



2026 Things to Do Co-op Marketing Campaign

Partner Webinar | February 24, 2026



Agenda

1. Campaign Overview
2. 2025 Performance Highlights
3. 2026 Updates
4. Placement Opportunities
5. How to Participate
6. Next Step



01 Setting the Stage



Campaign Overview

What It Is

A collaborative co-op marketing campaign connecting locals and regional visitors with experiences across Calgary.

Who We Reach

- Local Calgarians
- Regional travellers within an 8-hour drive
- No US Geographies included

When It Runs

April – December

How It Works

Three opt-in waves allow partners to align placements with their marketing calendar.



Why Partners Participate

The Things to Do Co-op Marketing campaign helps your business get discovered by audiences actively looking for experiences in Calgary.

- **Flexible Options** - Choose the placements that align with your goals, timing, and budget.
- **Expanded Reach & Investment** - Pooled partner funding, together with Tourism Calgary investment, increases campaign scale and overall impact.
- **Agency-Level Expertise** - Benefit from strategy, creative development and execution guided by Tourism Calgary's creative and media agency partners.
- **Turnkey Execution** – From creative development to reporting, our team manages the campaign so you can stay focused on delivering exceptional guest experiences.
- **Brand Recognition** – Leverage Tourism Calgary’s brand to strengthen credibility and increase exposure.
- **High-Intent Audiences** – Reach locals and regional visitors actively searching for things to do in Calgary.
- **Actionable Reporting** – Receive clear performance insights to help inform future marketing decisions.

02

2025 Performance Highlights: Record Growth





2025 Was a Record Year

- Highest partner investment to date
- Record number of placements secured
- Strong engagement across paid channels
- Continued growth in partner participation
- Ongoing year-over-year campaign optimizations

Partner Engagement



152 paid placements secured

- 12.6% YOY growth



40 unique partner engaged

- 8.1% YOY growth



\$232,800 invested by partners

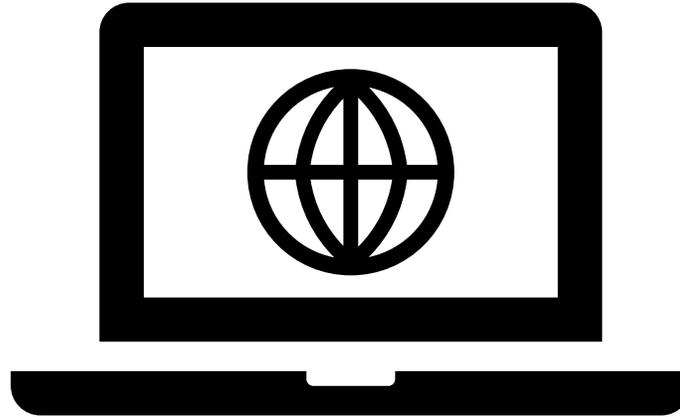
- 15.7% YOY growth

Combined Placement Performance



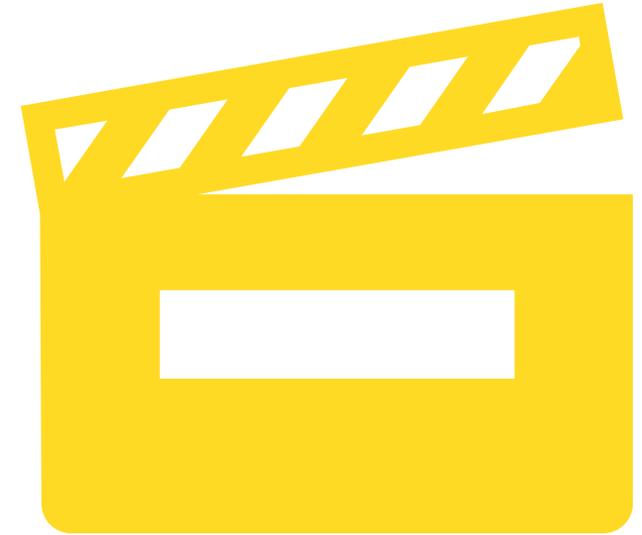
43M impressions

Broad visibility driving exploration



74K partner referrals

Connecting audiences directly to partner businesses



1.41% CTR

Strong engagement signaling audience interest and intent

Paid Campaign Performance

April to December, 2025

Clicks: 663K (+10.1%)

CTR: 1.73% (+45.5%)

Conversions: 388K (+14.0%)

CPC: \$0.41 (stable)

Tourism Calgary invested \$180K+ in addition to partner funding.



