



EA CONNECT

19th Annual User Conference

ENVIRONICS
ANALYTICS



Introduced by

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Destination Intelligence: How Tourism Calgary Transformed Data Into Action



Sam Macmillan

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Tourism Calgary



ENVIRONICS
ANALYTICS

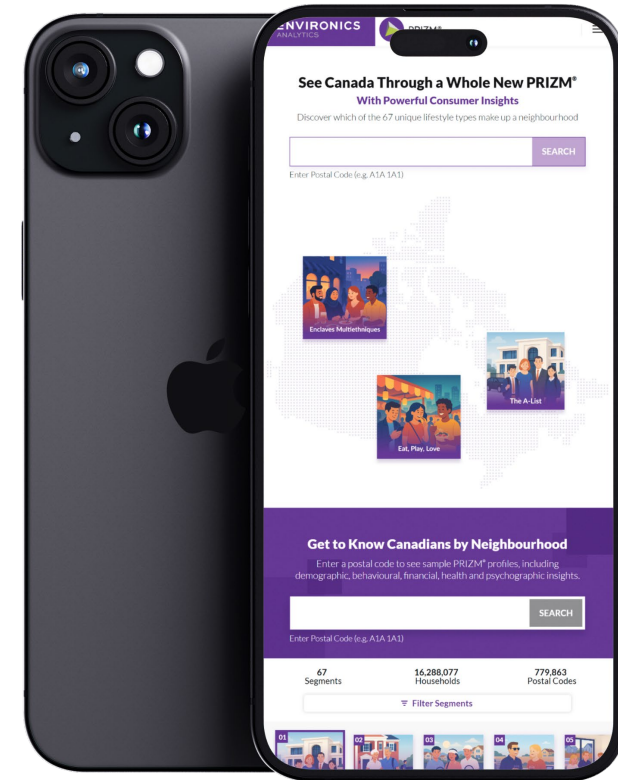
We Had A Problem

- No connection to our ultimate conversion point - **visitation**
- Limited understanding of our two primary audiences (Curious Adventurers / Highly Familiars)
- Profiles based primarily on geography rather than any meaningful insights
- Campaign activity was post-rationalized rather than insight driven

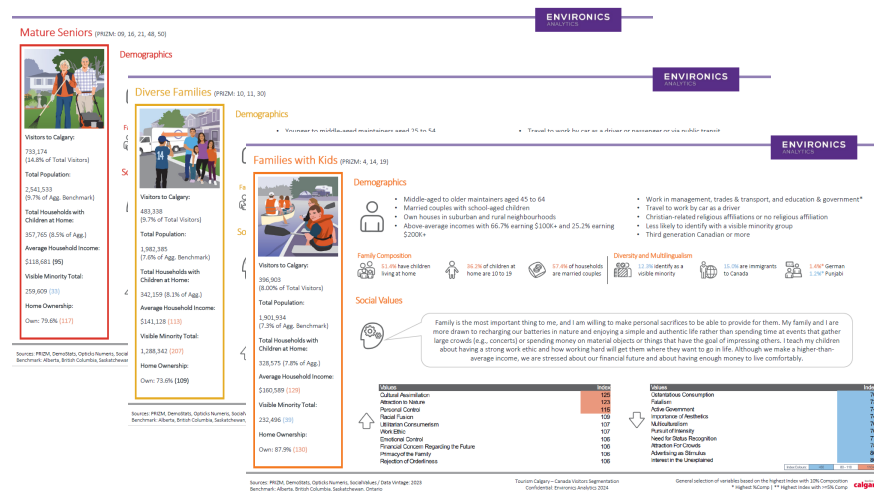
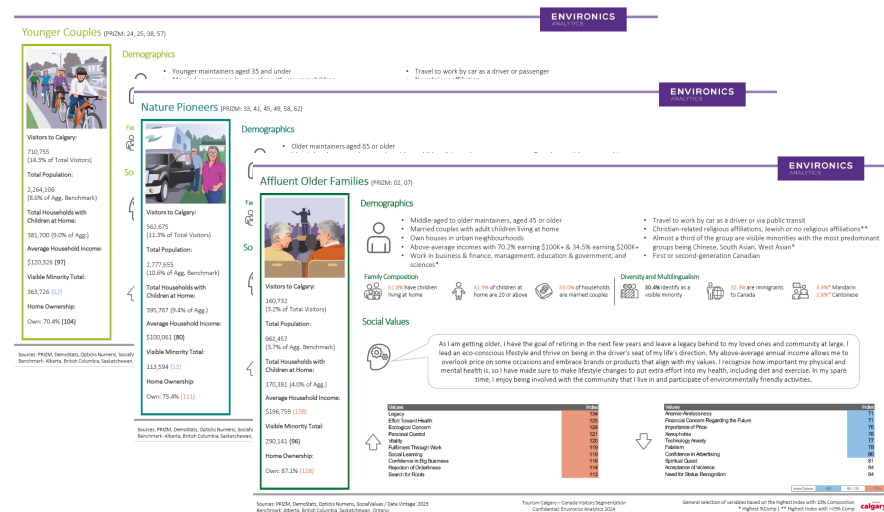


Why Environics?

