

Agenda

PUBLIC SERVICES COMMITTEE MEETING

Monday, April 29, 2024

3:45 PM

City Hall, Boardroom 2-1

MS Teams: [Join the meeting now](#)

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1. DESTINATION MARKETING ORGANIZATION 2023 ANNUAL REPORT

Added to the agenda at the request of the Managing Director.

[Information](#)

Notes:

The Executive Director of the DMO will be in attendance to provide a presentation.

2. MANAGING DIRECTOR'S SERVICE AREA UPDATE - VERBAL

Standing Item

[Information](#)

Notes:

Managing Director Stauth will discuss topics of interest including Transit Services Planning for Detours.

3. COMMITTEE OUTSTANDING ITEMS

Standing Item

[Information](#)

Notes:

Adjournment

| | |
|---|--|
| DATE: 2024-06-03 | MEETING: REGULAR COUNCIL |
| DEPARTMENT: PUBLIC SERVICES DIVISION | REPORT AUTHOR: LINDSAY PERRY, PUBLIC SERVICES EXECUTIVE ASSISTANT |

**DESTINATION MARKETING ORGANIZATION
2023 ANNUAL REPORT**

EXECUTIVE SUMMARY:

Review of the Tourism Medicine Hat 2023 Annual Report as submitted by the Medicine Hat Destination Marketing Organization (DMO).

STRATEGIC ALIGNMENT:

| | | |
|---|---|--|
| INNOVATION <input type="checkbox"/> | ECONOMIC EVOLUTION <input type="checkbox"/> | SERVICE ORIENTATION <input type="checkbox"/> |
| PARTNERSHIPS & GOVERNANCE <input checked="" type="checkbox"/> | COMMUNITY WELLNESS <input type="checkbox"/> | RESILIENCY & SUSTAINABILITY <input type="checkbox"/> |

RECOMMENDATION:

It is recommended through the Administrative Committee and the Public Services Committee that City Council receives this Briefing Note for information.

PREVIOUS COUNCIL MOTIONS / DIRECTIONS:

There are no previous Council motions or directions on this item.

BACKGROUND / ANALYSIS:

In 2018, after an open Request for Proposal (RFP) process, a four-year agreement for 2019-2022 was awarded to the DMO with the option to extend one additional year. An amendment to the agreement was completed, extending it to December 31, 2023.

In December 2023, and following a new RFP process, the City entered into a five-year agreement with the DMO with the option to renew for a further term of five years. Under the agreement, the DMO is required to provide an annual report which must include a financial statement, explain of how the objectives were met over the relevant year, provide information and data analysis on trends in the industry, report on key performance indicators, respond to agreed up strategic measurables, and ensure open and transparent reporting to the community.

INTERNAL AND EXTERNAL ENGAGEMENT CONSIDERATIONS:

The DMO collaborates with the City, local sport and event organizations, recruiters, small business owners, and industry partners.

POTENTIAL RISKS / IMPACTS:

Financial:

| | | |
|------------------------|---|--|
| Funding Request: | No | |
| Budgeted Item: | No | |
| Funding Explanation: | The 2023 approved operating budget within Economic Development provided funding for the tourism service agreement with an annual cost of \$474,330 (\$399,330 DMO and \$75,000 support for Sport and Event Council) | |
| Budget Amendment Form? | No | |

Health, Safety and Environmental N/A

Legal / Legislative / Policy:

Under the Tourism Services Agreement, the DMO is obligated to provide regular report on its activities relative to the deliverables and metrics outlined in the agreement.

PUBLIC PARTICIPATION REQUIRED FOR IMPLEMENTATION:

Through this report, the public will be informed of DMO tourism activities in 2023.

| | | | | |
|--|--|--|--|--|
| INFORM <input checked="" type="checkbox"/> | CONSULT <input type="checkbox"/> | INVOLVE <input type="checkbox"/> | COLLABORATE <input type="checkbox"/> | EMPOWER <input type="checkbox"/> |
|--|--|--|--|--|

ALTERNATIVE OPTIONS / PROS AND CONS:

N/A

IMPLEMENTATION PLAN:

A representative from the DMO will attend the City Council meeting in June, 2024 to present an overview of their activities from 2023.

| | | |
|--------------------------------|--|------------|
| APPROVED BY & DATE: | Brian Stauth Managing Director of Public Services | 2024-04-19 |
| ATTACHMENTS: | Attachment # 1: Medicine Hat Destination Marketing Organization: 2023 Annual Report to the City of Medicine Hat Attachment #2: PowerPoint Presentation | |



Medicine Hat Destination Marketing Organization Society

REPORT TO THE
CITY OF MEDICINE HAT
FOR THE 2023 YEAR

MARCH 2024



Land Acknowledgment

At Tourism Medicine Hat we acknowledge that Southern Alberta is situated on traditional lands of the Siksika (Blackfoot), Kainai (Blood), Pikani (Peigan), Stoney- Nakoda, and Tsuut`ina (Sarcee) as well as the Cree, Sioux and the Saulteaux bands of the Ojibwa peoples. This region includes Metis Region 3.

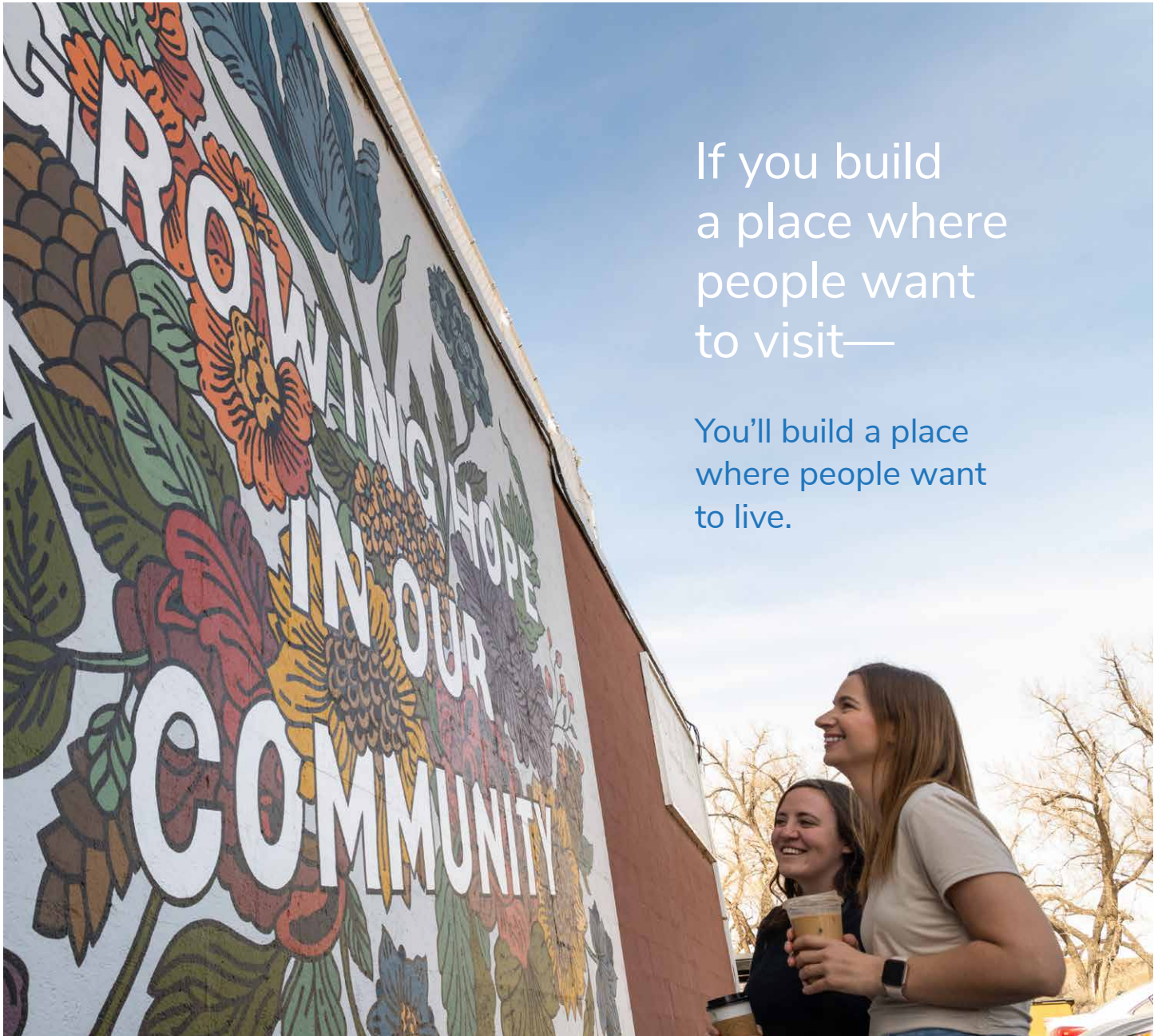
We are here, right now. We live on and benefit from these lands, and hold ourselves accountable to the laws, protocols and relationships of the people who have cared for this land.

We seek to continue opening space for mindful dialogue and learning with those we partner with, work with and those we host in Southeastern Alberta.

We will strive to learn continually, and in doing so we recognize that we will make mistakes. We commit to owning those mistakes, taking responsibility for them and learning from them.

Tourism Medicine Hat is committed to action and justice and as a shared endeavour, we aim to create a healthier, equitable, and just future.





If you build
a place where
people want
to visit—

You'll build a place
where people want
to live.

If you build a place where people want to live, you'll build a place where people want to work. If you build a place where people want to work, you'll build a place where business wants to be. And, if you build a place where business wants to be, we'll be back to building a place where people want to visit. It all starts with the visit, and that visit wouldn't happen without us. – Maura Gast (2009)



Looking At 2023

This report provides an overview of our destination development and marketing initiatives during 2023. Further detail includes key collaborative destination management efforts led, or supported by our team.

Year in Review

Tourism Medicine Hat's fee-for-service contract for the 2023 year provided core funding of \$399,330 towards the DMO. The City then provided \$75,000 support towards the Medicine Hat Sport and Event Council.

The Medicine Hat DMO invested more than \$1,000,000 in delivering on our Societies Mission and Vision.

We saw in 2023 **most KPIs were up year over year.** Our Key Business Outcomes (KBOs) illustrate how these KPIs serve to report on efforts driving conversion in market.

The DMO was central to securing two specific events hosted in Southeast Alberta for the first time. The Jehovah's Witness Assembly in June, and the **Canadian Enduro League** downhill mountain biking national race event in July.

2023 was not without challenge, and it is here we continue to see the strength and resilience of our industry stakeholders. **We look forward to continuing to work to mitigate challenges in 2024.**

In late 2023 the City and DMO **renewed their fee-for-service agreement through an RFP.**

Tourism Destination Zone (TDZ) work funded by Travel Alberta wrapped up with the **Discovery Report for the Lethbridge to Medicine Hat TDZ area.** This zone aligns well with Highway 3 collaborations already underway, and builds continued trust with regional partners across this zone.

The DMO acquired a second Sunshine Trolley. **With two trolleys on the road in the summer of 2023 we had our strongest year yet** with this initiative.

Intentional investment in asset development and partnerships with Travel Alberta has increased the region's presence and representation.

Tourism Medicine Hat was **selected as one of two Alberta DMOs to pilot Travel Alberta's Digital Excellence Program (DEP).**

Looking ahead to 2024 The DMO is encouraged as we see positive signals across KPIs and progress across key objectives is underway.

Guiding Principals and Approach

What we do and how we support Medicine Hat
City Council strategic priorities.



Mission, Vision, Brand Pillars & Tourism Nodes

Mission

The Medicine Hat Destination Marketing Organization Society (DMO), is an industry-led non-profit organization that exists to strengthen Medicine Hat's tourism profile through destination awareness work.

Vision

The Medicine Hat DMO is a trusted leader (partner) in promoting Medicine Hat's tourism experience.

Brand Pillars

Tourism Medicine Hat's brand pillars are:

- Outdoor experiences and 330 days of sunshine
- Emerging creativity, and cultural experiences

Tourism Nodes

- Historic Clay District
- Historic Downtown
- Echo Dale Regional Park
- Elkwater/Hidden Valley Ski Resort in Cypress Hills Interprovincial Park

A node is defined as:

- An area within a destination where one or more attractions/experiences cluster in a geographical location. A node provides visitors with multiple travel services and facilities.
- A node is a geographic region/location where a visitor can go to satisfy visitation on multiple levels (food and beverage and accommodations for example), thereby extending time spent within the node.
- A tourism node is one that can be marketed directly to residents and visitors in a way that intuitively makes sense to those primary target customers.
- A tourism node is not simply the location of a major attraction but a geographical area that allows for multiple experiences defined as "boulders, rocks and pebbles."

