

## GROWING THE VISITOR ECONOMY

### Hotel Volume (2022 Q1-Q3)

Source: Alberta Tourism  
Market Monitor (Q4 To Come)



AVE. OCCUPANCY RATE	Y <sup>o</sup> Y
<b>53.9%</b>	14.2%
AVE. DAILY ROOM RATE	Y <sup>o</sup> Y
<b>\$116.17</b>	-11.8%
REVENUE PER AVAILABLE ROOM	Y <sup>o</sup> Y
<b>\$63.09</b>	32.6%

### Highway Traffic Volume

Source: Automated Traffic Recorder



Road	2022	YoY
Highway 3 W	6,871,348	+2.5%
Highway 3 E	6,769,730	+1.0%
Highway 4	2,216,665	+7.2%
Highway 5	1,765,399	-1.7%
<b>Total</b>	<b>17,623,142</b>	<b>+2.1%</b>

### Industry Development

Source: Statistics Canada



# OF TOURISM BUSINESSES IN YQL	Y <sup>o</sup> Y
<b>407</b>	5.4%
# OF TOURISM JOBS IN YQL	Y <sup>o</sup> Y
<b>12,600</b>	24.8%

### Lethbridge Airport Volume

Source: Lethbridge Airport



# OF PASSENGERS	Y <sup>o</sup> Y
<b>31,643</b>	197.2%

### Success in Events\*

Source: Tourism Lethbridge



ESTIMATED # OF VISITORS AT LEISURE EVENTS

**77,830**

ESTIMATED # OF VISITORS AT SPORT EVENTS

**79,850**

ESTIMATED # OF VISITORS AT BUSINESS EVENTS

**46,919**

TOTAL ESTIMATED # OF VISITORS AT LETHBRIDGE EVENTS

**204,599**

\*We've identified new Key Performance Indicators for measuring success in events. We will report year-over-year results in 2023.

### Case Study - 2022 Tim Hortons Brier

Source: The Data Jungle  
Economic Impact Survey



Where Visitors Spend Money	%
Accommodations	38.7
Restaurants	26.6
Retail / Shopping	10.1
Vehicle Expenses	9.2
Other Food / Groceries	6.9
Recreation & Entertainment	4.8
Transportation	3.6

### Summary - Key Facts & Figures

\$10.8 million of visitor spending

128 local jobs supported by the event

\$19.7 million overall economic activity in the province

18,500 out of town visitors<sup>†</sup> in Lethbridge

Major events drive economic growth. The diversity of visitor spending revealed by the STEAMPRO analysis at the 2022 Tim Hortons Brier makes a case for the benefit of large events in Lethbridge.

<sup>†</sup>Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

## ESTIMATED ECONOMIC IMPACT OF EVENTS IN 2022

**\$57,755,642**

# 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 2022.

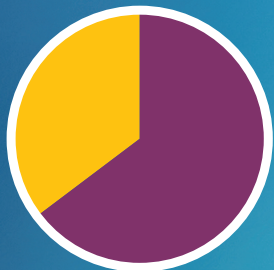
## BRAND DEVELOPMENT

### TourismLethbridge.com



UNIQUE WEB VISITORS	YoY	<b>93,794</b>	-42.3%
AVE. SESSION DURATION	YoY	<b>50 SEC.</b>	47.1%
PAGES PER SESSION	YoY	<b>1.16</b>	-12.8%
TIME ON SITE > 2 MIN	YoY	<b>7.40%</b>	48.0%

### Website Traffic Source



### Social Media



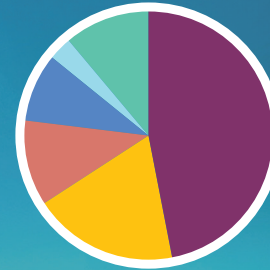
FOLLOWERS	YoY	<b>5,023</b>	36.8%
FOLLOWERS	YoY	<b>3,399</b>	15.4%
FOLLOWERS	YoY	<b>576</b>	113.3%
FOLLOWERS	YoY	<b>703</b>	26.9%

### Visitor Information Centre



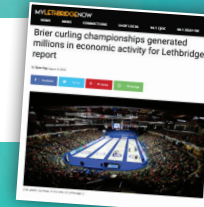
VIC VISITORS SERVED	YoY	<b>4,127</b>	66.4%
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### Visitor Location Breakdown



### Media Coverage

# OF INTERACTIONS	<b>63</b>
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## STAKEHOLDER ENGAGEMENT



**# OF STAKEHOLDER  
EVENTS ATTENDED BY  
TOURISM LETHBRIDGE**

**117**