03

Looking Ahead





What's Ahead for 2026

- Placement mix remains consistent
- Pricing updates based on performance and partner feedback
 - Where to Eat reduced
 - Newsletter reduced
 - Boosted IG story adjusted
- Continued paid optimization across Meta, Demand Gen, and Search
- Increased focus on digital visibility as AI-driven discovery evolves

04

Is This Campaign Right for Your Business?

Who Should Participate

- Festivals & events
- Attractions
- Arts & culture organizations
- Guided experiences & tours
- Restaurants
- Tourism operators
- Seasonal activations

We prioritize experiences that inspire exploration in the city and extend visitor stays.



05

2026 Campaign Structure

Structure at a Glance

April – December

Three opt-in waves

- Wave 1: April – June
- Wave 2: July – September
- Wave 3: October – December

Flexible à la carte menu of placements

Investments from \$250 - \$5,000

Participate when it works for you.





Why à la carte Works

- Choose placements aligned with your goals
- Mix & match for greater impact
- No long-term commitment
- Tailor investment to your budget

06

2026 Placement Opportunities



Signature Paid Placements

- **Sponsored Content**
- **Dedicated Article**
- **Short-Form Video**



Sponsored Content

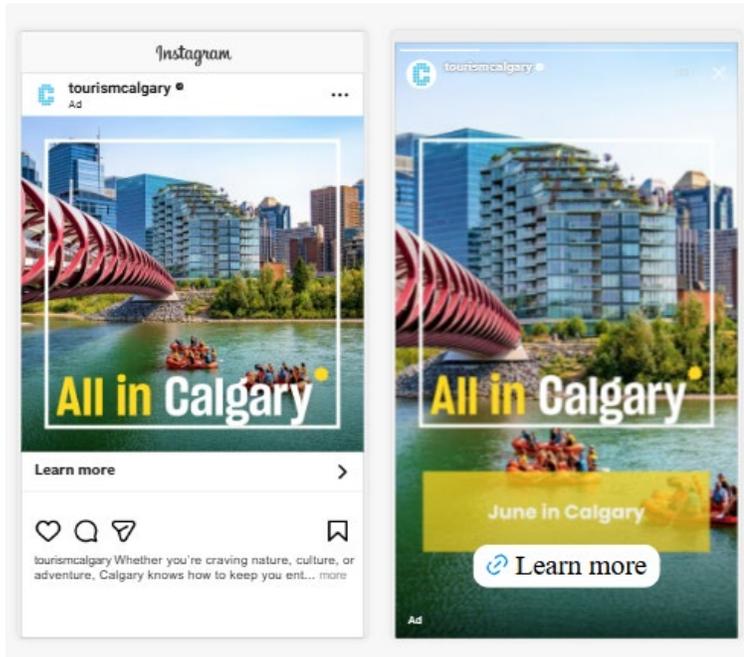
3 placements per article | \$250 – \$3,000

Above-the-fold placements on four top performing organic articles:

- **Monthly Guides (i.e. April in Calgary)**
 - **100+ Things to Do in Calgary**
 - **Top Attractions in Calgary**
 - **Where to Eat in Calgary**
-
- Tiered pricing based on position
1st placement partner is guaranteed inclusion in paid campaign creative and ad copy and appears first at the top of the article, followed by 2nd and 3rd placement partners.
 - Pooled partner investment fuels paid distribution
 - Tourism Calgary adds media dollars and covers all creative and agency fees.
 - Include paid promotion across Meta, Demand Gen and Search

Monthly Guide

Monthly Averages: Impressions: 890,000 | Clicks: 10,000 | CTR: 1.26% | CPC: \$0.61



Celebrate Father's Day at The Hangar Flight Museum, rock out at Sled Island Music & Arts Festival, and get tickets to the Stampeders season opener. It's all happening this June in Calgary.

Subscribe to our Newsletter for More Things to Do!

The Paddle Station

Float the Bow without the fuss! The Paddle Station handles the gear so you can just show up and go. This Calgary tradition is a fun and easy summer adventure for all ages and skill levels. Get out and make a splash this season!

[Book Now](#)



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[Book Now](#)



Wilder Institute/Calgary Zoo

Dive into an all-new adventure at the zoo, where art meets action for the planet! Explore Washed Ashore, a zoo-wide art exhibition featuring 15 larger-than-life sculptures constructed entirely of marine debris collected from Pacific Ocean beaches. These striking works of art spark curiosity into how human-caused marine debris impacts natural ecosystems and serve as a reminder that small day-to-day changes can make big waves for change.