- Access to psychographic segmentation beyond geography
- Geofencing of key tourism attractions through MobileScapes
- Ability to understand visitor motivations and values
- Integration with existing Canadian market research ecosystem

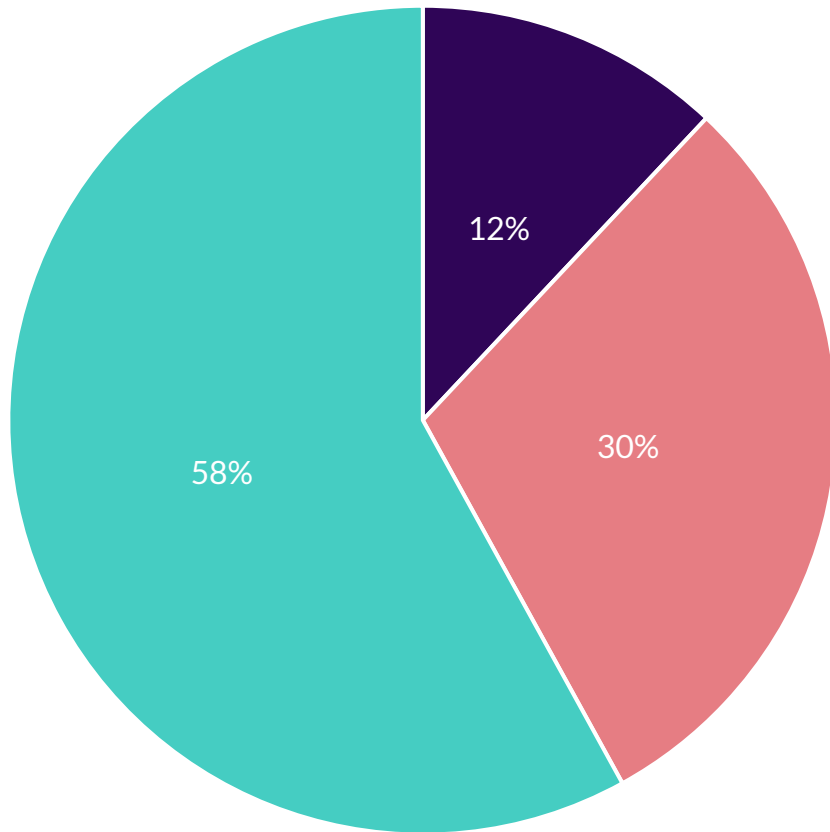


- Comprehensive view of total visitation to Calgary
- Rich demographic and psychographic profiles
- Insights into media consumption and social values
- Immediate actionable intelligence on audience diversity