How the DMO Supports Council Strategic Priorities

Innovation

The Medicine Hat DMO is organizationally nimble. We actively collaborate and co-create with community and tourism stakeholders. This allows us to be flexible, responsive and innovative across product development and destination marketing efforts. Culturally, the DMO encourages and celebrates incremental growth and improvement by all team members across all projects. This posture reinforces an iterative, test-and-learn approach to our product and service delivery.

Economic Evolution

Through an ongoing focus on destination management and destination development, the Medicine Hat DMO actively supports entrepreneurship and diversification of tourism products and services within our region. We work closely with local and regional partners to support economic growth. A few examples of how we do this include tourism corridor development, workforce attraction and ecosystem building.

Service Orientation

The Medicine Hat DMO contextualizes its purpose within the sphere of economic development. Focusing on destination development and management is proven to grow the visitor economy.

The Medicine Hat DMO proactively works toward community alignment, places relationships at the core of our operating process, and considers our resident and visitor audiences when delivering products and services.

Partnerships & Governance

The Medicine Hat DMO is an industry-led non-profit organization that strengthens Medicine Hat's tourism profile through destination awareness and collaborates with the community, tourism stakeholders and the City to position Medicine Hat as a significant tourist destination. When we collaborate, co-create or partner, we look for community and industry support, regional cooperation opportunities, funding support and workforce and economic development synchronicity.

Community Wellness

The Medicine Hat DMO celebrates the spaces and places that make Medicine Hat a vibrant community in which to live, work, and play. Focusing on placemaking and supporting locals in their pride for Medicine Hat and Southeast Alberta elevates authenticity, a key draw for our ideal customers.

Resilience and Sustainability

The DMO builds resilience and sustainability through partnerships and ecosystem-level collaboration. We intentionally promote our natural, cultural, and heritage assets and endeavour to be good stewards of these assets for the benefit of our community, economy, and environment.



Destination Development

Activating our regional visitor economy
through authentic, brand pillar-
centric **placemaking**.



Placemaking

Placemaking is a multi-faceted approach to planning, designing and managing public spaces—in the context of tourism, this includes information and interpretation, events, stakeholder engagement and supporting facilities promotion.

Brand management, destination stewardship and investment are catalysts for community vitality. Destination development nurtures the drivers that lead to a community becoming a destination where people want to visit, live, work and play (Destinations International, 2023).

The following section highlights destination development activities and projects in 2023.

THE WORK OF A DESTINATION ORGANIZATION



1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

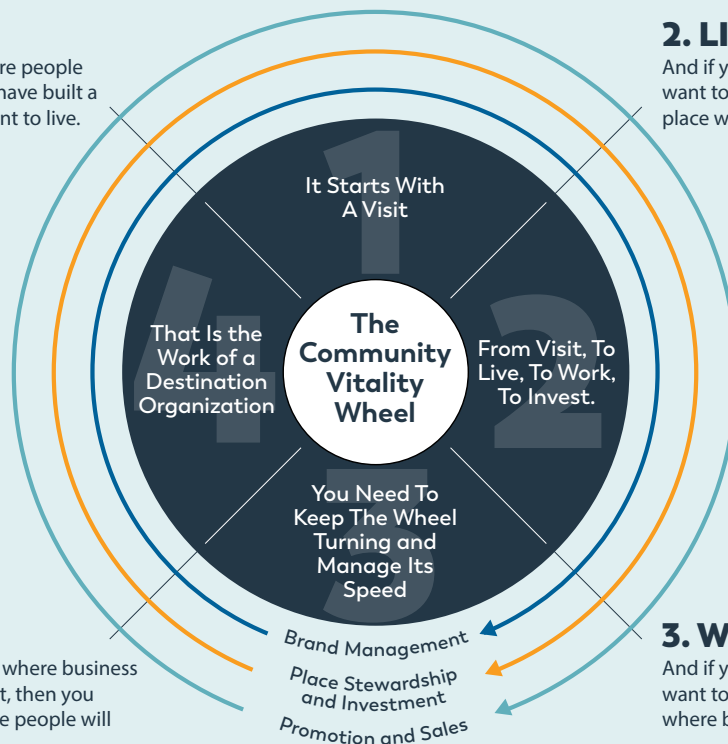
And if you built a place where people want to live, then you have built a place where people want to work.

4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



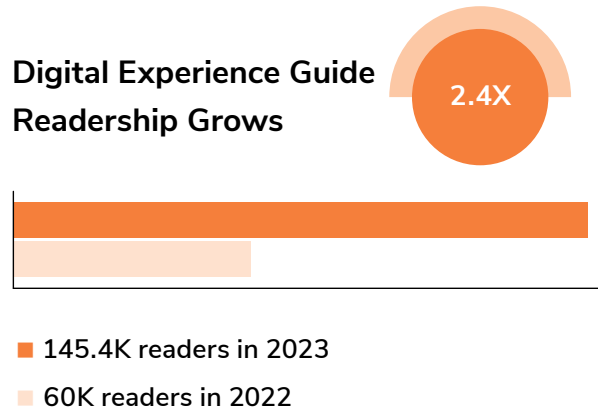
A place to visit

A visit starts with an invitation. Whether visiting friends and family, staying for the weekend, here for an event or stopping on route to another destination—Tourism Medicine Hat works intentionally to provide visitors a compelling reason to stay a little longer, make Medicine Hat home base or visit a few more times throughout the year.

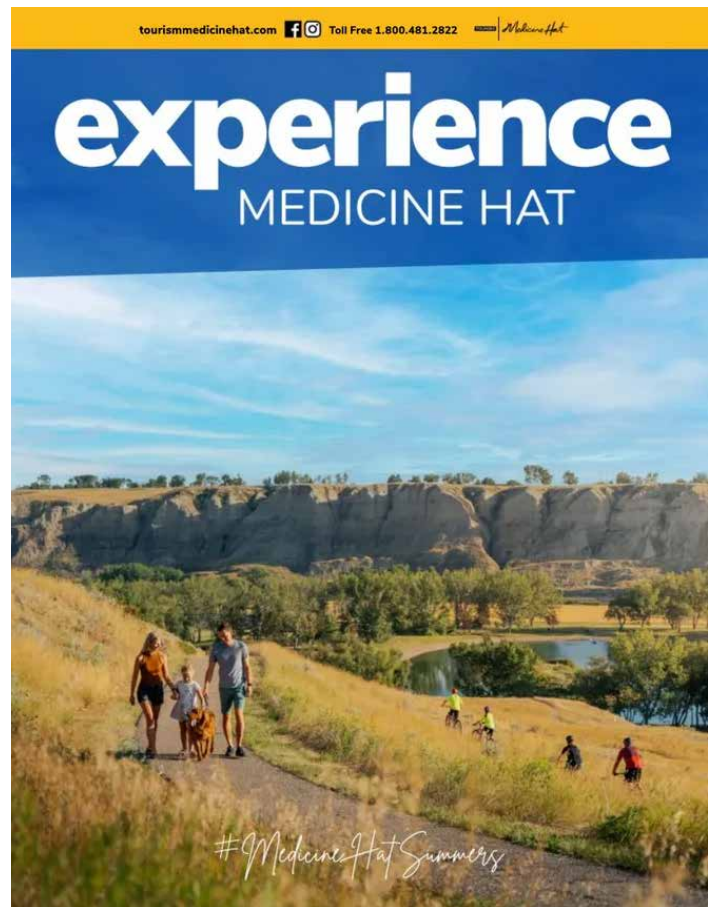
Experience Medicine Hat

The Experience Guide is our official invitation to visit. This annual Guide invites the reader to see the place they live through the eyes of the visitor and the visitor to have a compelling invitation to experience Medicine Hat and Southeastern Alberta.

Digital Experience Guide Readership Grows



- 145.4K readers in 2023
- 60K readers in 2022



- Experience Guide magazines distributed throughout Medicine Hat, Canada and the US.
- Launched two seasonal events-focused print publications and distributed 10K in community.
- Special digital edition of the Dining Guide was read 3,500 times during Jehovah's Witness Assembly weekends and 2023 Pickleball Canada Western Regional Championship.



Visitor Information Centre

Travellers from across Canada, the US and worldwide check in at the VIC throughout the year.

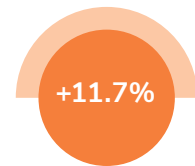
The VIC continues to see traffic rebound post pandemic. Travel advice ranges from where to stay and eat to key attractions.

Many choosing to stay overnight or extend their stay as a result of travel counselling.

A hub-and-spoke model encourages visitors from key travel markets, such as Calgary, Edmonton, and Long Haul Travellers, to choose Medicine Hat as their home base.

Our community’s ability to authentically welcome visitors impacts and shapes visitors’ experiences in our market and overall market growth. The Visitor Information Centre is a central visitor check-in point.

Visitors Checking-in At the VIC



- 16.2K visitors in 2023
- 14.5K visitors in 2022

Performance

- 9.3K visitors received traveller counselling.
- Five stars on Facebook and 4.5 stars on Google Reviews for the VIC.
- 5.8K Swag Bags distributed.

“...a prosperous visitor economy diversifies and drives economic growth, creates jobs and supports businesses.”
 – Travel Alberta, 2022

Tourism Medicine Hat Website

Tourism Medicine Hat's website is a trusted online source for visitors and residents alike.

From the data we can see that traffic to our website increases year over year.

We also see behaviors shift and change, in part as a result of trends and in part as a function of content strategy and advertising activity.

Seeing that **over 50% of site users are highly engaged** (a function of time on site and activity) tells us that our targeting is appropriate. Of particular note is our users by city data. Taking into consideration intentional efforts to grow **awareness in the Calgary and Edmonton markets** it is encouraging to see users from these cities show up in the top three traffic sources.

43% organic search traffic is an indicator of good technical SEO, together with a further 7% direct search reflects that 50% of our users are coming to us either because they are seeking us out directly or because they're searching for products and experiences we offer and then connecting with us as a result.

Intentional focus has been given to promoting the Tourism Medicine Hat Events Calendar, and events happening in community. Seeing the **Events Calendar landing page as our top viewed page** is a reaffirming data point.

Analytics

- 210K users
- 112K engaged sessions (function of activity on site)
- 02:00 minute average session duration
- Engaged users average 2 pages per session

Users by traffic source

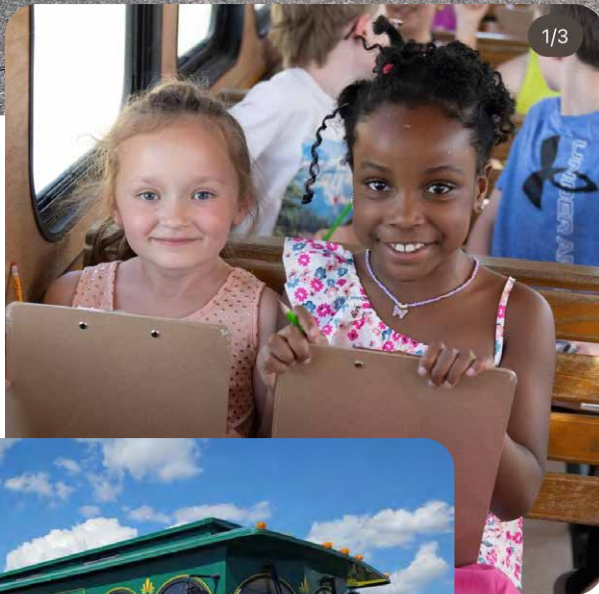
- 43% organic search
- 34% paid search
- 15% social referral
- 7% direct search
- 1% unassigned

Top read blog articles by views

1. Rise Up Hot Air Balloon Festival – 11K
2. Sunshine Trolley – 7K
3. Nearby Attractions – 3K
4. Camping in Medicine Hat and Region – 2K
5. How Medicine Hat Got Its Name – 1K

Users By Canadian City

- Medicine Hat: 33K
- Calgary: 27K
- Edmonton: 14K
- Vancouver: 5K
- Regina: 5K
- Winnipeg: 4K
- Toronto: 2K



A Second Sunshine Trolley Greets Medicine Hat

- The **new trolley** features a **wheelchair lift** that was used all season.
- **1,400+** riders on the Sunshine Trolleys from June to September. 84 regular city tour loops were completed in 2023 with 95% ridership (estimated ~60% local, ~40% visitor).
- **1,300+** pre-K to Grade 6 students went on Sunshine Trolley city loop tours. Sponsorship from Medicine Hat Sunrise Rotary Club provided discounted tour pricing.
- **58 classes** booked tours on the Sunshine Trolley in 2023.



A place to live

Within the frame of destination development and destination marking, it is evident our region and community offers a growing concentration of assets that key audience segments show a high interest in. These “quality of life” assets provide the foundation for projects like Move To Medicine Hat.



