



Calgary Stampede
2009 Guest and Stampede
Market Snapshots

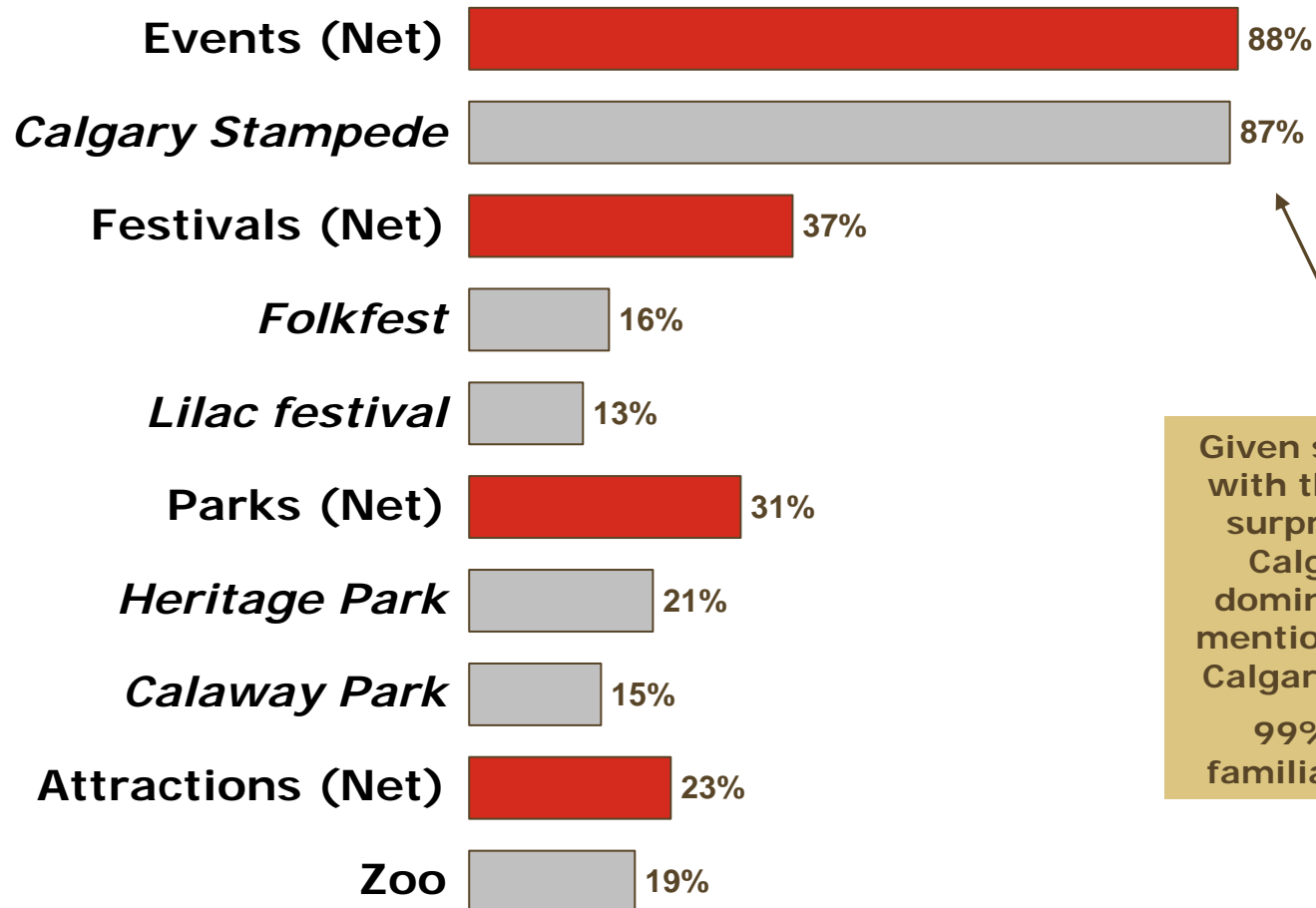
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Calgary Stampede

Highlights

- Unmatched event awareness
 - 87% mention the Stampede as a summer activity to see and do in Calgary. (more than double any other event).
 - 99% of Calgarians say they are familiar with the event.
- Not just for tourists
 - 78% believe the Stampede is an important part of Calgary's unique identity and 93% say it provides the city with a positive reputation.