Accounting For Visiting Friends & Relatives

Purpose For Visit



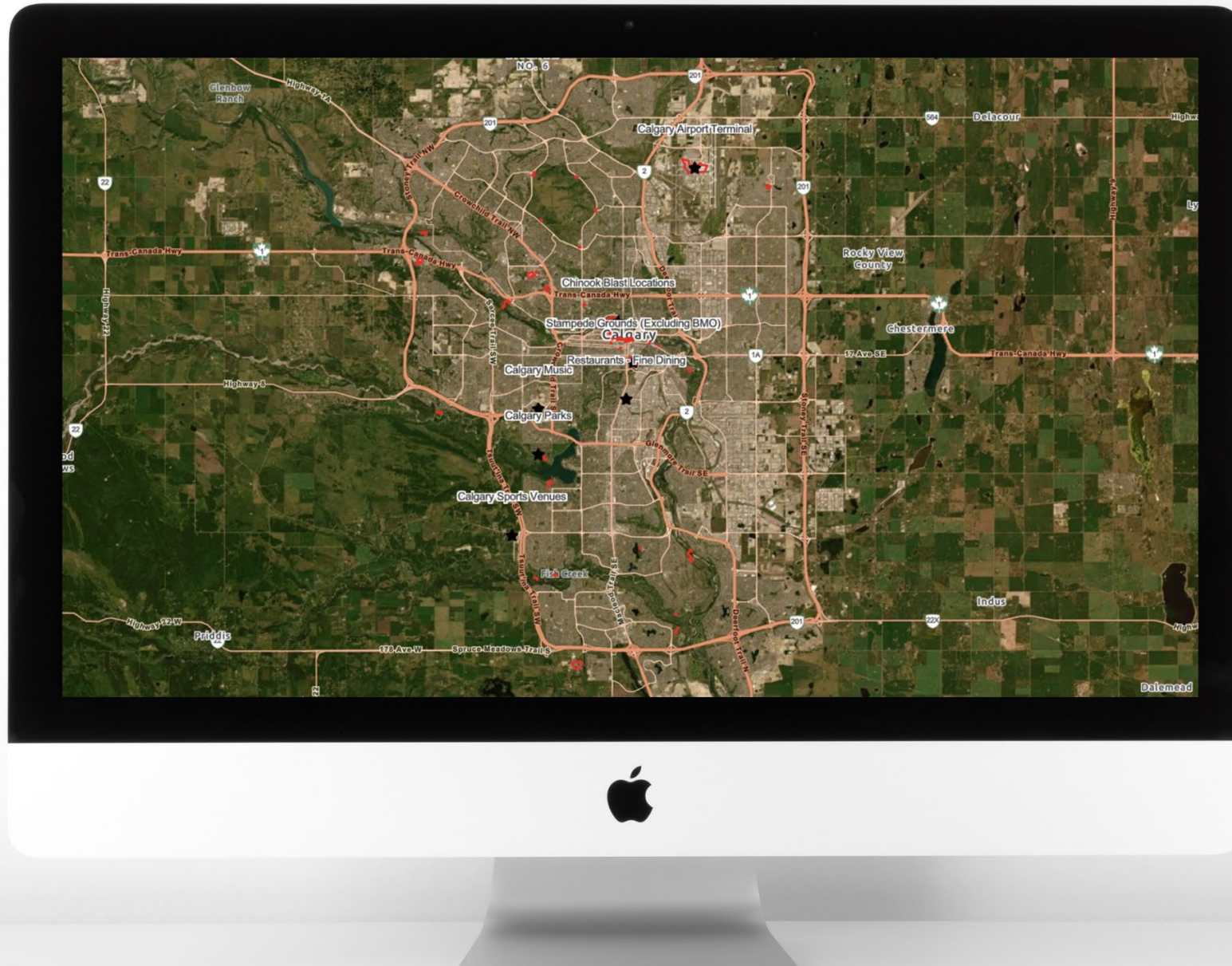
■ Business ■ Pleasure ■ Other

- Only 30% of domestic visitors were pleasure travelers
- 58% fell into "Other" category (largely VFR*)
- Need to focus on higher-value, marketing-influenceable segments

*VFR = Visit Friends & Relatives



Getting Granular: MobileScapes Data



Deeper Insights By Geo

ALBERTA



11 – Modern Suburbia



25 – Suburban Sports



50 – Country & Western



24 – All Terrain Families



19 – Family Mode

BRITISH COLUMBIA



25 – Suburban Sports



50 – Country & Western



21 – Scenic Retirement



9 – Boomer Bliss



12 – Eat, Play, Love

ONTARIO



12 – Eat, Play, Love



19 – Family Mode



15 – South Asian Enterprise



31 – Metro Melting Pot



61 – Came From Away

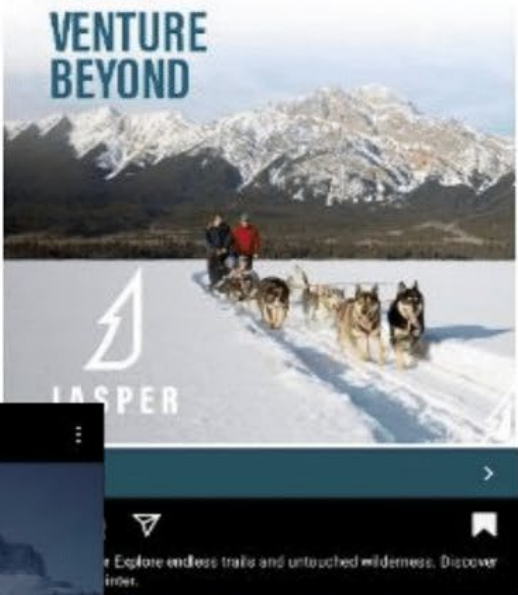


The Ontario Opportunity

High-value visitors, under-saturated market.



Breaking Through The Sea of Sameness



**Calgary Sky
Blue.**

**Bow River
Blue.**

River Surfing Blue.

333 Days Of Sunshine Yellow.

Red Mile Red.

**Stampede
Mini Donut
Cinnamon.**

DOWNTOWN



Dundas St E



Moving the Needle on Visitor Intention

Campaign Results:

- 28% increase in intentions to visit
- 11% increase in impressions of Calgary
- 16% response on ad effectiveness in improving perceptions
- 6,400 entries into our contest
 - 50% opt-in for future marketing promotions
- 3x increase in traffic to VisitCalgary.com from Toronto than previous year
- 25% increase in organic traffic from Ontario

Scaling Our Success

What's Next?



Questions?



Sam Macmillan

Director, Marketing
Tourism Calgary