STRETCH THOSE LEGS



EDUCATION



AFFORDABLE LIVING



Audience Affinities

History and culture, outdoor activities, landscapes and nature, artisan products, trails and parks, waterways, tours, Tourism Collection, interpretive experiences, night skies and dark skies, camping, hiking, RVing, motorcycles, golf, family-friendly activities, museums, galleries, independent/boutique shopping and markets, patios, unique and local dining, Airbnbs, budget-friendly hotels.

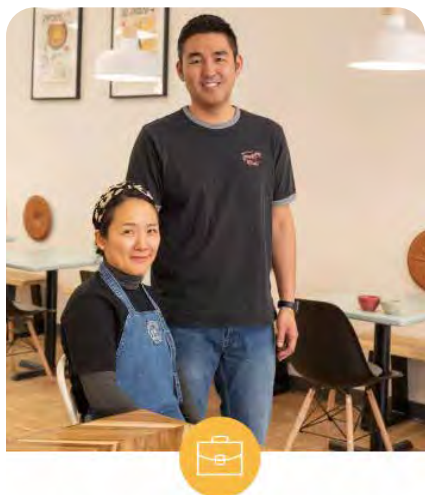
Move To Medicine Hat Website

Move To Medicine Hat continues to be a successful collaboration between Tourism Medicine Hat and Community Futures Entre-Corp.

From the data collected we can infer that **users are returning an average of two times.**

We can also see of the total visits to the site about 57% are highly engaged (engagement measured as a function of activity and time on site).

After the homepage we can see that **“13 things to know about living in Medicine Hat” is the most viewed article**, which is encouraging to see. Added to this, we see our top two traffic sources are coming from Calgary and Edmonton.



A CITY OF OPPORTUNITY

Trends

- Significant trends in 2023 and into 2024 are immigration, work, and the rural renewal program.
- We also saw a significant uptick in Medicine Hat College inquiries. Move to Learn ranked seventh for top-performing content on the site with 546 views.

Overall top performing content by views

1. Home Page – 13.9K
2. 13 things to know about living in Medicine Hat – 2.3K
3. Move to Work – 2.2K
4. Move to Live – 1.8K
5. Move to Play – 628
6. Move to Learn – 546

Analytics

- 27.2K of website views
- 13.4K website unique users
- 15.8K engaged sessions
- Avg. session duration 01:12 minutes
- 79 contact form submissions

Users by Canadian city

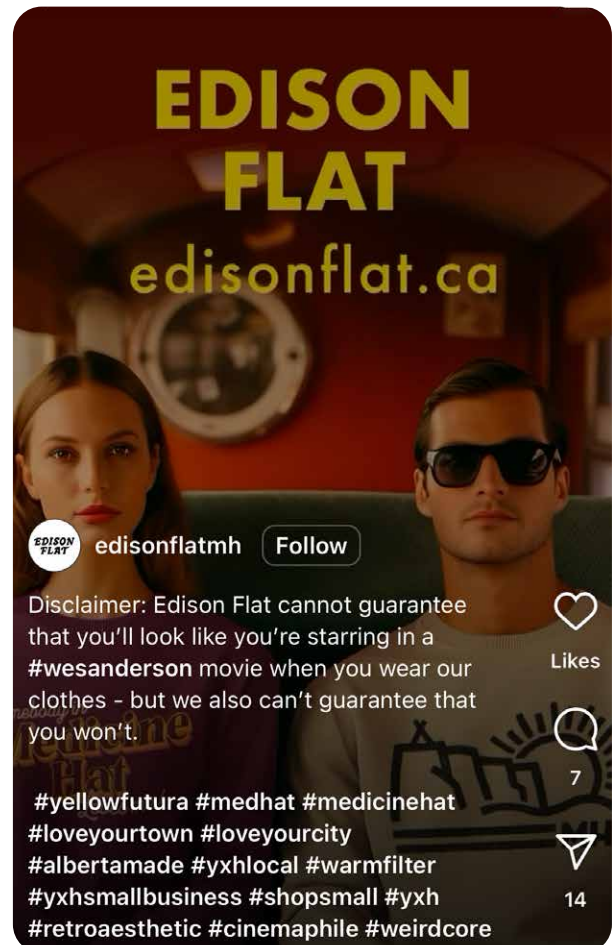
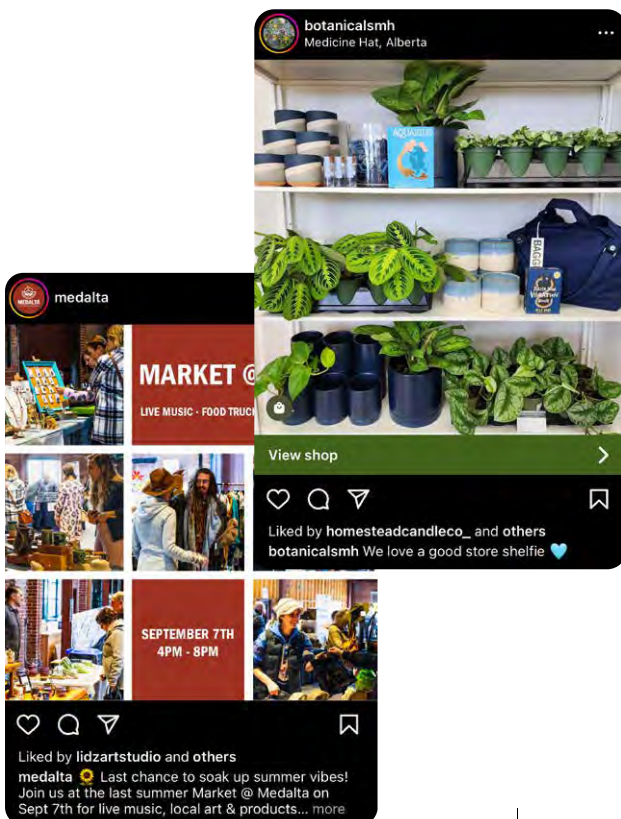
- Calgary – 2.2K
- Edmonton – 1K
- Medicine Hat – 970
- Vancouver – 860
- Winnipeg – 623
- Toronto – 540
- Ottawa – 445

A place to work and invest

Residents are both consumers and producers of Tourism products and services. They are also a critical link to a primary visitor segment: Visiting Friends and Family.

Residents are owners and operators of businesses, services, and products across tourism industries and members and leaders of clubs, groups, and collectives that activate tourism brand pillars.

Tourism operators across the industry; retail, food and beverage, attractions—and others, are **essential taste-makers; creating place identity and defining place culture.**



Tourism Medicine Hat Business Directory

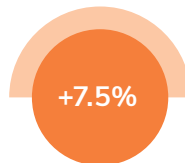
Our Business Directory is one of the ways we support tourism businesses.

The directory provides operator information and referral linking to operator websites and social accounts.

Performance


- Individual listings viewed 22K times
- Added 23 businesses to the Directory
- Directory landing page viewed 3.3K times

Business Listings



- 400 business listings in 2023
- 372 business listings in 2022

Food & Drink



Hell's Basement Brewery

Our brewery's name was inspired by the stories of Rudyard Kipling's travels across Canada. Just off the Trans-Canada Highway!

LEARN MORE

Light Industrial

Key Business Outcomes

Two of the DMOs key business outcomes (KBOs), combine placemaking work with place-marketing activities.

We combine these two aspects of our work using a marketing funnel construct. The funnel serves as a way of combining tactics and activities along a continuum of **awareness, consideration and conversion**. The goal of this approach is to grow conversion opportunities for events holders and drive visitation to our market.

Grow Events Conversion Opportunities

Connect residents and visitors to tourism stakeholder events. Increase awareness and lead generation, resulting in increased consideration and conversion opportunities for events holders.

Awareness + lead generation

Click through rates

strengthened over 2023, going from +137% mid year to **+179.5%** by year end. Our spend remained level year over year.

+179.5%

Google Search Ads CTR

Responsive search advertising strategy connects people searching for events with events listings on our website.

Google Search Ad CPC

\$0.12

Cost per click for search ads continues to hold steady around **\$0.12** per click.

We anticipate some increase in this number into 2024 as we move to increase targeting in key markets. Noting average CPC for the travel industry is \$0.89.

Events calendar listings

grow from 289 events in 2022 to **498 events** in 2023.

+72.3%

Events Calendar Listings

Focus on increasing the overall value of information available on the Tourism Medicine Hat Events Calendar.

Individual Events Listing Traffic

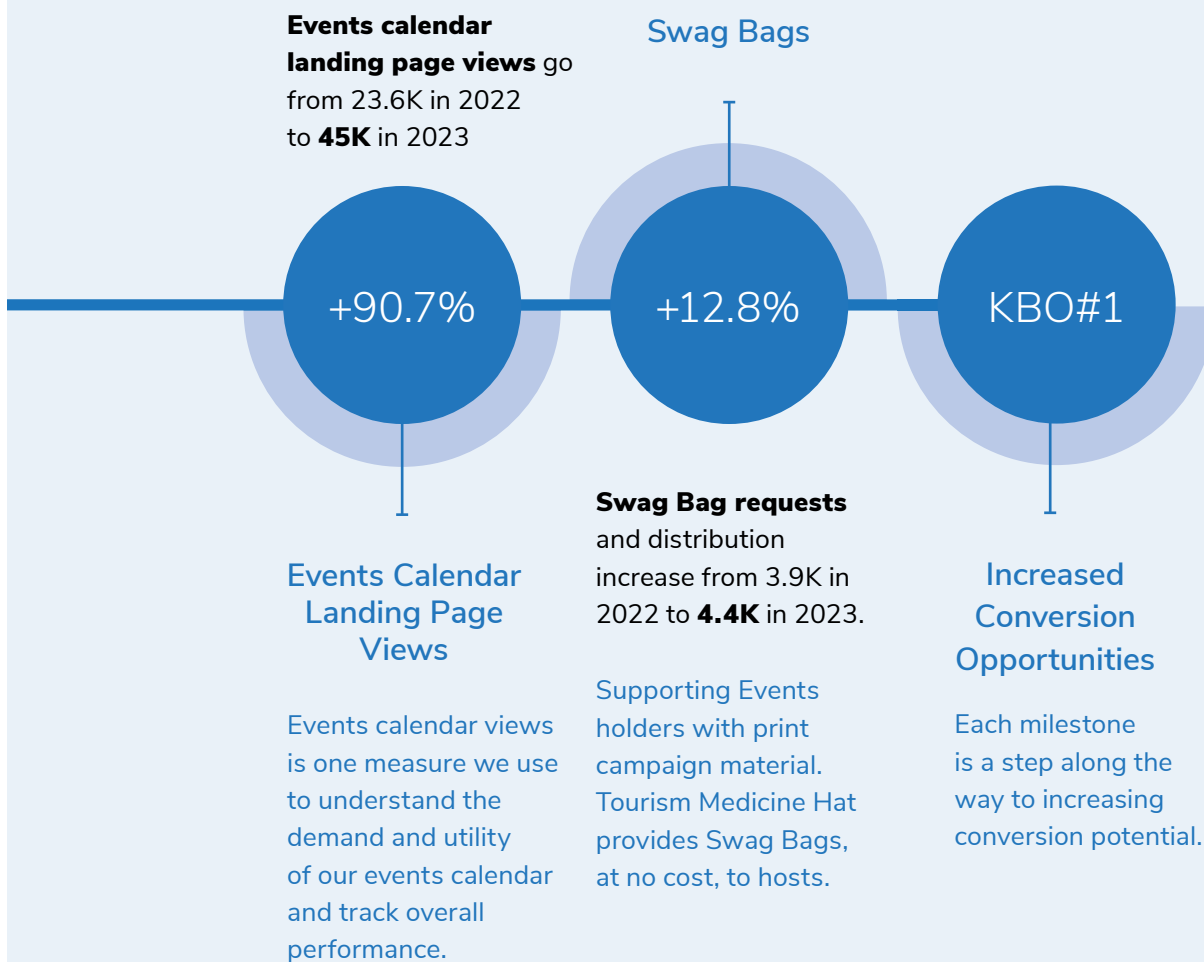
84.7K

Focus on driving traffic to Tourism Medicine Hat's Events Calendar.

Individual Events listings see **84.7K views** in 2023.

Analysis In market we see an increase in the number of events hosted year over year. We see an increase in search traffic for events in our market. And an increase in traffic to events listings. Connecting these points we can say awareness, lead generation and conversion opportunities for events holders have been increased.