Summer Activities - Top Mentions

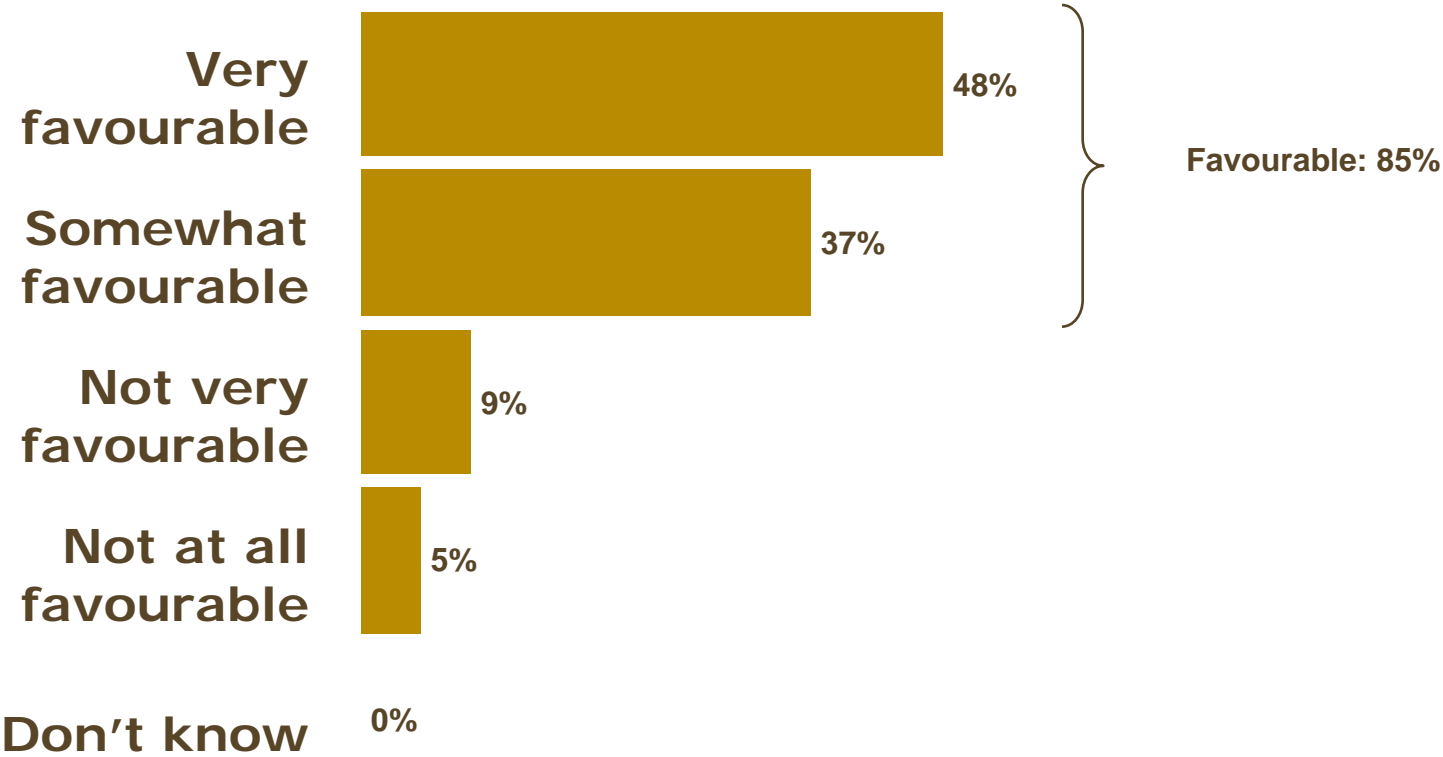
First, when thinking about summer events, attractions, and activities in Calgary which ones come to mind?



Given strong familiarity with the event it is not surprising to see the Calgary Stampede dominate top-of-mind mentions of activities in Calgary in the summer. 99% say they are familiar with the event

Overall Impressions of Calgary Stampede

Q1. How would you rate your overall impression of the Calgary Stampede? Please use a scale of very favourable, somewhat favourable, not very favourable or not at all favourable.