[Learn More](#)



Lazy Day Rafts

Looking for the perfect summer adventure? Grab your family and friends and escape to nature in these cozy and comfortable rafts. Whether it's your besties, the fam, or your office crew, Lazy Day makes it easy - they bring the gear and good vibes, you bring the fun. Relax, recharge, and soak in Calgary's natural beauty the Lazy Day way. **Save 10% with promo code JUNEFUN all month long!**

[Book Now](#)

100+ Things to Do in Calgary

Monthly Averages: Impressions: 820,000 | Clicks: 10,000 | CTR: 1.30% | CPC: \$0.70



Looking for places to visit in Calgary? Things to do? Start exploring the incredible activities, events, attractions, festivals, museums, shopping, and nightlife that make Calgary a vibrant place to visit. Whether it's your first visit or you are hosting friends and family in the city, there are always exciting things to do in and around Calgary.

Updated: June 2025

Save money at some of Calgary's top attractions with the [FREE Calgary Attractions Pass](#). Check in at participating locations to access special deals and discounts at Calgary attractions, exclusive prizes, and chances to win a weekend getaway in Calgary!

Subscribe to our Newsletter for More Things to Do!

[Subscribe](#)



Downhill Karting

Downhill Karting Calgary offers the perfect all-ages day out everyone will love. Whether it's a scenic cruise with the family, or all out fast-paced freedom with your friends, the ultimate fun day out starts here. With more than 50 twists and turns packed into a 1.8km long track, it's a rush you're completely in control of. Ready for



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[Buy Tickets](#)



Skydive Extreme Calgary

No experience? No problem. Alberta's top-reviewed skydive centre offers tandem jumps for first-timers and training for future solo flyers. With expert instructors, a focus on safety, and an energizing community, every jump becomes a story to tell. Make your bucket list moment even better with group discounts and gift cards.

[Book Now](#)



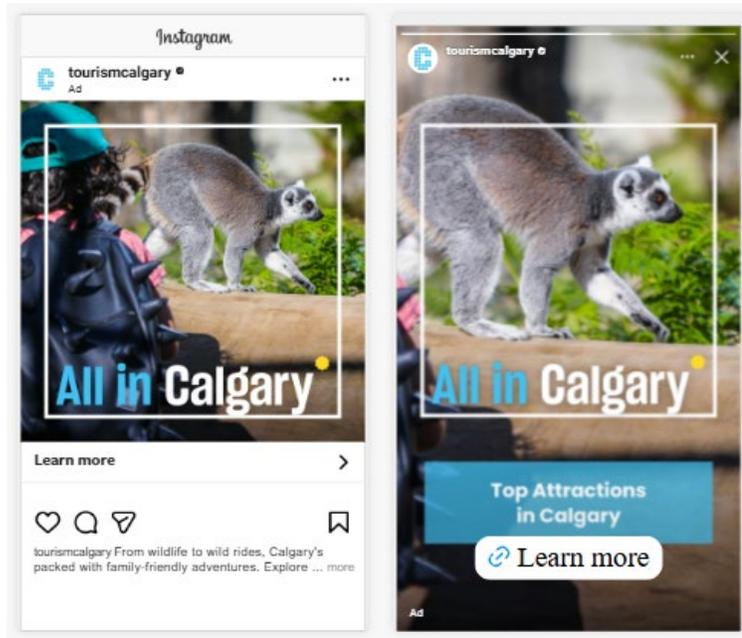
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[Book Now](#)

Top Attractions in Calgary

Monthly Averages: Impressions: 840,000 | Clicks: 10,000 | CTR: 1.30% | CPC: \$0.68



Calgary is home to an exciting collection of attractions that will spark your imagination and get your heart racing. From the wild side of the Wilder Institute/Calgary Zoo to the sky high views of the Calgary Tower, our city has tons of fun things to do for an experience you will never forget. Sign up for the [FREE Calgary Attractions Pass](#) to access discounts at some of Calgary's top attractions, exclusive pricing, and a chance to win a weekend getaway in Calgary. The more you explore, the better your odds of winning!

Subscribe to our Newsletter for More Things to Do!

Wilder Institute/Calgary Zoo

The Wilder Institute/Calgary Zoo's **Land of Lemurs** is now open. Meet black-and-white ruffed, red-fronted, and ring-tailed lemurs in a barrier-free setting. This immersive experience in Destination Africa lets you step right into the lemurs' lively world. See what they're up to today!