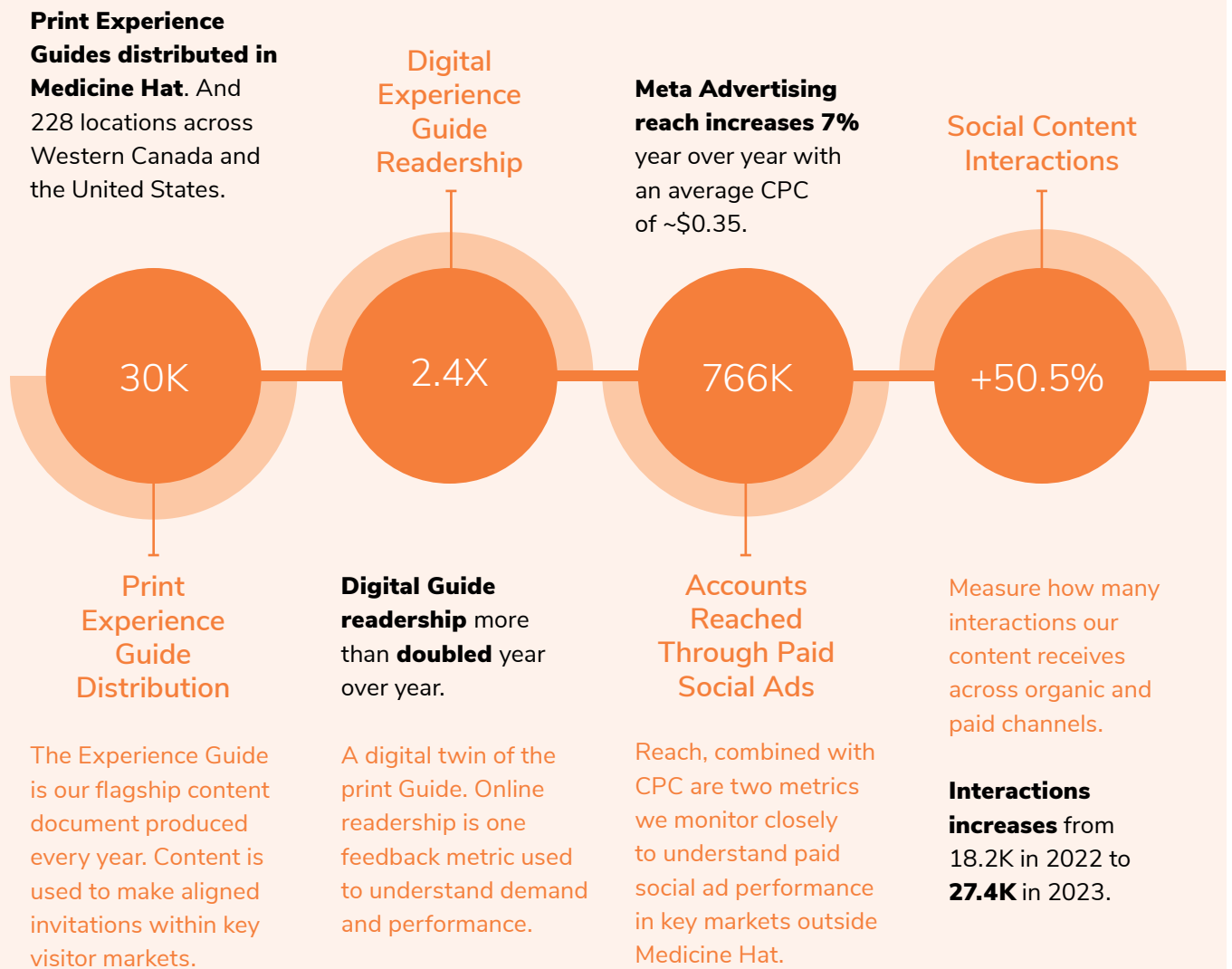
Consideration + conversion



Drive Visitation

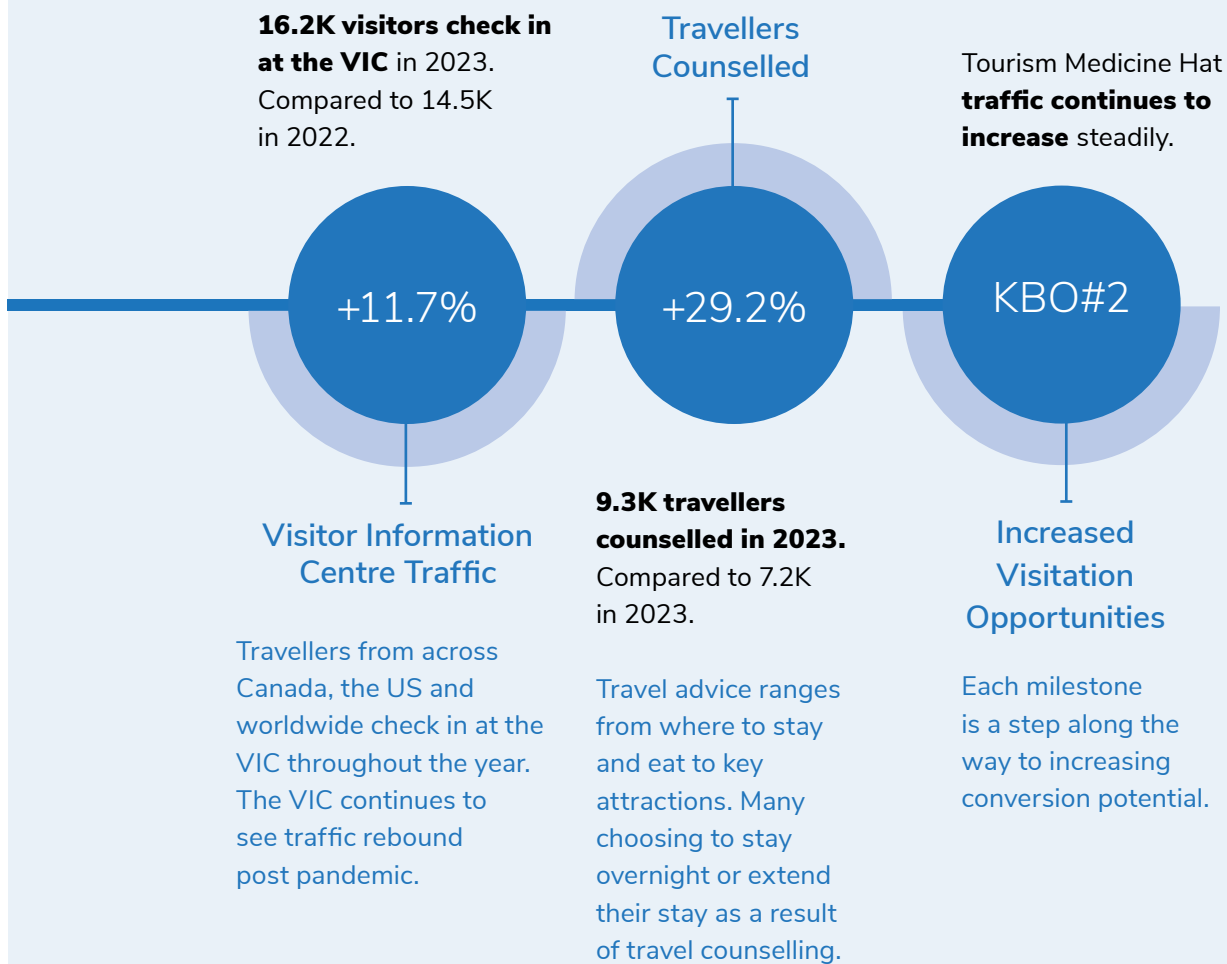
Drive visitation to Medicine Hat and Southeastern Alberta from key travel markets by targeting market-specific interest profiles.

Awareness + lead generation



Analysis At 59% Medicine Hat’s occupancy rate for 2023 is 3% above the “other Alberta category,” 5% above Lethbridge and on par with Drumheller’s occupancy. Occupancy rates are a helpful metric to consider when looking to understand overall trend in visitation.

Consideration + conversion





Destination Marketing

Position Medicine Hat and Southeastern
Alberta as a major tourism destination
through intentional **place marketing**.

Place Marketing

Place marketing is the strategies and tactics deployed to promote a place. Sometimes called place branding or place promotion.

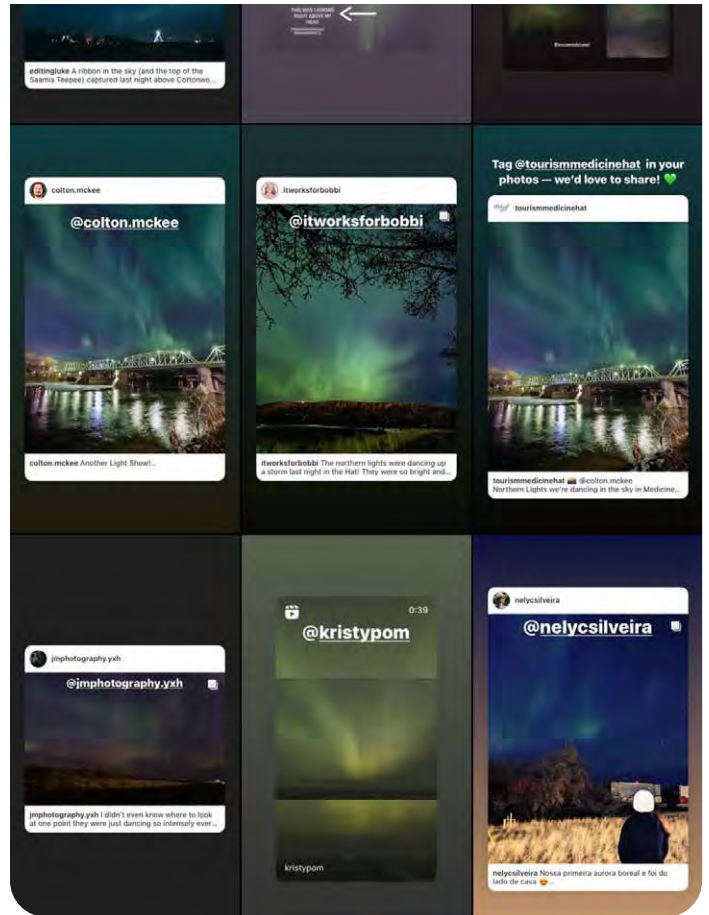
DMOs are in the inspiration business—we make compelling invitations that grow visitation.

Campaigns and activities

With a focus on generating demand by positively shifting the narrative and perceived value of a place in the minds and hearts of key audience segments through increased awareness, leading to consideration and positively impacting conversion likelihood.

The DMO continues to work diligently to promote Medicine Hat and the region as a major tourism destination. Working towards and guiding an integrated tourism concept, partially activated through destination marketing.

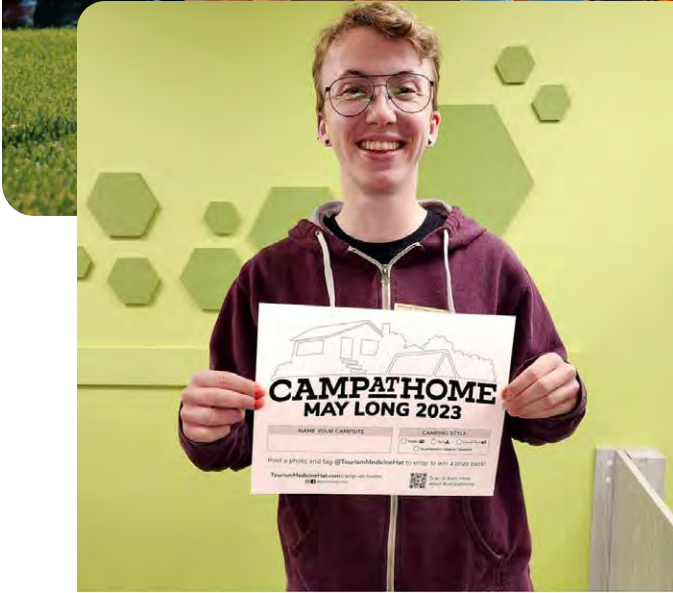
The following section will provide a cross-section of key activities and campaigns throughout 2023.





A FULL DAY WITH FAMILY

[TOURISMMEDICINEHAT.COM](https://www.tourismmedicinehat.com)



Medicine Hat Public Library
May 19, 2023

Get your camping gear ready, because May long is almost here! Whether it's in your house, backyard, or nestled in one of the many beautiful campgrounds surrou... See more

Interests targeted

Camping, boating, hiking, paddling, biking, disc golf, dark sky watching, coffee, ice cream, local food and beverage, family friendly activities.