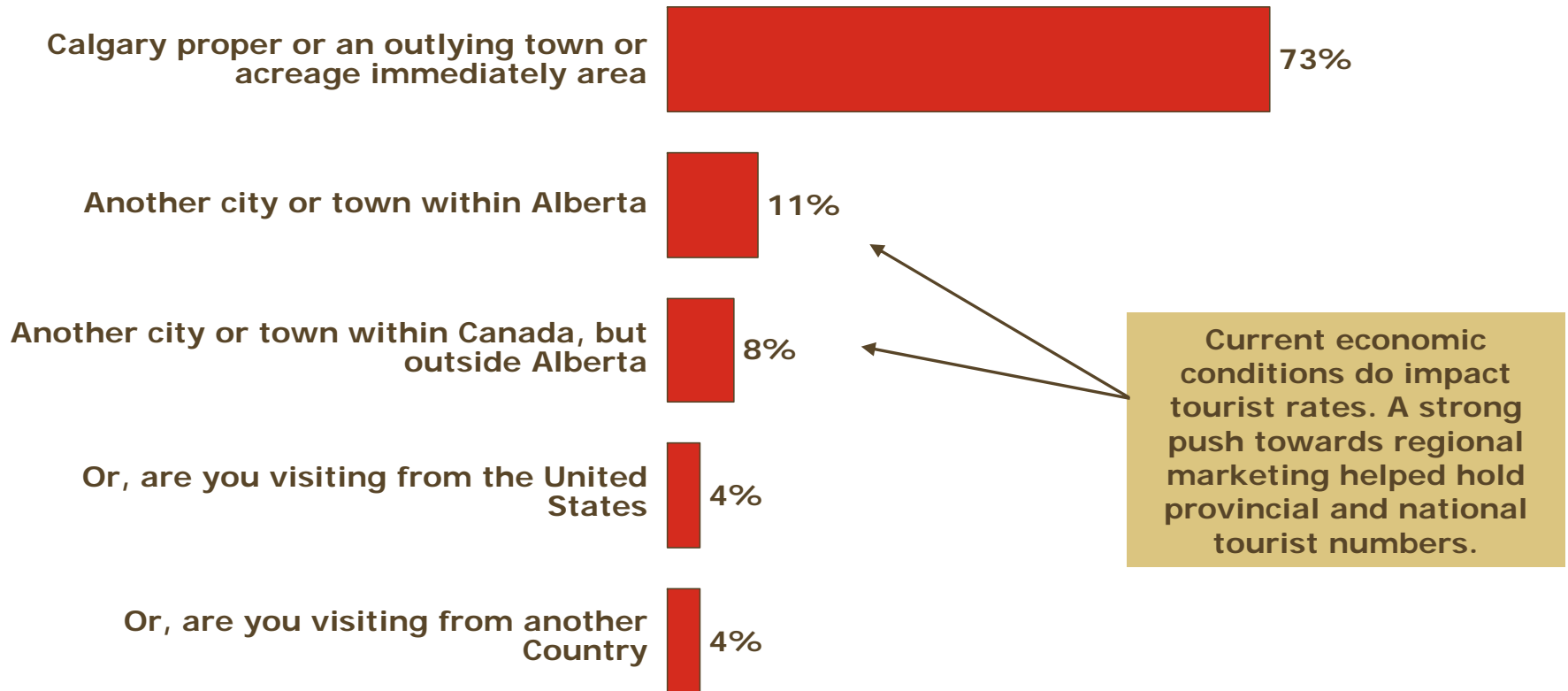


2009 Event Highlights

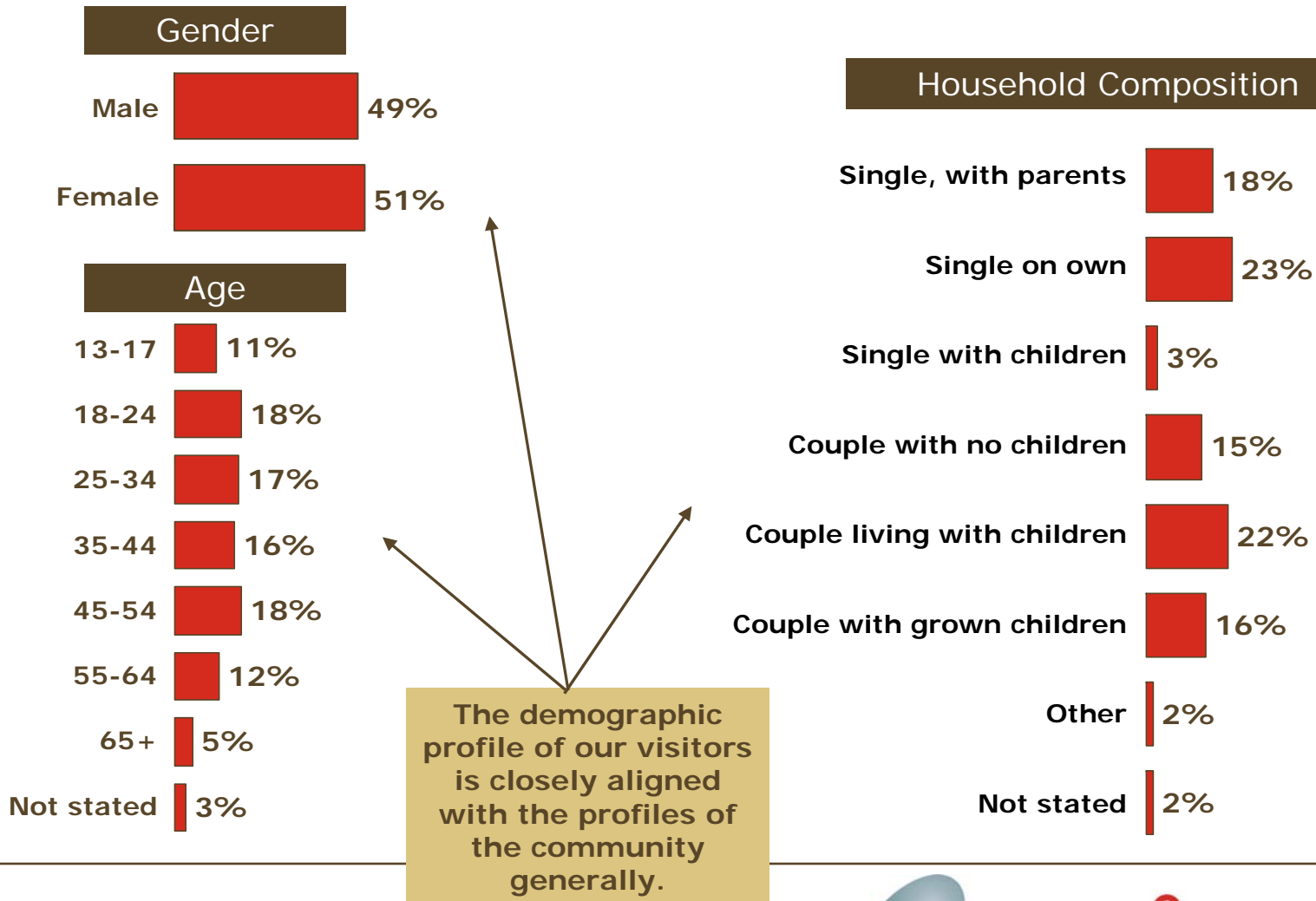
- The event has a unique ability to draw visitors from all walks of life. Appeal and attendance transcends most demographic categories.
 - Geographic definitions are important - 74% of 2009 visitors are local, increased regional audience.
 - Targeted opportunities exist to reach specific segments of the population with different attractions.
- Visitation habits demonstrate participation in a wide variety of programming offers.
- Guest experience ratings continue to be very strong.
 - 75% of those surveyed offered a very positive assessment of their experiences.

