

GROWING THE VISITOR ECONOMY

Hotel Volume

Source: 2024 STR Trend Report



AVE. OCCUPANCY RATE	Y ^o Y
52.5%	-2.6%
AVE. DAILY ROOM RATE	Y ^o Y
\$123.39	6.2%
REVENUE PER AVAILABLE ROOM	Y ^o Y
\$64.75	2.6%

Lethbridge Airport Volume

Source: Lethbridge Airport



# OF PASSENGERS	Y ^o Y
42,034	32.8%

Success in Events

Source: Tourism Lethbridge



ESTIMATED ATTENDANCE AT LETHBRIDGE EVENTS*	Y ^o Y
262,495	28.3%
ESTIMATED VISITORS AT LETHBRIDGE EVENTS*	Y ^o Y
44,698	-17.7%

* We continue to improve our tracking measures, these numbers are estimates to be used for benchmarking purposes only.

Industry Development

Source: Statistics Canada



TOURISM BUSINESSES IN LETHBRIDGE CMA [†]	Y ^o Y
450	11%
TOURISM JOBS IN LETHBRIDGE CMA [†]	Y ^o Y
11,200	-11%

[†] Census Metropolitan Area

Where We're Promoting

Source: Tourism Lethbridge



EXTERNAL EVENTS ATTENDED [‡]
25

[‡] 2023 is the first year tracking this metric. Year-over-year percentages will be reported in 2024.



- Calgary 24%
- Ottawa 24%
- Rest of Canada (Excluding AB & Ottawa) 20%
- Edmonton 16%
- International 8%
- Rest of Alberta (Excluding Calgary & Edmonton) 8%



Highway Traffic Volume

Source: Automated Traffic Recorder



Road	2023	YoY
Highway 3 W	7,342,761	+7.0%
Highway 3 E	7,038,437	+3.8%
Highway 4	2,330,547	+5.1%
Highway 5	1,897,724	+7.5%
Total	18,609,469	+5.6%

ESTIMATED ECONOMIC IMPACT OF EVENTS IN 2023

\$18,901,919	Y ^o Y
	-51.4%

OF LEADS GENERATED[†]

119

We recognize that Destination Management Organizations must establish a physical presence at industry and trade events to effectively market their destinations to audiences beyond their local and regional boundaries. To ensure a strong outreach to sports, meetings and leisure segments, Tourism Lethbridge is committed to engaging with leaders and decision makers at key industry events.

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 2023.

BRAND DEVELOPMENT

TourismLethbridge.com



TOTAL WEB USERS[§]
85,075

AVE. ENGAGEMENT TIME[§]
59 SEC.

PAGES VIEWS[§]
327,910

DOWNLOADED FILES[§]
1,402

[§] Changes to key metrics in Google Analytics (GA4) took effect in July of 2023. We will report year-over-year results in 2024 for those metrics.

QR Code Tracking

TOTAL QR SCANS[¶]
665

[¶] 2023 is the first year that Tourism Lethbridge started tracking QR code data.

Social Media



FOLLOWERS Y^oY
5,424 8.0%



FOLLOWERS Y^oY
4,023 18.4%



FOLLOWERS Y^oY
861 49.5%



SUBSCRIBERS Y^oY
437 15.3%

Newsletters

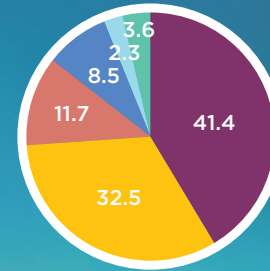
OF PEOPLE RECEIVING NEWSLETTERS Y^oY
3,550 37.3%

Visitor Information Centre



VIC VISITORS SERVED Y^oY
4,273 3.5%

Visitor Location Breakdown



- Lethbridge 41.4%
- AB (Excluding Lethbridge) 32.5%
- USA 11.7%
- Canada (Excluding AB) 8.5%
- International (Excluding USA) 2.3%
- Unknown 3.6%

Media Coverage

OF INTERACTIONS Y^oY
76 20.6%

STAKEHOLDER ENGAGEMENT



OF STAKEHOLDER EVENTS ATTENDED Y^oY
128 9.4%

RECOGNITION



- Tourism Industry Association of Canada Culinary Tourism Experience Award - **Winner**
- The Telly Awards VR Sports Facility Tour with Winged Whale Media - **Winner**
- NYX Awards VR Sports Facility Tour with Winged Whale Media - **Winner**
- Lethbridge Chamber of Commerce Best Creative Marketing Strategy - **Finalist**