Camp-At-Home

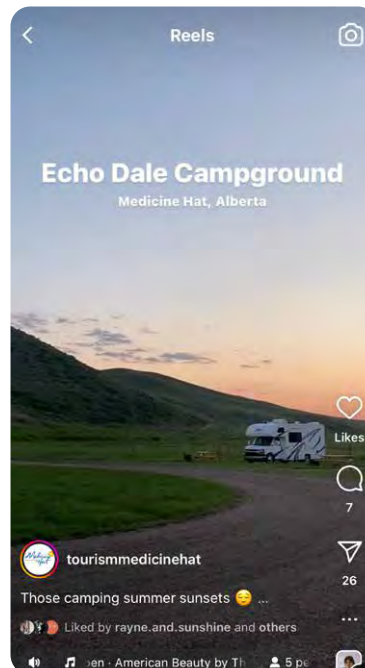
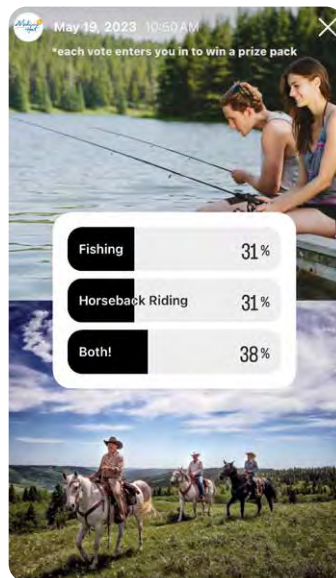
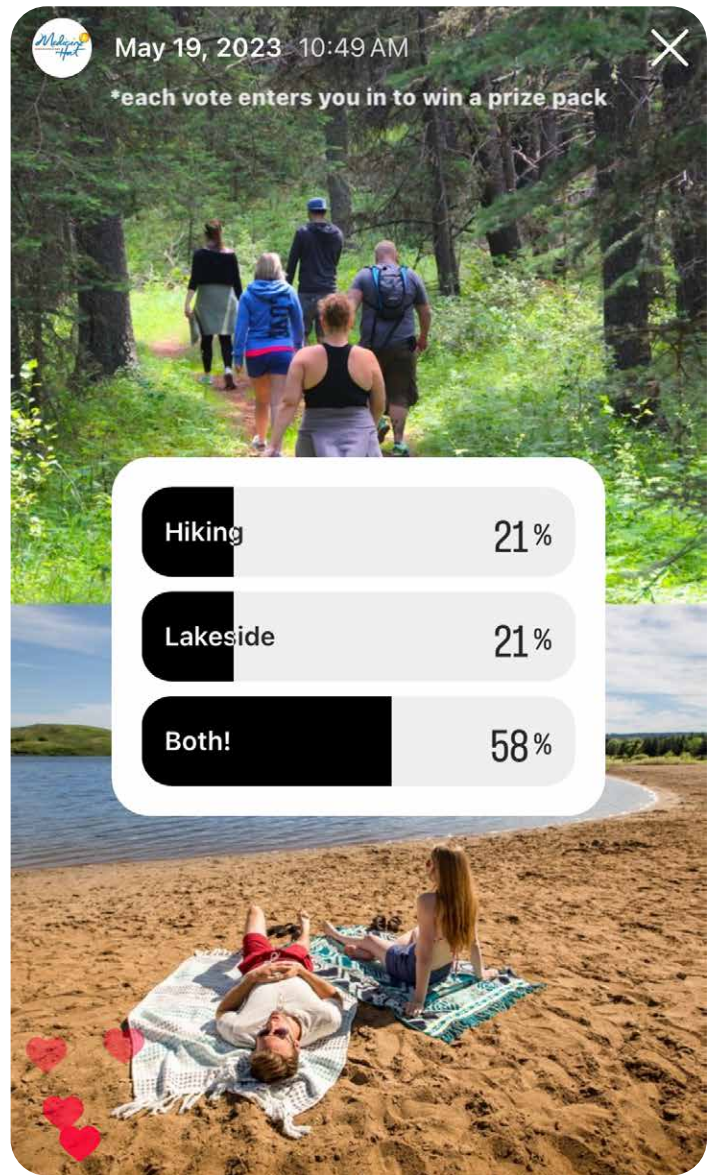
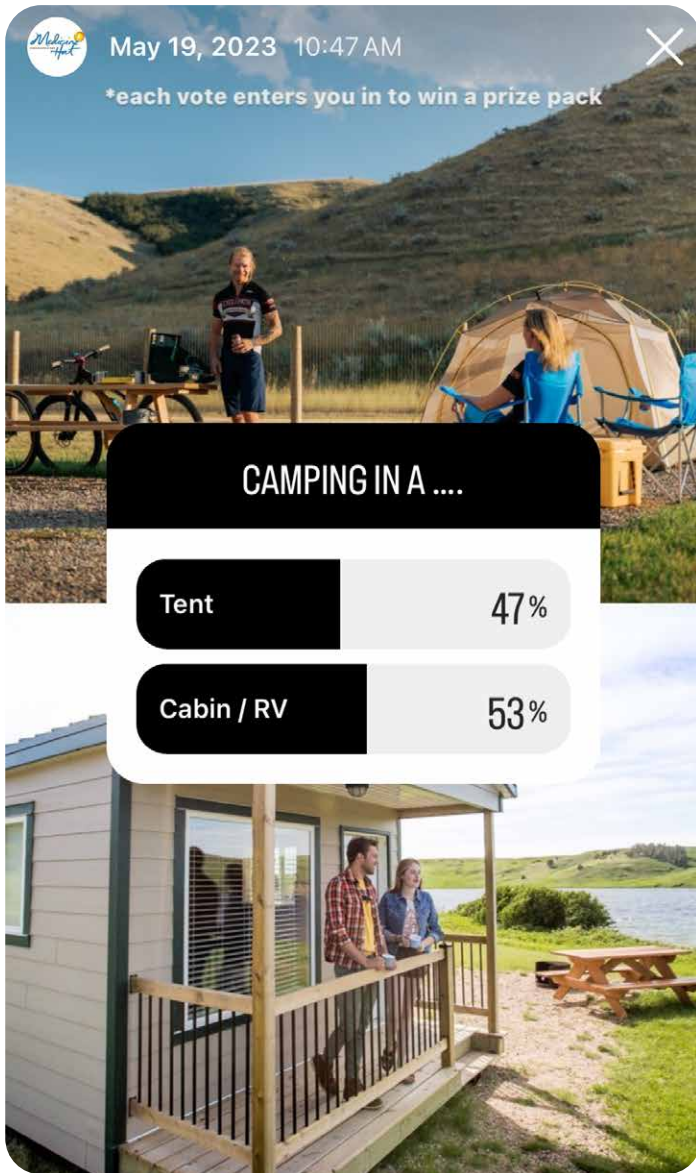
A campaign that celebrates the soon-to-be-start of summer, the launch of our Experience Guide and camping.

Camp-At-Home launched during the pandemic as a resident-focused campaign. It's a loved and well-engaged campaign in our community, and unique in that, it's highly inclusive and it's core audience is families with young kids, a key target group for us.

Performance

- 15.7K unique Facebook and Instagram accounts reached.
- Highest engagement came from Instagram Stories.
- New in 2023, we partnered with the Medicine Hat Public Library to distribute colouring sheets.





SCAN TO WATCH THE IG REEL :)

#MedicineHatSummers

In celebration of the full return of travel in 2023, #medicinehatsummers launched, a consumer-focused summer season campaign and evolution of the previous #myMHsummer, resident-focused placemaking campaign.

With a return to consumer focus that includes resident and visitor audiences, this campaign highlights our sunny city and its adventurous summer season.



Performance

- Organic tactics generated 300+ posts on Instagram.
- Paid Meta Ads reached 772.1K unique accounts resulting in 22.9K landing page views, over 4 million ad impressions with an average cost per click of \$0.35.
- Edmonton influencer Linda Hoang returned in 2023 for a weekend producing a variety of social, blog, photo and video content which has been seen over 157.6K impressions and 8.4K engagements through her channels.
- We continue to support the Ale Trail collaboration through print promotional materials (stickers, brochures) and content creation (blog articles, social posts).
- The Tourism Collection continues to be a successful collaboration with Edison Flat. In 2023 we added toques, hats, pins and additional stickers to the collection.
- Invested in CTV Calgary Discover Series featured on the morning show.



1951 Medicine Hat Mohawk Players (l-r) Nat Bates, P John Noce, C Willie Reed, 2B.
November 2023. Photo Credit: Larru Bates



A Weekend In The Hat: Food + Drink + Shops + Experiences In Medicine Hat, Alberta



WWW.LINDA-HOANG.COM



Tourism Medicine Hat
Aug 18, 2023 · 🌐

Alberta-artist Cam Hoff designed the classic Tourism Medicine Hat Collection badges that illustrate 13 must-see places in and aro... See more



Savour the Southeast

Savour the Southeast continues to see increased stakeholder participation year over year.

Core event partner Verge Economic Development continue to support this campaign.

Performance

- 11th consecutive year for the Savour the Southeast event
- 26 eateries participated
- Chat 94.5 and My 96 Radio Ads, alongside Chat News Today online advertising
- Paid Meta Ads reached 57K unique accounts

November 22, 2023 12:02 PM

Make a **Savour the Southeast** dish!

Choose Your

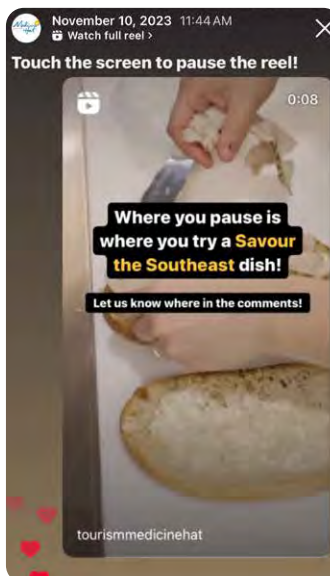
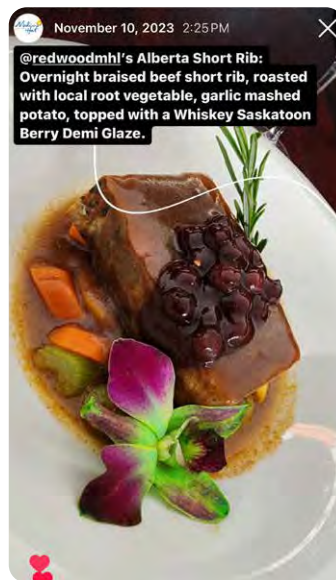
- Locally Raised Cattle or Poultry**
 - Cargill Meats
 - Deerview Meats Ltd.
 - Deluxe Meats
 - Douglas Meats
 - Mike's Meats
 - Premium Sausage
 - Reg's Homestyle Meats & Deli
- Locally Grown Vegetables**
 - Biotech Greenhouse Ltd.
 - Huber's Farm Market
 - The Market Centre
 - Red Hat Big Marble Farms
 - Rolling Acres Garden Centre
 - Ruben's Veggies
 - Vieterra Plant
 - Westland Fresh Produce
 - Wild Things
- Locally Brewed and Distilled Beverages**
 - Grit City Distillery
 - Hell's Basement Brewery
 - Medicine Hat Brewing Company
 - Travois Ale Works
 - Your Preference Kombucha
- Locally Produced Products**
 - Baking With Candice
 - Bourbon Brother's Ice Cream
 - Lucky's Grit Dip
 - Mcbride's Bakery
 - Mutha Earth
 - Redcliff Bakery
 - Sweet Pure Honey
 - Yummy Hummy
- Locally Made Dessert**
 - Annegret's Fine European Chocolate Cream Cult

enjoy

SAVOUR
THE SOUTHEAST

Savour The Southeast is presented by

VERGE Chamber of Commerce Medicine Hat



SCAN TO WATCH THE IG REEL :)



Golf Packages and Accommodations Partnership

- 679 Golf Packages sold. A 161% increase in sales year over year.
- DMO and Accommodation partnership sold 2,044 packaged room nights in 2023.

Hidden Valley Ski Resort & Elkwater in the Cypress Hills Interprovincial Park

- Intentionally support Hidden Valley Ski Resort recruitment efforts and Produce print collateral for Hidden Valley Ski Resort.
- Provide promotional support for Elkwater in the Cypress Hills Interprovincial Park. Develop node-specific content, driving visitation.

Culinary Tourism

Champion the evolution of a “taste of place” by growing food culture in our region by supporting the growth and development of the food and beverage industry in Medicine Hat and the surrounding area.



Food connects us

Developing a taste of place evolves how a community sees itself. Food, culture and community are deeply connected; “the best way to experience culture is through food (SKIFT Report, 2015).” Food connects producers (farmers, ranchers, growers), and eateries serving meals and individual consumers. Food also connects industries and creates opportunities to host unique events, experiences and products; from agritourism to culinary tourism.



- Chef Sammy – 74.7K unique accounts reached on Facebook

“Since the time of our ancestors, sharing food has always served as a way to connect with people. But as interest in food tourism surges, it seems that now more than ever, we’re also thinking about food as a way to connect with place (Travel Alberta, 2023).

Looking locally and regionally, we can see the impact and demand for food culture in our market reflected in the interests and affinities of primary audience segments. Examples include artisan markets, locally made and small-batch products, craft brewing and distilling, farm-to-table dining, food origins and agricultural experiences, food sustainability, sustainable farming, unique experiential dining experiences (dinner clubs, progressive dinners, chef’s table, etc.) and stories about the people behind the food.