Where are they from?

Q2.1 Visitors to the Stampede Park come from all over the world and I would like to know where you are visiting from. Are you visiting the Stampede from ...?



Who were our Guests this year?



6 Base: Sponsorship (n=687)

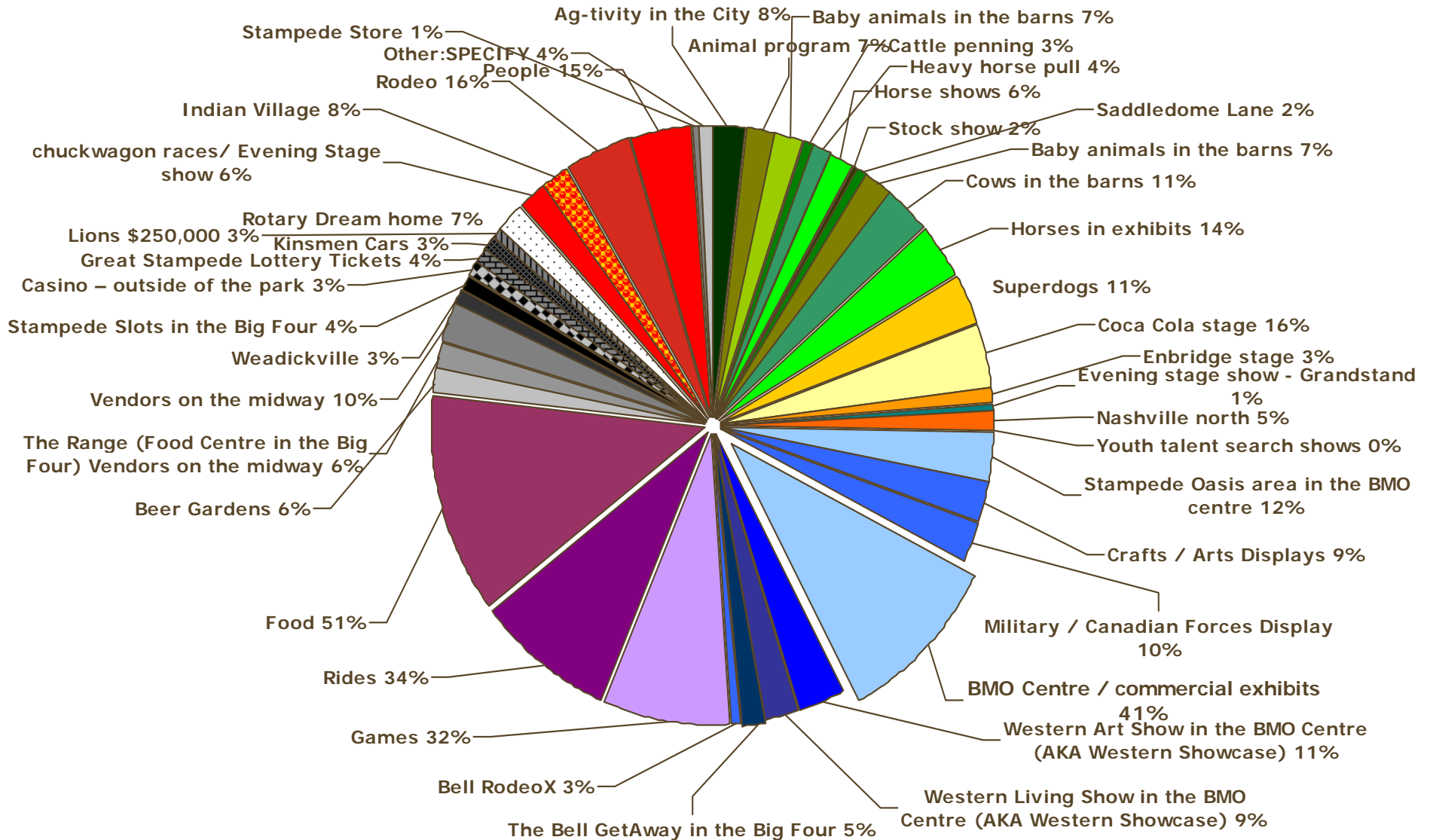