[Buy Tickets](#)



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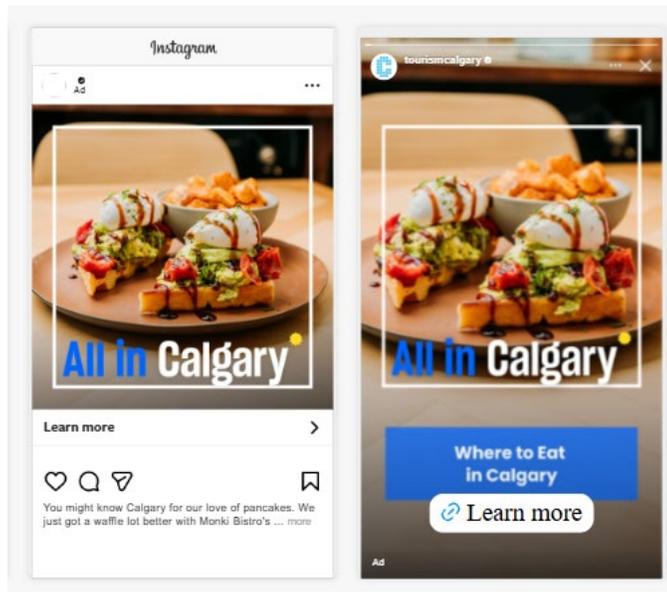
Calaway Park

Calaway Park invites your family to enjoy endless fun at Western Canada's Largest Outdoor Family Amusement Park. Experience unlimited rides, live entertainment, the Cinemagic 3D theatre, Haunted Hotel, and CP Spray n' Play. Soak up the fun this summer at Calaway Park!

[Learn More](#)

Where to Eat in Calgary

Monthly Averages: Impressions: 280,000 | Clicks: 7,000 | CTR: 2.32% | CPC: \$0.52



Looking for your next great meal? It's no secret that Calgary's food scene has reached another level in recent years. Top restaurants are a mixture of hidden gems, local institutions, and new favourites. Here is a list of new and noteworthy places to eat in Calgary.

Subscribe to our Newsletter for More Great Places to Eat!

Subscribe



Monki Breakfast Club & Bistro

Calgary's food scene just got a waffle lot better with Monki Bistro's Waffocado Toast. Picture this: crispy, buttery waffles topped with creamy avocado, perfectly poached eggs, juicy cherry tomatoes, and a drizzle of balsamic glaze. It's the talk of the town. Don't miss out on this Instagram-worthy delight!

[Learn More](#)



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[Learn More](#)



Park By Sidewalk Citizen

Park by Sidewalk Citizen is more than a restaurant; it's a hidden gem, a celebration of local food, community, and fun. From housemade yogurt and soft cheeses to beeswax dry-aged lamb and kombucha fermented in oak barrels, Park does it all! Share a meal in their one of a kind Solarium with an all new spring menu—coming soon!

[Learn More](#)



ONE18 EMPIRE

Mark your calendar for April 15 as ONE18 EMPIRE at the Calgary Marriott Downtown launches a brand-new spring/summer family-style menu to celebrate a decade of...

Sponsored Content Performance

	Monthly Guide	100+ Things to Do	Top Attractions	Where to Eat
AVERAGE PAID CAMPAIGN PERFORMANCE				
Impressions	890,000	820,000	840,000	280,000
Clicks	10,000	10,000	10,000	7,000
CTR	1.26%	1.30%	1.30%	2.32%
CPC	\$0.61	\$0.70	\$0.68	\$0.52
AVERAGE ARTICLE PERFORMANCE				
Page Views	31,000	15,000	29,000	12,000
Engaged Sessions	21,000	8,800	17,000	6,700
Engagement Rate	73%	64%	69%	65%
Partner Referrals	679	288	570	148

Dedicated Article

1 per month | \$3,000

A focused feature article on visitcalgary.com highlighting your experience.