Analysis

- **Food & Beverage businesses and events hold repeat top ten positions**
By page views Food & Beverage Business Directory and Events Calendar listings hold repeat top ten positions for highest performing website content. To place this point in context, in 2023, Tourism Medicine Hat's individual Business Listings were viewed 22,175 times and altogether, individual Events Listings were viewed 84,754 times in addition to the Events Calendar, which was viewed 44,731 times.
- **Downtown is home to a bakery mini-cluster**
Tourism Medicine Hat was able to design, market, and successfully launch a guided Bakery walking tour. Indy Coffee Tours continue to be in demand and sell out.
- **Culinary experiences are in high demand**
48-seat Kiln Dinners, Root Cellar guided mini-tours and Sunday Service consistently sell out and are fully booked. Signaling a demand for experiential food and beverage offerings in our market.
- **Stories about the people behind the food garner high engagement**
The people who grow, make and craft these products are key interests.
- **Food & Beverage is our strongest audience interest affinity**
Google analytics for Tourism Medicine Hat, ranks food and beverage as our highest ranking affinity category for our audience.

Indigenous-led Tourism Alignment

Aligning our efforts with Indigenous-led Tourism projects and products to support the growth of Indigenous-led experiences in Southeast Alberta.

Beyond products and experiences The team at Tourism Medicine Hat is appreciative and excited about the opportunity to support the growth of authentic, Indigenous-led cultural experiences.

Tourism Medicine Hat continues to actively partner with the Miywasin Friendship Centre to offer the Miywasin Story Tour to locals and visitors. In addition, the Tourism team continues to work closely with Brenda Mercer, Indigenous artist–storyteller to launch “Sharing Stories at the Saamis Tepee with Brenda Mercer and friends” experience.

In 2023, Tourism Medicine Hat became a **member of the Indigenous Tourism Association of Canada (ITAC)**, and **Indigenous Tourism Alberta (ITA)**. We **updated our Land Acknowledgment**. Attended the **ITA mini gathering in Lethbridge**. This work and more is part of our commitment to learning and relationship building.

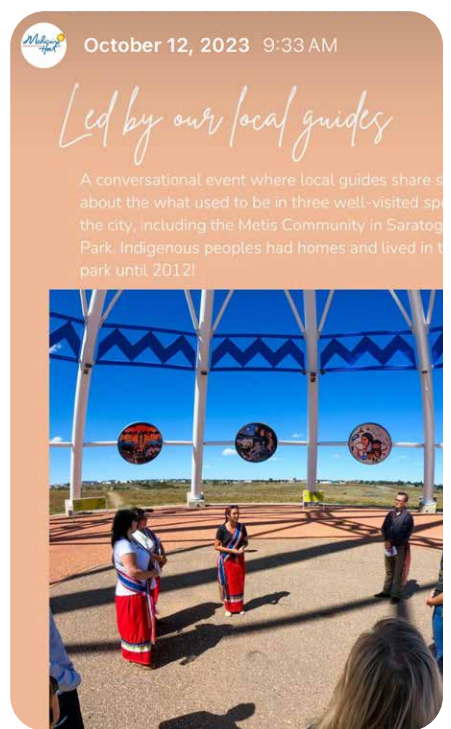
Sharing Stories at the Saamis Tepee with Brenda Mercer

Sharing Stories is an interpretive series focusing on connection and healing through truth-telling, personal history-sharing and traditional craft-making.

Tourism Medicine Hat continues to be a promotional partner, providing product development expertise and logistical support. We also provide paid and organic advertising support.

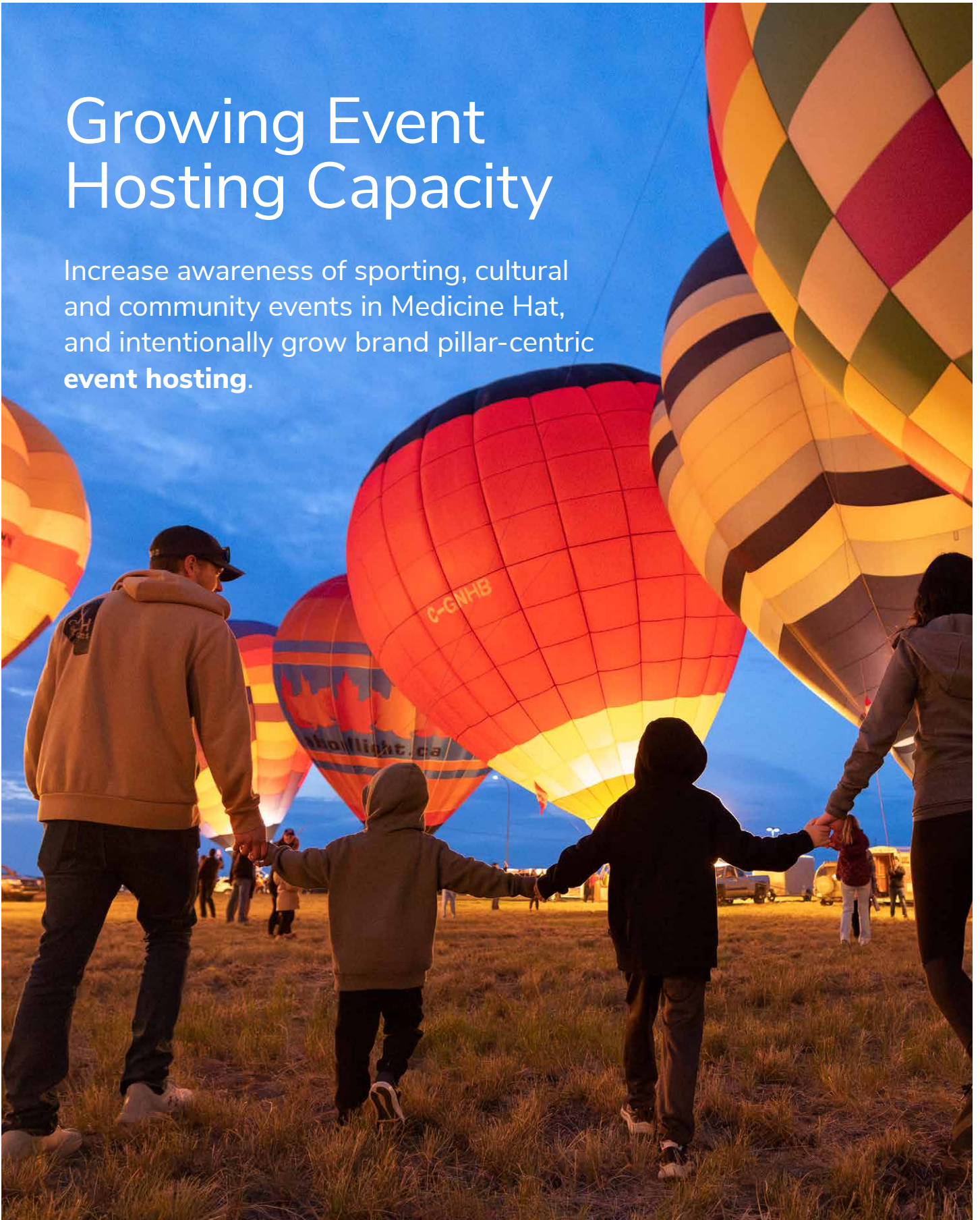
Indigenous Culture landing page receives 22K views

The Indigenous Culture landing page on Tourism Medicine Hat’s website received **22K page views in 2023**, putting the page in the top 3 most viewed pages on site. **The interest in participating in authentic Indigenous cultural experiences is clearly signaled** by this data point and underscores the necessity to partner, collaborate and support the development of Indigenous-led products and experiences in our region. The benefit of which extends significantly beyond Tourism– it is **intentional relationship building**.



Growing Event Hosting Capacity

Increase awareness of sporting, cultural and community events in Medicine Hat, and intentionally grow brand pillar-centric **event hosting**.



Event Hosting

Events are an essential element of community vitality. Increasing awareness and growing capacity for hosting sporting, cultural and community events creates connection, supports wellbeing and generates revenues.

Top-performing Organic social posts for by unique accounts reached



#1 CP Holiday Train – 90K



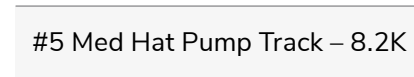
#2 Great Big Paddle – 32.7K



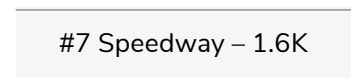
#3 Jazz Fest – 9.2K



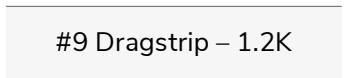
#4 Monarch Reopens – 21.4K



#6 Porch Fest – 8K



#8 Disc Golf – 1.4K

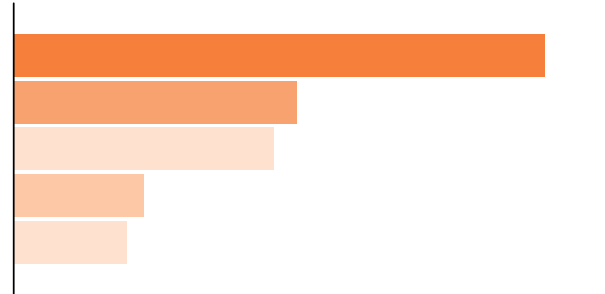
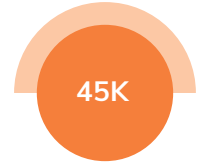


#10 Coffee Tour – 1.1K

Tourism Medicine Hat Events Calendar

Events are a way to connect locals and visitors to stakeholder events and introduce new audiences to our destination and give them a compelling reason to visit and perhaps return—to visit, work, learn or to live.

Events Calendar – Top viewed web page

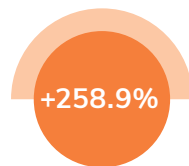


- Events Calendar landing page – 45K
- Tourism Medicine Hat home page – 24K
- Indigenous Culture landing page – 22K
- Rise Up Hot Air Balloon feature article – 11K
- Exhibition & Stampede event listing – 9.5K

Top-performing Events Listings on website by views

1. Exhibition and Stampede – 10K
2. Jehovah’s Witness Assembly – 9K
3. Breweries Tour – 7K
4. Spectrum Festival – 2K
5. Medicine Hat Farmers Markets – 1K
6. Market at Medalta – 1K
7. Midnight Madness – 1K
8. Sunshine Trolley Tours – 1K
9. Ribfest – 1K
10. Food Truck Frenzy – 1K

Page views for events listings increase



- 2023 events listings views – 84.7K
- 2022 events listings views – 23.6K

Stakeholder Feedback

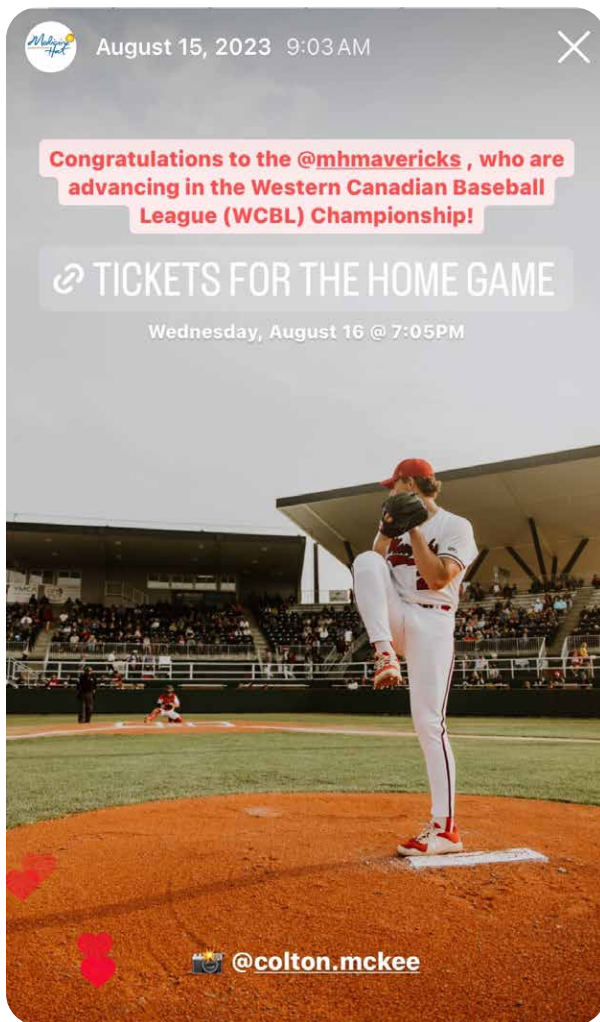
Medicine Hat College Rattlers Athletics would like to reach out and say thank-you to Tourism Medicine Hat for providing over 400 bags filled with great information about the city and region. They were well received by participants from across the country, and encourage visitors to take in several local attractions and make plans to return to the area in the future.