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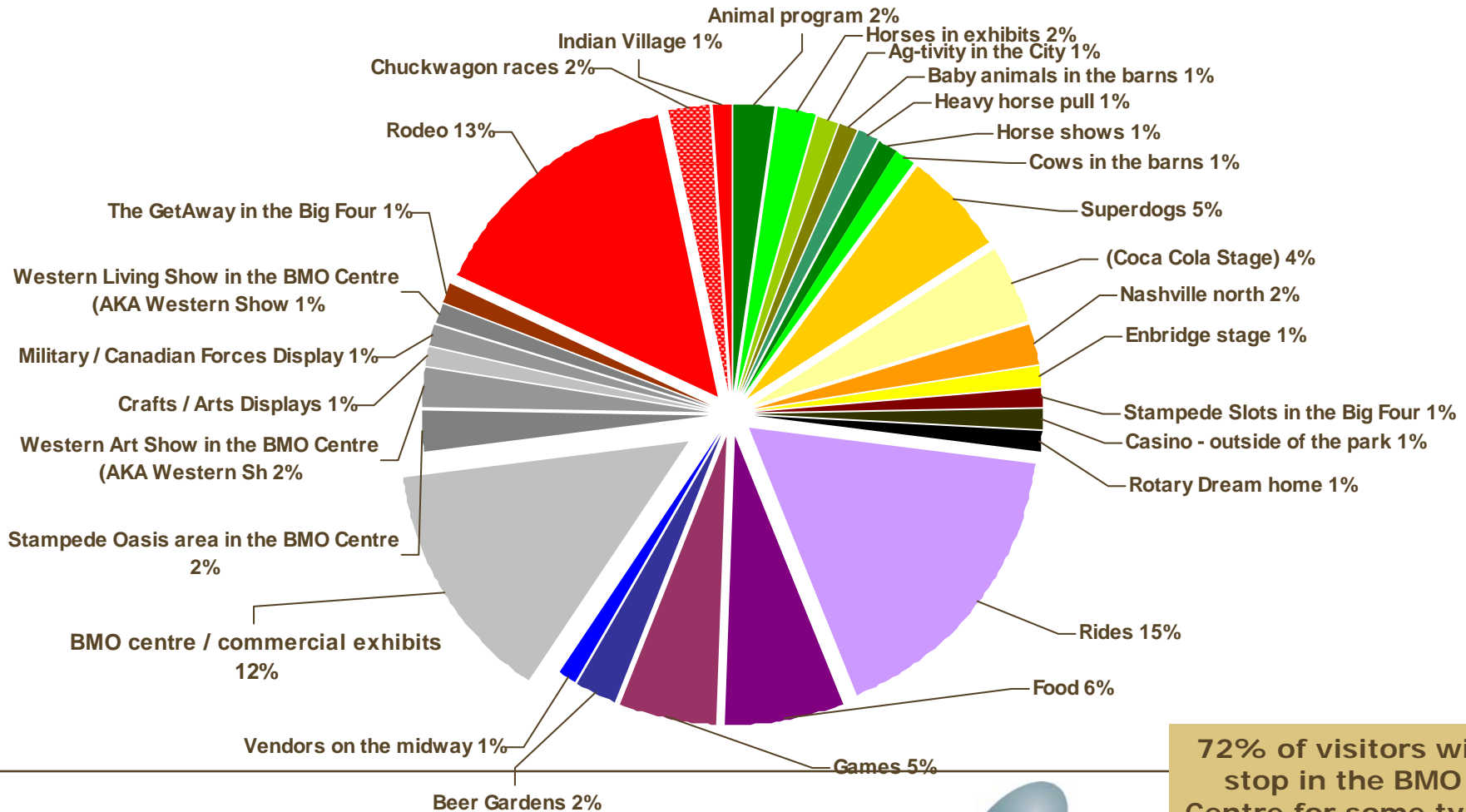
What Did you do today?

Q15. To the best of your ability please tell me all of the things you did today - including events, programs, entertainment, etc.