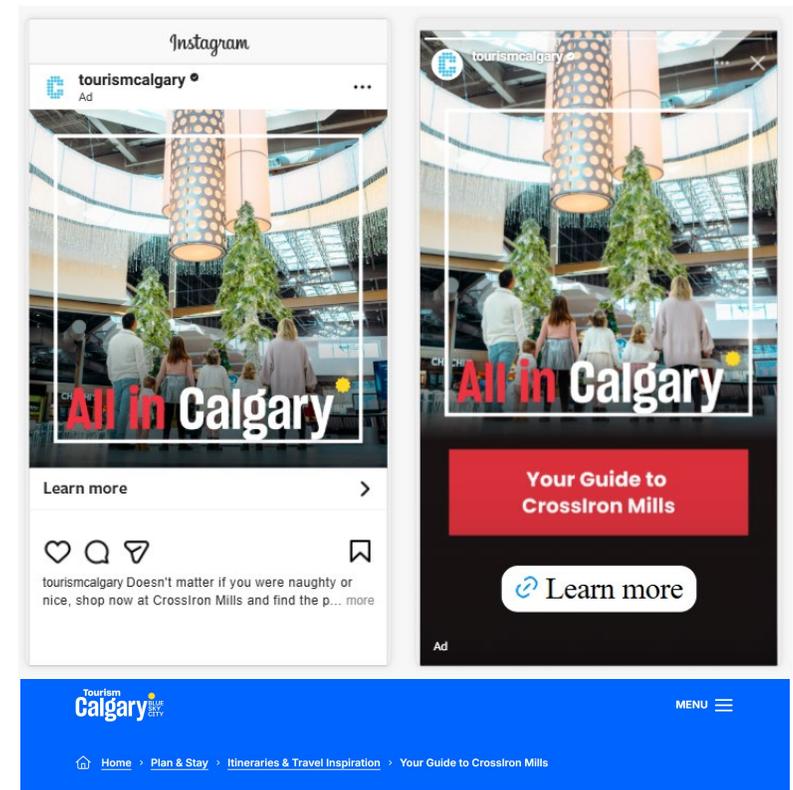
- Paid distribution on Meta and Google
- Existing content optimized or new content developed
- Direct partner referrals to your website

Average Paid Campaign Results

443K impressions | 5K clicks | 1.33% CTR

Average Article Engagement

4,600 page views | 53% engagement rate | 215 referrals



← BACK TO ITINERARIES & TRAVEL INSPIRATION

Your Guide to CrossIron Mills

📅 November 25, 2025

🕒 4 minute read

SHARE

Top stores, restaurants, and attractions at Calgary's premium outlet mall.



Custom Short-Form Video

1 per month | \$5,000

Two professionally produced short-form videos profiling your business.

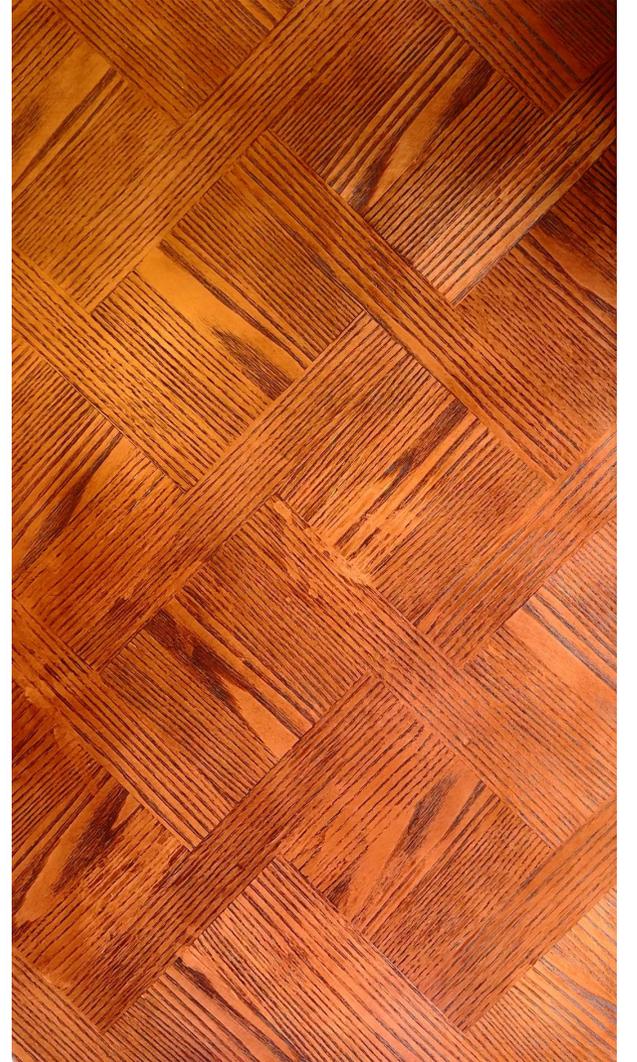
- 100% partner investment directed to paid distribution.
- Deployed across Instagram, TikTok, and/or YouTube Shorts
- Tourism Calgary and partner retain full usage rights.