One participant indicated on their event evaluation the following:

“This was a great event, one of the best I have ever attended, and I really liked the tourism bag provided—it gave me an education about the area, and I visited Medalta Potteries factory for a quick visit. I would not have visited if there wasn’t information about it in the bag. Looking forward to returning to Medicine Hat.”

Events attraction

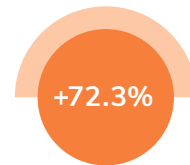
Thoughtful event attraction provides economic lift. In the short term, the hosting of provincial and national events translates to tickets purchased, accommodations and hotel bookings, restaurants and retail experiencing an increase in business, and attractions visited (venues, museums, galleries, interpretive centres, historical sites etc.).



Event Focused Collaborations & Partnerships

- **Partnered with Brenda Mercer** to develop and launch Sharing Stories at the Saamis Tepee.
- **Co-developed and piloted the launch of Sunday Service**, a chef’s table-style dining experience. Sunday Service now runs independently and is consistently fully booked.
- **Co-developed and piloted the launch of the Dinner in the Kiln** concept with Medalta in the Historic Clay District. The DMO continues to play a lead role in the planning, promoting and hosting of this event. Dinner in the Kiln sells out consistently.
- **Collaborated with the Root Cellar (Food Bank) to create a Culinary Tour Partnership.** The event returns in 2024.

Number of Events Listings grow



- 498 events added in 2023
- 289 events added in 2022

We Are One Canadian Enduro League in Cypress Hills

Mountain Biking is a regional asset. The activity is a niche audience we can engage through their interests. Our trails become our differentiated value when considered alongside other activities: camping trips, weekends away, visiting friends and family, and stopovers en route to other destinations.

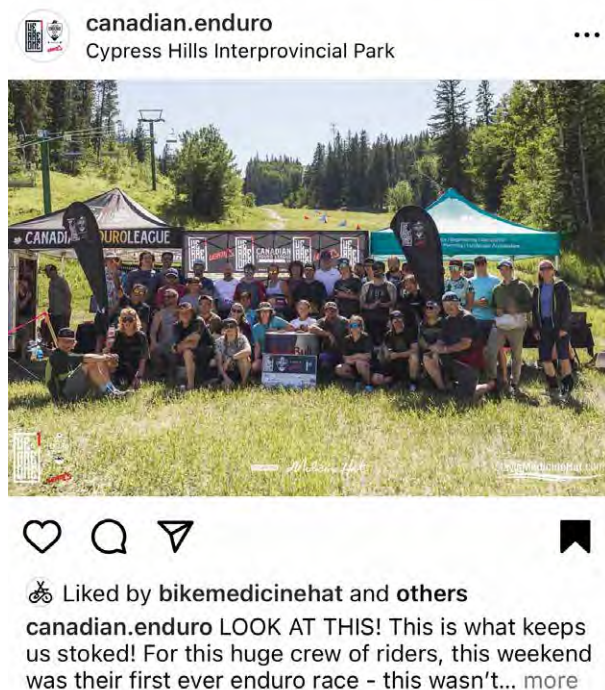
As a group, mountain bikers share affinities that our destination can service—interest in nature, paddling, craft brewing, local food, history, and culture. The designation of the Cypress Hills trail system as intermediate yet fun for everyone makes it perfect for families and groups with mixed skill levels.

- **Independent recognition** for the Cypress Hills mountain biking trails. The Canadian Enduro League showcases the best riding destinations across Canada.
- Cypress Hills was **shown alongside Chilliwack, Kelowna, Kamloops and Revelstoke**. Elevating our region as a “will travel for” destination.
- **Cypress Hills trail system receives Tier 1 grading**. The grading designates the trails as designed to be fun for everyone while offering intermediate-level difficulty.



SCAN TO WATCH
THE IG REEL :)

“We’re stoked to have kicked things off here at Cypress Hills. A never before raced location, professionally designed trails by the team at McElhanney and an epic mountain biking community.”
— We Are One Canadian Enduro League



Jehovah's Witness Assembly

7000+ guests from across Canada were in Medicine Hat over two consecutive weekends. Hotels and restaurants reported increased demand during these weekends.

- #2 Events Listing by views.
- The average daily rate at Hotels increased for the month of June year over year.
- Described as the “gold standard” by Jehovah's Witness Assembly organizers.
- Assembly is returning in 2024.

“It's always nice to work with somebody who wants to work with you. They definitely made it an easy decision for us to come here.”

— Brad Pramberg, Spokesperson for Jehovah's Witnesses of Canada

Tours

- **Indy coffee tours sell out continuously** and remain a popular signature tourism tour offering.
- **Piloted two guided Downtown Bakery Tours** with favourable uptake. The tour launches in May 2024, running monthly through to September.
- **Sold out Root Cellar (Food Bank) Culinary Tours.** The event returns in 2024.
- **7.4K Medicine Hat Breweries Tour event listing views.** Ranking 8th for top-performing content on our site overall
- **First guided Mural Tour launched** hosted by Jeff Goring (Mural Fest).



Tourism Medicine Hat

May 17, 2023 · 🌐

Food & Beverage Operators in Medicine Hat!

Message @TourismMedicinehat for insider information and be added to the list we share with event attendees!



Tourism Medicine Hat

Sep 7, 2023 · 🌐

This Friday! 🍺 Sunshine Trolley Breweries Tour — the brew masters will take you through the brew rooms, and then you enjoy a taste of it... See more





How We're Stacking

Accommodation indices, key performance indicators, industry partners, team and governance members.

Tourism Stakeholder and Accommodation Indices

Hotel Stays in Medicine Hat

All data is year to date January through November 2023

Occupancy (OCC)

| | 2020 | 2021 | 2022 | 2023 |
|---------------------|--------------|--------------|--------------|------------|
| Other Alberta | 33.9% | 40.6% | 53.5% | 56% |
| Medicine Hat | 37.9% | 40.3% | 63.0% | 59% |
| Lethbridge | 28.8% | 35.7% | 54.0% | 54% |
| Drumheller | 30.1% | 37.2% | 60.1% | 59% |

Average Daily Room Rate (ADR)

| | 2020 | 2021 | 2022 | 2023 |
|---------------------|-----------------|-----------------|-----------------|-----------------|
| Other Alberta | \$108.78 | \$108.43 | \$120.51 | \$131.23 |
| Medicine Hat | \$100.56 | \$102.43 | \$110.09 | \$112.86 |
| Lethbridge | \$96.94 | \$100.65 | \$117.11 | \$123.02 |
| Drumheller | \$126.45 | \$142.02 | \$149.05 | \$156.98 |

Revenue Per Available Room (RevPar)

| | 2020 | 2021 | 2022 | 2023 |
|---------------------|----------------|----------------|----------------|----------------|
| Other Alberta | \$33.84 | \$44.04 | \$66.44 | \$74.38 |
| Medicine Hat | \$38.13 | \$41.33 | \$69.38 | \$66.68 |
| Lethbridge | \$27.30 | \$35.93 | \$63.20 | \$65.93 |
| Drumheller | \$38.02 | \$52.83 | \$119.83 | \$96.86 |

- **Other Alberta** is defined as including most cities and towns in Alberta when you exclude Mountain Parks, Rockies communities and both major urban centres of Edmonton and Calgary.
- **The Other Alberta** data set includes Medicine Hat, the communities that make up our competitive set; Lethbridge, Red Deer and Drumheller, and most other Cities and towns throughout Alberta.
- **Data** is provided by the Government of Alberta, Ministry of Tourism.

Key Performance Indicators

KPIs across key DMO activities

All data is year to date January through December 2023

VISITOR INFORMATION CENTRE (VIC)

Number of US States that Checked in at Medicine Hat Vic

| 2022 | 2023 |
|------|------|
| 42 | 46 |

- Highest visitation MN, CA, IL, FL.

Number of Countries Checked in at Medicine Hat Vic

| 2022 | 2023 |
|------|------|
| 25 | 38 |

International Information Packages Mailed Out

| 2022 | 2023 |
|------|------|
| 10 | 12 |

Number of Visitors to Facility

| 2022 | 2023 |
|--------|--------|
| 14,455 | 16,297 |

Number of Visitors Counseled

| 2022 | 2023 |
|-------|-------|
| 7,207 | 9,341 |

Contact-less Bags Distributed at VIC

| 2022 | 2023 |
|-------|-------|
| 2,111 | 1,407 |

Swag Bags Distributed to Sport and Event Requests (Total)

| 2022 | 2023 |
|-------|-------|
| 3,873 | 4,401 |

EXPERIENCE GUIDE

Experience Guide Printed Magazines

| 2022 | 2023 |
|--------|--------|
| 30,000 | 30,000 |

Experience Guide Mail-out Distribution

| 2022 | 2023 |
|------|------|
| 200 | 228 |

Experience Guide Mail Requests (including Medicine Hat)

| 2022 | 2023 |
|------|------|
| 125 | 138 |



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Cover Image Victor Aerden. The 2023 Experience Medicine Hat Guide is produced and printed for free distribution in Canada by Tourism Medicine Hat. Tourism Medicine Hat is managed by the Medicine Hat Destination Marketing Organization under contract through the City of Medicine Hat. Partners of Tourism Medicine Hat provide information for this guide and every effort is made to ensure that the information is accurate at the time of printing. Tourism Medicine Hat assumes no responsibility for any unpredictable errors, changes and/or omissions.

Printed in Canada



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Découvrez Medicine Hat page 98

WEBSITE AND DIGITAL GUIDES & MAPS

Tourism Medicine Hat Website Homepage Unique Visitors

| 2022 | 2023 |
|--------|--------|
| 39,086 | 23,606 |

Digital Experience Guide (flipping book)

| 2022 | 2023 |
|--------|---------|
| 60,036 | 145,451 |

Digital Facility Guide (flipping book)

| 2022 | 2023 |
|--------|-------|
| 10,041 | 9,108 |

Digital Dining Guide (flipping book)

| 2022 | 2023 |
|-------|-------|
| 4,217 | 3,386 |

Downloadable City Map (flipping book)

| 2022 | 2023 |
|-------|------|
| 1,634 | 804 |

Downloadable Regional Map (flipping book)

| 2022 | 2023 |
|------|------|
| 441 | 274 |

Events Calendar Total Events

| 2022 | 2023 |
|------|------|
| 289 | 492 |

Events Calendar Page Views

| 2022 | 2023 |
|--------|--------|
| 23,618 | 84,753 |

Business Directory Listings (previously called Individual Stakeholder Pages)

| 2022 | 2023 |
|------|------|
| 372 | 400 |

ORGANIC SOCIAL & CONTENT MARKETING

Tourism Medicine Hat's **social following grew by 2K** in 2023. **50 reels were produced** and posted and **50+ articles** were written in 2023.

Organic Facebook Reach

| 2022 | 2023 |
|--------|--------|
| 929.1K | 989.3K |

Organic Instagram Reach

| 2022 | 2023 |
|-------|--------|
| 74.3K | 125.9K |

ONLINE ADVERTISING

Tourism Medicine Hat **maintained year round Google Search and Display ad campaigns** in 2023.