What they enjoyed most

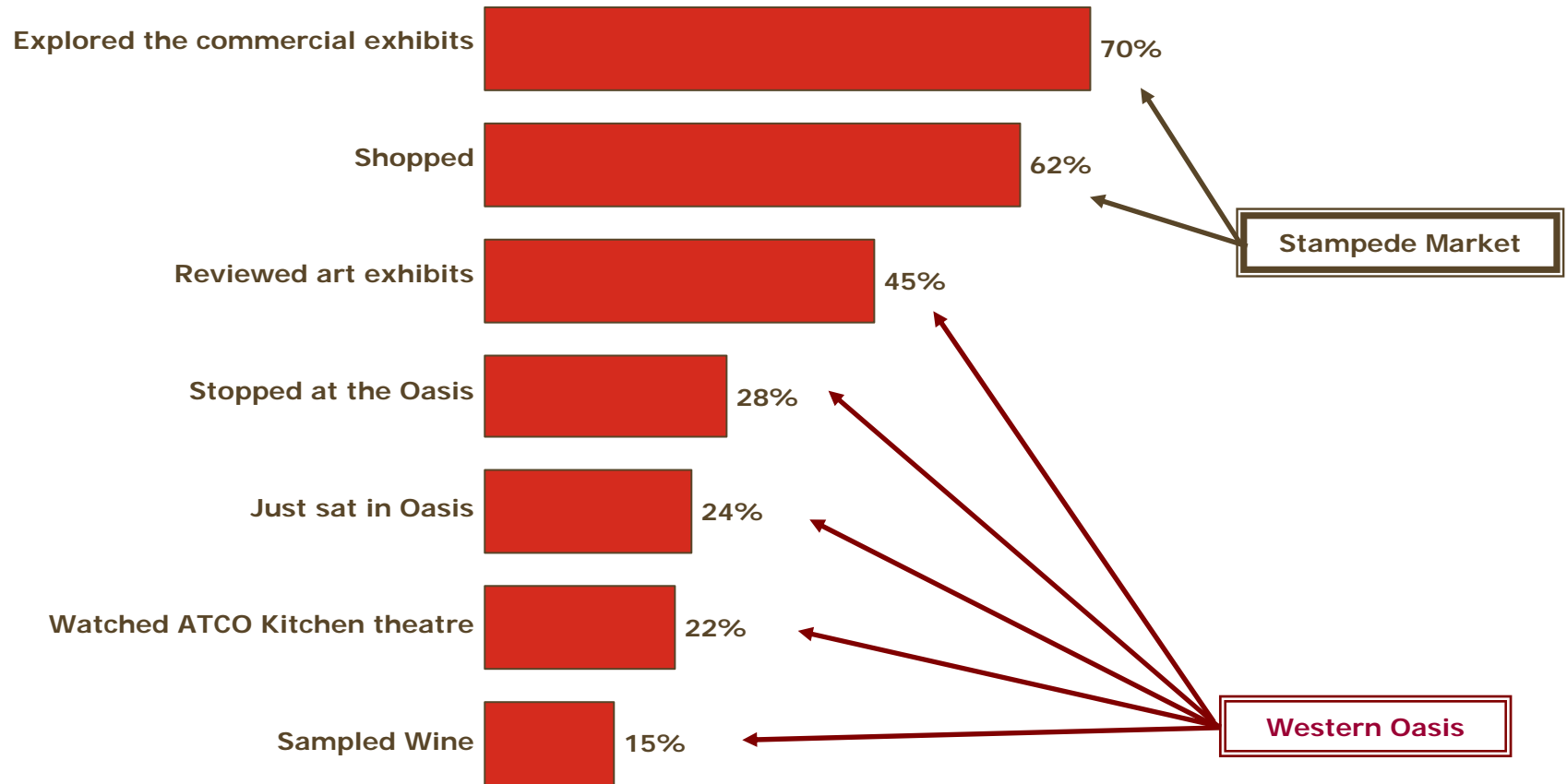
Q17. Looking back on everything you did and saw today, what did you enjoy the most, or what was your favorite part of the day?