Average Instagram Results

236K impressions | 2.7K clicks | 1.61% CTR

Average TikTok Results

691K impressions | 4K clicks



Boosted Social Placements

- Social Contest
- Boosted Instagram Story
- Boosted Facebook Post



Social Contest

1 per month | \$1,500

Dedicated contest on Tourism Calgary's Facebook page

- Boosted for 7 days to extend reach
- Drives engagement and direct traffic
- Optional partner email opt-in to grow subscriber list

Average Results

276K impressions | 5.1K clicks | 2,600 entries |
1,600 email sign-ups

Partner provides prizing (minimum \$200 value) and coordinates delivery with winner(s).



The image is a screenshot of a Facebook post from the page 'Tourism Calgary'. The post is titled 'CONTEST ALERT' and is published by Sprout Social. The text of the post reads: 'Enter to win a family bundle for Once Upon a Christmas at Heritage Park! Here's all the festive magic that is included: Step into a winter wonderland packed with festive charm, cozy wagon rides, carolers and visits with Santa. Hop aboard the all-new Heritage Holiday Train experience on the new diesel-electric locomotive, complete with onboard entertainment and holiday cheer. Enjoy a \$50 gift card to select shops and restaurants. Enter below for a chance to win this magical family outing!'. Below the text is a photograph of a brown horse wearing a green and red floral garland around its neck, standing in a snowy field next to a wooden barn. A person dressed as Santa Claus is standing next to the horse, holding its lead rope. The bottom of the post features the website 'VISITCALGARY.COM', the contest title 'Win a family bundle for Once Upon a Christmas at Heritage Park', and a 'Learn more' button.

Tourism Calgary
Published by Sprout Social · 22h ·

CONTEST ALERT

Enter to win a family bundle for Once Upon a Christmas at [Heritage Park](#)! Here's all the festive magic that is included:

- Step into a winter wonderland packed with festive charm, cozy wagon rides, carolers and visits with Santa.
- Hop aboard the all-new Heritage Holiday Train experience on the new diesel-electric locomotive, complete with onboard entertainment and holiday cheer.
- Enjoy a \$50 gift card to select shops and restaurants.

Enter below for a chance to win this magical family outing!



VISITCALGARY.COM

Win a family bundle for Once Upon a Christmas at Heritage Park
Enter for a chance to win this magical family outing!

Learn more

Boosted Instagram Story

1 per month | \$1,000

Custom reel produced and posted to Tourism Calgary's Instagram Stories

- Organic exposure + 7-day paid boost
- High-visibility placement within our social audience
- Partner receives final asset for reuse.

Average Results

173K impressions | 2.4K clicks | 1.45% CTR



Boosted Facebook Post

1 per month | \$500

Organic post amplified through paid boosting for 7 days.

- Ideal for events, new product launches, and time-sensitive promos or discount codes.
- Cost-effective entry point into paid distribution.

Average Results

133K impressions | 1.1K clicks

Tourism-driver experiences prioritized.



Tourism Calgary
Aug 12

Discover Kípaidápiiyssinnooni (Our Way of Life) — a powerful new exhibit at The Confluence that brings Blackfoot culture to life. Step inside a space inspired by traditional lodge design and experience stories, artwork and items shared by Blackfoot artists and knowledge keepers.

Included with your visit: Guided outdoor tours exploring Indigenous history and the impact of settler colonialism on the land we now call Calgary. Tours run at 10 a.m. and 2 p.m., Wednesday to Sunday.



Kípaidápiiyssinnooni (Our Way of Life) | The Confluence
Plan your visit today.

Like Comment Share

Owned Channel Placements

- Newsletter Feature
- Event Listings



Newsletter Feature

2 per month | \$500

Sponsored placement within Tourism Calgary's local or regional newsletter.

- Direct exposure to highly engaged subscribers
- Strong open and click-through rates

Local Newsletter

30,812 subscribers | 47.6% open rate

Regional Newsletter

14,106 subscribers | 41.4% open rate

December in Calgary

From events like ZOOLIGHTS at the Wilder Institute/Calgary Zoo to Once Upon a Christmas at Heritage Park, December is full of seasonal fun in Calgary.

[START PLANNING](#)

IN & AROUND CALGARY



[Where to see Christmas lights in Calgary 2025](#)

Bundle up and embrace the holiday spirit with the best Christmas lights in and around Calgary.