Google – Dynamic Search Ads

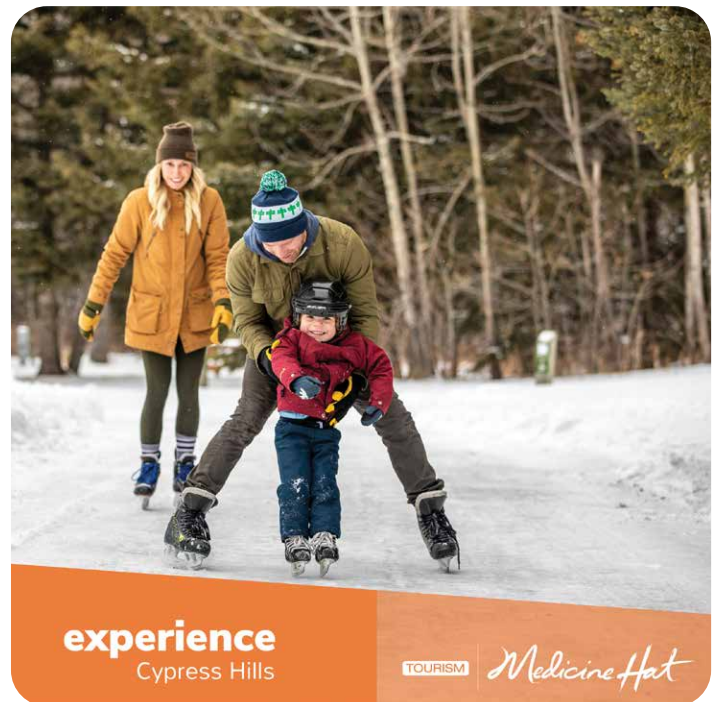
- 389K impressions (ads served)
- 46K clicks
- Most clicks by location: Medicine Hat, Calgary and Edmonton

Google – Brand Awareness Display Ads

- 4.58 million impressions (ads served)
- 37K clicks
- Most impressions by location: Winnipeg, Vancouver, Calgary

Meta – Facebook and Instagram Ads

- 15 campaigns deployed
- 4.13 million impressions (ads served)
- 865.9K unique accounts reached

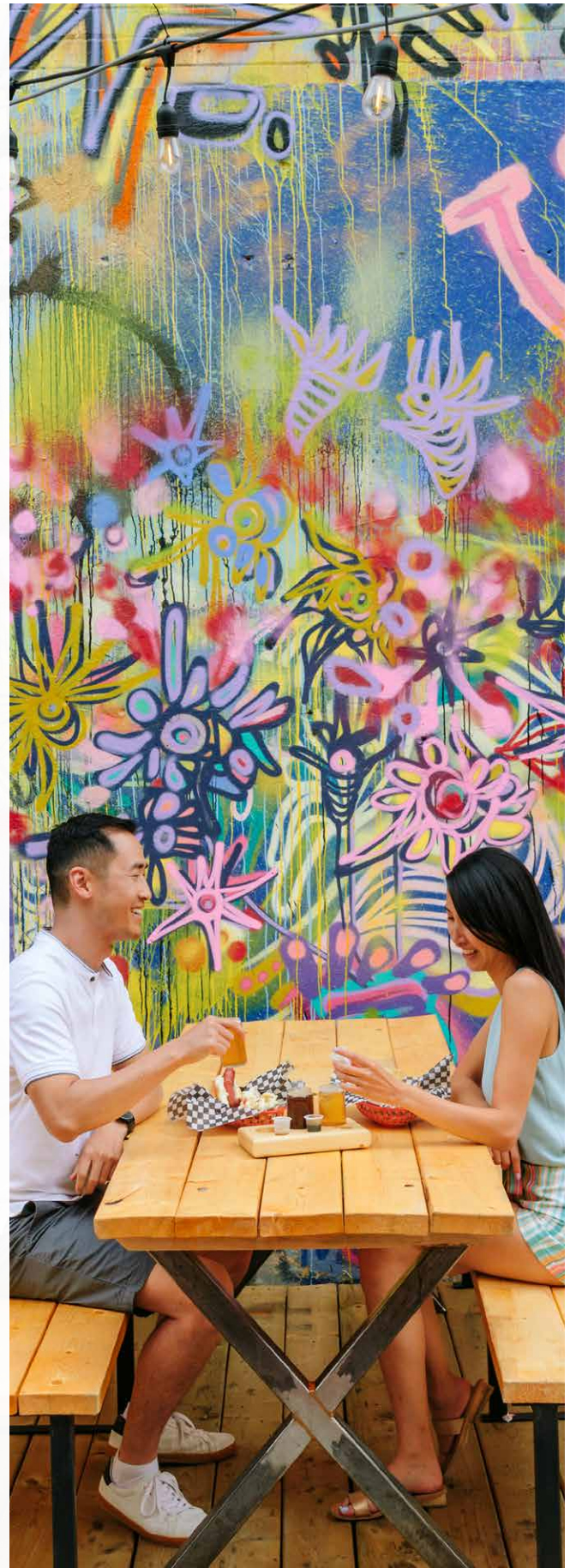


Industry Partners, Team & Governance

Industry Partners

Listed below are a number of industry partnerships the DMO is an active member, and works with every year.

- Destinations International
- Tourism Industry Association of Canada
- Canadian Destinations Leadership Council
- Tourism Industry Association of Alberta
- Indigenous Tourism Alberta
- The Indigenous Tourism Association of Canada
- Sport Tourism Canada
- Culinary Tourism Alliance
- Medicine Hat and District Chamber of Commerce





Team and Board Members

Core DMO Team

- Darin Clisby
- Mo Cranker
- Abby Czibere
- Lisa Galecki
- Sandra Hardy
- Jalyce Thompson
- Jace Anderson

Seasonal DMO Team

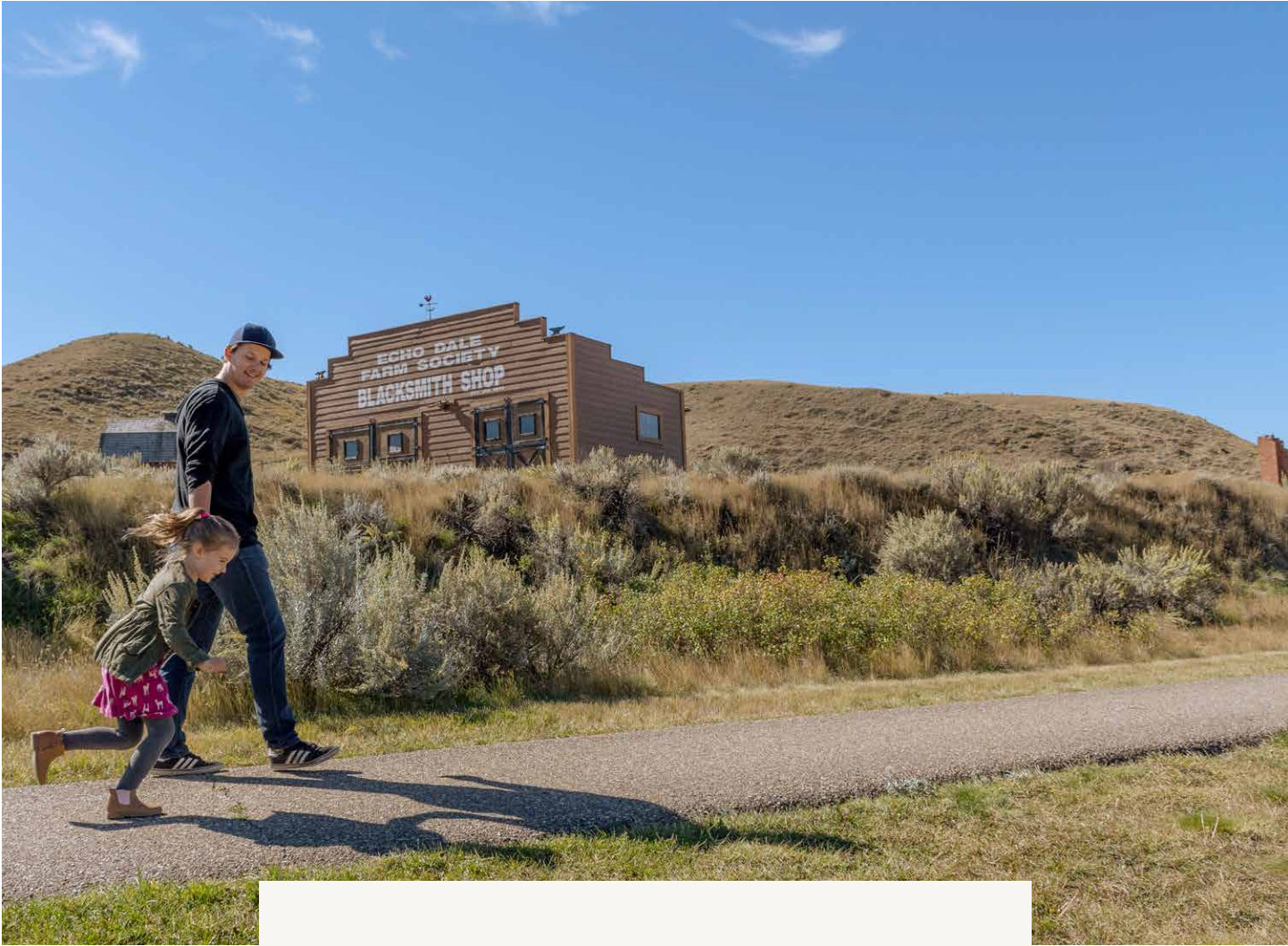
- Alana Uitvlugt
- Bob Bourke
- Brenda Mercer
- Charley Paul
- Ethan Gee
- Joe Matson

Medicine Hat Sport and Event Council Members in 2023

- Elisha Ammann
- Mike Ractliffe
- Greg Morrison
- Glenn Brunet
- Terry Ballard
- Brian Varga

DMO Board Members in 2023

- Tracy Noullett
- Greg Morrison
- Jeremy Knodel
- James Kuehn
- Mike Ractliffe
- Tracy Stroud
- Carol Syrette



**DESTINATIONS ARE THE
HEARTBEAT OF TRAVEL AND
TOURISM, AND DMOs ARE
IN THE INSPIRATION BUSINESS.**

Jace Anderson, CDME

Executive Director, Tourism Medicine Hat
The Medicine Hat Destination
Marketing Organization Society



**Medicine Hat Destination
Marketing Organization Society
Report to the City 2023**





LAND ACKNOWLEDGEMENT

TOURISM | *Medicine Hat*



GUIDING PRINCIPLES AND APPROACH



YEAR IN REVIEW

TOURISM | *Medicine Hat*



DESTINATION DEVELOPMENT

TOURISM | *Medicine Hat*

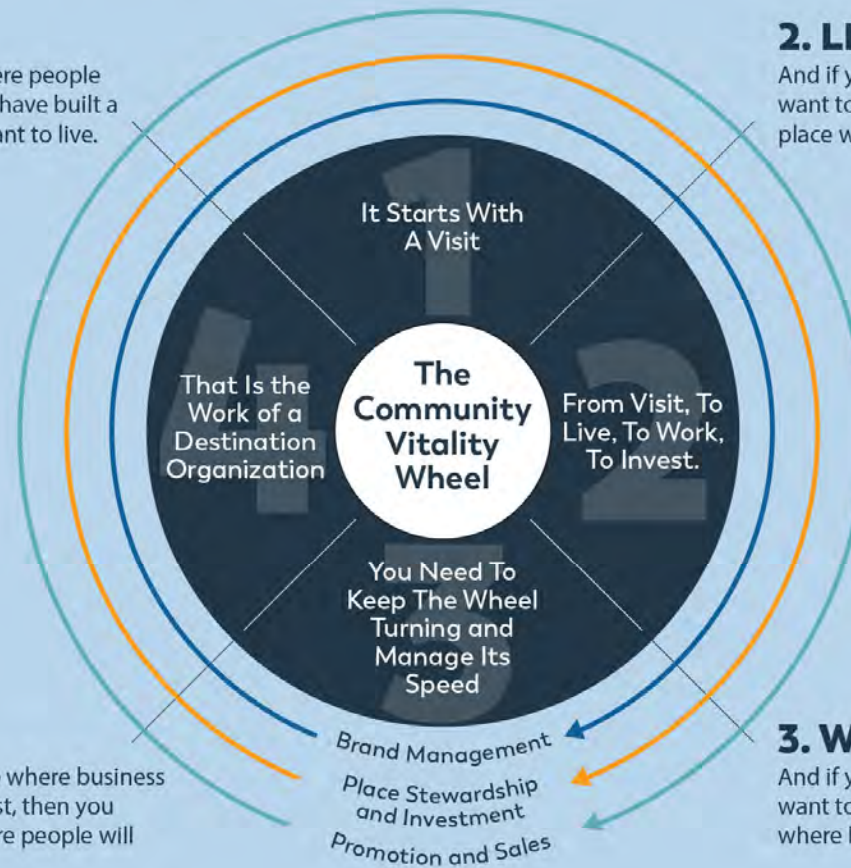
THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.





MEDICINE HAT SUNSHINE TROLLEYS

TOURISM *Medicine Hat*

**DESTINATIONS ARE THE
HEARTBEAT OF TRAVEL AND
TOURISM, AND DMOs ARE
IN THE INSPIRATION BUSINESS.**

Jace Anderson, CDME

Executive Director, Tourism Medicine Hat
The Medicine Hat Destination
Marketing Organization Society



OUTSTANDING ITEMS LIST
PUBLIC SERVICES STANDING COMMITTEE

April 29, 2024

| # | Subject | Requested Date | Individual(s) Responsible | Notes | Expected Report Date |
|---|---|-------------------|-----------------------------------|--|----------------------|
| 1 | Parks and Recreation Master Plan | February 26, 2024 | Public Services Managing Director | Overview of the status and timeline for action items within the Parks and Recreation Master Plan | Q1, 2025 |
| 2 | Community Wellness Framework Report | January 9, 2023 | Public Services Managing Director | Overview of timeline and milestones. | Q3, 2024 |
| 3 | Towne Square Update | November 27, 2023 | Public Services Managing Director | Report on activities and programming throughout 2024. | Q4, 2024 |
| 4 | Downtown Washrooms Final Update & Recommendations | March 25, 2024 | Public Services Managing Director | Exploration of other options rather than build out of Towne Square washroom | Q4, 2024 |
| | | | | | |
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