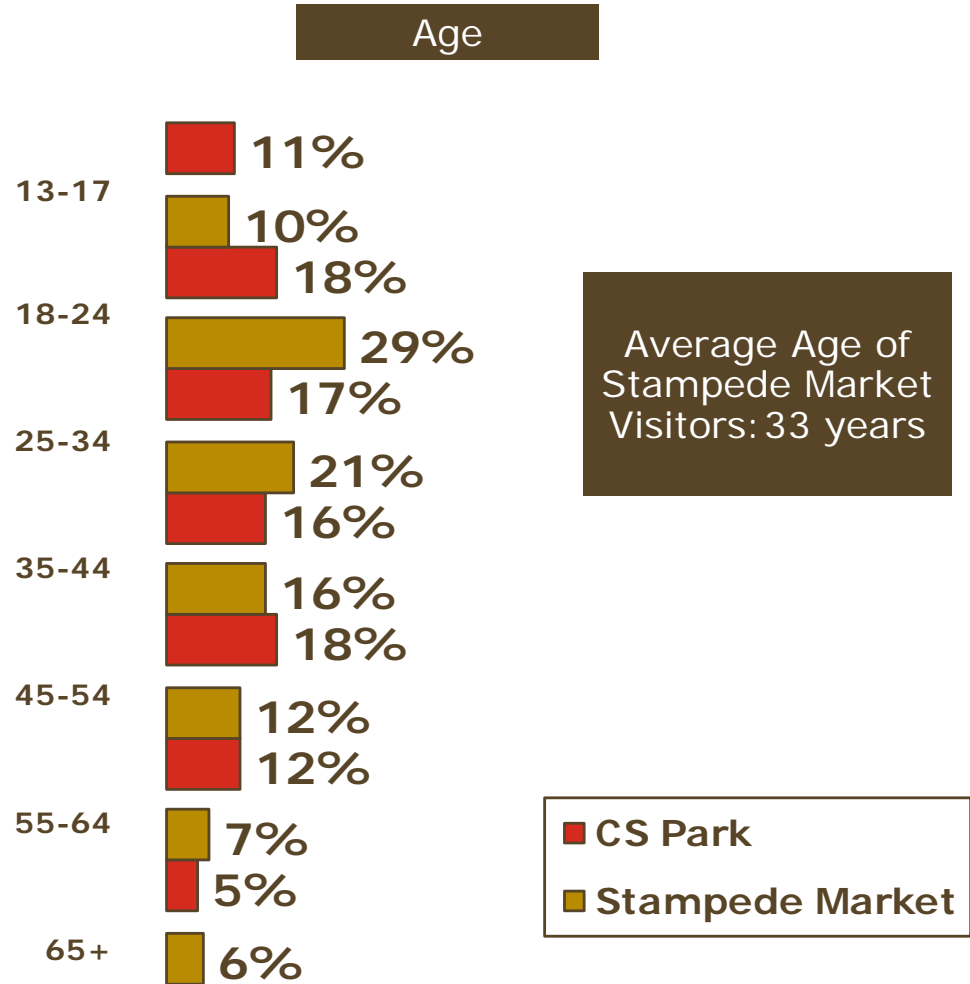
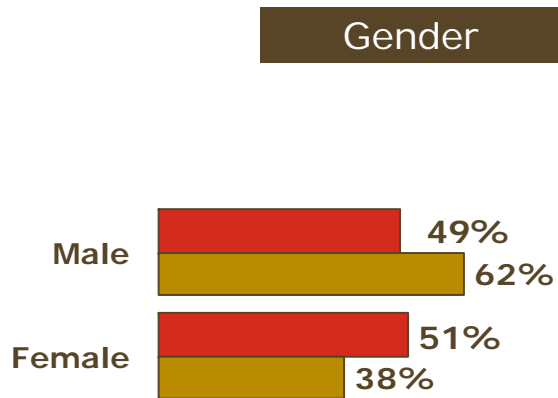
72% of visitors will stop in the BMO Centre for some type of activity.

Visitation in the BMO Centre

What did you get to see and do while visiting the BMO Centre?



Who visited the Stampede Market in the BMO Centre?

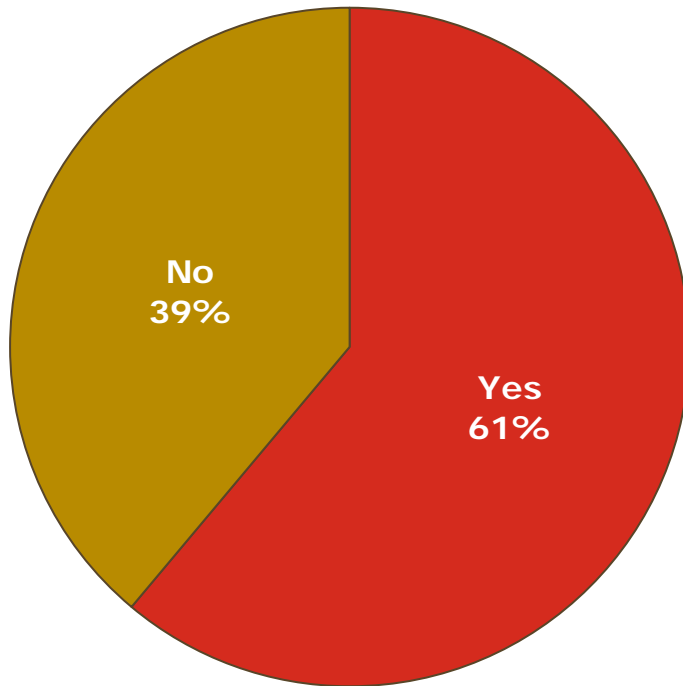


Note: These demographics represent respondents who participated and visited the Stampede Market only. Other research shows visitors to the BMO Centre generally (other venues in the facility) are slightly older and have a higher proportion of women.