[Explore More](#)



[Top Christmas events in Calgary 2025](#)

Experience everything from classic holiday music with the Calgary Philharmonic Orchestra to Christmas themed pop-up bars this season.

[Read the Guide](#)

FEATURED PARTNER



[ZOOLIGHTS at the Wilder Institute/Calgary Zoo](#)

From Nov. 14 - Jan. 4 spend your afternoon exploring the zoo and visiting your favourite animals, then stick around to experience the wonder of ZOOLIGHTS in one unforgettable visit, with the Sunlight to ZOOLIGHTS combo ticket.

[Buy Tickets](#)

FEATURED PARTNER



[ZOOLIGHTS presented by Olympia Trust Company](#)

ZOOLIGHTS returns for its 29th season at the Wilder Institute/Calgary Zoo - BIGGER, BRIGHTER, and WILDER than ever! From Nov. 14 - Jan. 4, stroll through millions of twinkling lights, dazzling displays, and festive activities that bring holiday magic to life for all ages. Experience the best of both worlds, animals by day, lights by night, with the Sunlight to ZOOLIGHTS combo ticket.

[Buy Tickets](#)

Featured Event Listings

3 per month | \$500

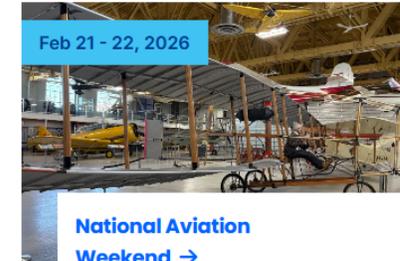
Dedicated event landing page pinned to visitcalgary.com homepage for 30 days.

- Direct link to partner site
- Ideal for ticketed or time-sensitive events

Average homepage impressions: 30,000/month

From mural tours to pancake breakfasts, pro sports to candle-lit concerts – there's always something (or 100 things) happening. Find your next adventure.

[View all events →](#)



National Aviation Day is celebrated annually on February 23, marking the anniversary of Canada's first powered flight by...



Join us every Sunday in February for live DJ sets celebrating Black History Month! On February 22, come for an "old...



Spend a delicious evening with Yotam Ottolenghi as he blends live cooking, storytelling, and audience interaction in a...



Step into creativity and learn a new skill! In this beginner's workshop, Métis artisan Janis Laboucane will share the...



Placements Overview

2026 Things to Do Co-op Marketing Campaign

Wave 1 Placement Tracker: April, May, June

Interested in securing a placement? The Wave 1 opt-in form will open March 4.

			April			May			June		
			Opt-in deadline: Mar 10			Opt-in deadline: Apr 7			Opt-in deadline: May 7		
Signature Paid Placements	Sponsored Content Placements (\$250 - \$3,000)	100+ Things to Do	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd
		Monthly Guide	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd
		Top Attractions	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd
		Where to Eat	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd
	Dedicated Article (\$3,000)										
Custom Short-Form Videos (\$5,000)											
Boosted Social Placements	Boosted Social Contest (\$1,500)										
	Boosted Instagram Story (\$1,000)										
	Boosted Facebook Post (\$500)										
Organic Owned Placements	Featured Event Listings (\$500)										
	Newsletter Featured Partner (\$500)		Local			Local			Local		
			Regional			Regional			Regional		

07

How to Participate





How to Secure Placements

- 1. Explore the opportunities**
Review the Placement Tracker when each wave opens.
- 2. Submit your opt-in**
Select placements aligned with your goals.
- 3. Receive confirmation**
Placements are confirmed via email.

