

THE POWER OF TOURISM

Facts and Figures from January 1 – June 30, 2022

Growing the Visitor Economy

Lethbridge by the Numbers



3rd Largest City in Alberta



Recognized as One of Canada's Top 10 Best Small Cities

Source: Resonance Consultancy's bestcities.org



4 UNESCO World Heritage Sites as Day Trips

Highway Traffic Volume

Source: Automated Traffic Recorder, W of Hwy 3 & Oldman River Bridge



31,975

Average daily traffic 1.4% increase.

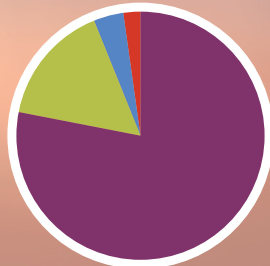
Lethbridge Airport Volume



11,820

Airport passenger movement
318% increase.

Visitor Location Breakdown



■ Alberta 78.07%
■ Rest of Canada 3.92%
■ USA 16%
■ Rest of the World 2.01%

Hotel Volume

Source: Alberta Tourism Market Monitor



51%

Average Occupancy Rate (Occ) vs Occ in 2021: 35.5% increase.

\$122

Average Daily Room Rate (ADR) vs ADR in 2021: 21% increase.

\$61

Revenue per Available Room (RevPar) vs RevPar in 2021: 69.4% increase.

VISITOR INFORMATION CENTRE VISITORS

1,402

319% increase over 2021.

Success in Events



ESTIMATED # OF TOURIST RELATED EVENTS IN LETHBRIDGE

66

ESTIMATED # OF VISITORS TO LETHBRIDGE FOR EVENTS

37,150

ESTIMATED ECONOMIC IMPACT OF EVENTS

\$21,844,500

TOURISM LETHBRIDGE MISSION

As a non-profit organization, our mission is to increase visitation and Lethbridge's tourism market share, grow Lethbridge's economy and showcase Lethbridge and our region across the nation. **Facts and Figures from January 1 – June 30, 2022**

Lethbridge's Tourism Brand Development

TourismLethbridge.com



48,990

Unique Website Visitors



53.3% INCREASE

Visitors on website for two minutes or more.

Website Traffic Source



Organic 51.9%
Paid 48.1%

Social Media



3906 PAGE LIKES
↑ 5% INCREASE
245,631 REACH*



396 FOLLOWERS
↑ 18% INCREASE
7,790 IMPRESSIONS†



3124 LIKES
↑ 8% INCREASE
58,821 REACH*



650 LIKES
↑ 18% INCREASE
245,631 IMPRESSIONS†

*The number of people who saw our content
†The number of times our content appeared in feeds

Top News Stories



1. 2022 Tim Hortons Brier
2. WinterFEST YQL
3. 20 Best Places to Travel in Canada for 2022: Time for Indigenous Tourism

Tourism Stakeholder Engagement & Support



**TOURISM LETHBRIDGE
ATTENDANCE AT
STAKEHOLDER
EVENTS**

77

**NUMBER OF MEDIA
INTERACTIONS**

20