecessary details – Readers should be able to quickly understand what's being promoted.

✗ **DON'T: Submit Low-Quality or Stock Imagery**

- No dark, blurry, or outdated photos – Content should feel fresh and inviting.
- Avoid generic stock images – Authentic local visuals perform much better.

✗ **DON'T: Miss Submission Deadlines**

- Late submissions may result in missed placements.
- Ensure all required assets (copy, links, images) are provided on time.

Campaign Info

Bookmark our Campaign page for quick and easy access to:

-  Key Opt-in Dates
-  Presentation Deck + Recording
-  Campaign Flatsheet
-  TTD FAQs
-  2025 Placement Tracker
-  Opt-in Form Link
-  Monthly Production Timeline
-  Team Contact Info





TTD Contacts

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Thank you