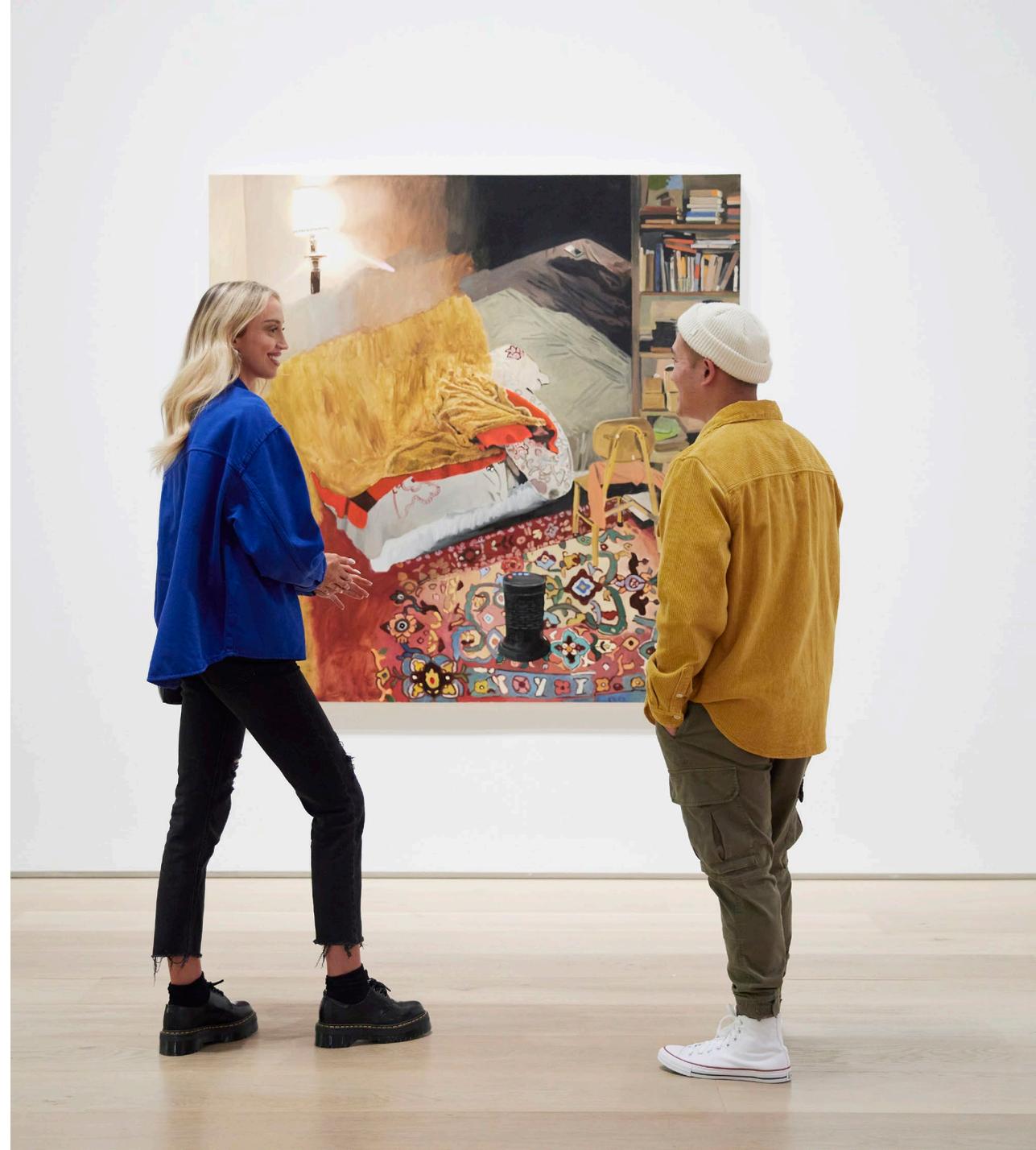
Placements are first-come, first-served. All submissions are reviewed to ensure alignment with campaign audiences and strategy.

What Happens After Confirmation

After your placements are confirmed:

- Our team connects with you to gather assets
- Campaign materials are developed and shared for your review and approval
- Placements launch according to campaign schedule
- Invoicing is issued and reporting provided following the campaign end date

Turnkey execution from start to finish each month.





Maximizing Your Results

Partner Success Formula

- Clear, focused messaging
- High-quality visuals
- Seasonal relevance
- Strong call to action

09

Next Steps



A Record-Building Campaign

Ready for 2026

- Record partner investment in 2025
- Strong engagement and referral growth
- Continued optimization for 2026
- Increased Tourism Calgary investment

The campaign continues to grow, and partners who plan early secure the strongest visibility.





Wave 1 Opens March 4

- Review the Placement Tracker
- Identify placements aligned with your spring priorities
- Submit your opt-in early
- Placements are secured at a first-come first-serve basis
- Preferred placements fill quickly

We're Here to Help You Plan

- Not sure which placements are right for you?
- Want to discuss timing or budget?
- Connect with our team before the wave opens!

Contact: meghanc@tourismcalgary.com



Campaign Resources

Things to Do page

- [2026 flatsheet](#)
- [Placement Tracker](#)
- [Opt-in form](#)
- [Campaign FAQs](#)



Thank you!
Questions?

Tourism
Calgary  BLUE
SKY
CITY