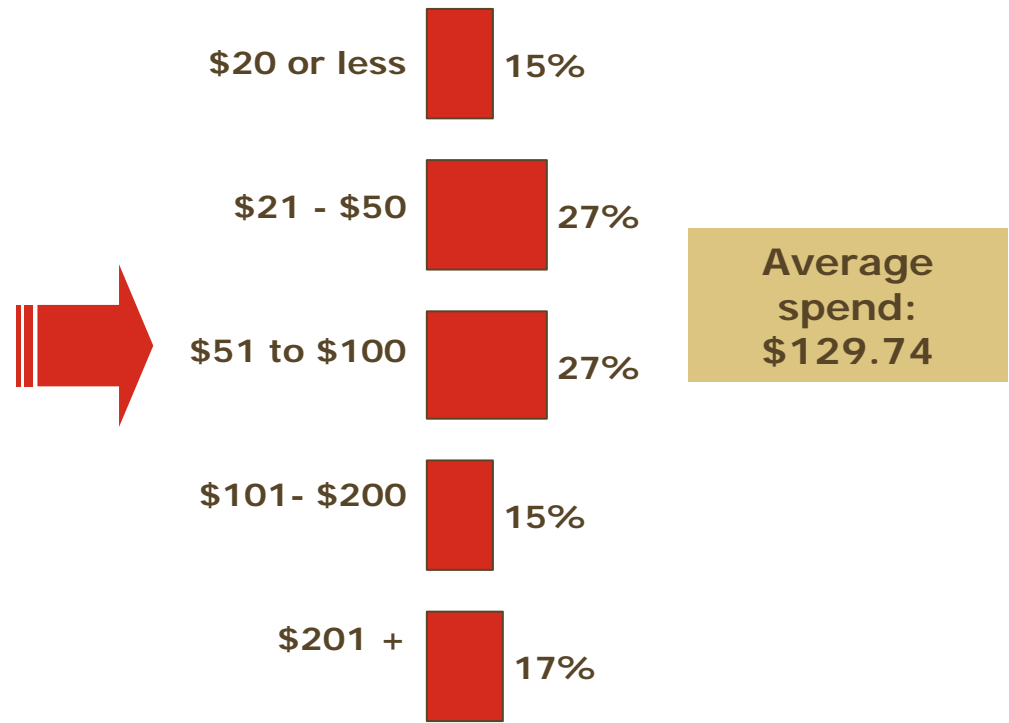
Shopping at Stampede Market

Did you buy anything when exploring the commercial exhibits



Base: BMO Kiosks (n=345)

How much do you estimate you spent while shopping in these exhibits



Base: bought something (n=210)

NOTE: 72% of all Park visitors will stop in the BMO Centre for some type of activity.

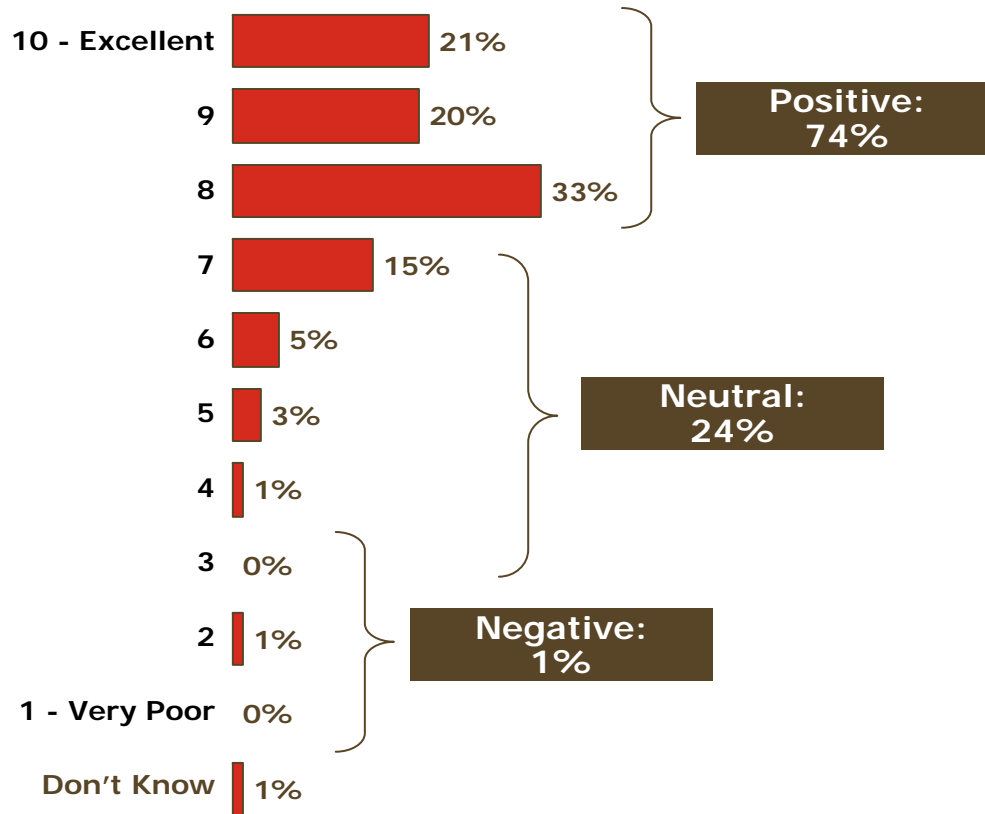


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Guests Rate Their Experience

S10.1. Overall, how would you rate this year's Stampede? Please use a scale of 1 to 10, where 1 is 'Very Poor' and 10 is 'Excellent'.



One of the biggest factors impacting overall experiences is the amount a guest actually sees and does. Simply put, the more they do the better their overall experience.

2009 Observations and Implications

- **Benefits of Partnership**
 - Universal awareness and familiarity
 - Positive associations to a strong brand and event
- **Audience profile is widespread, but there are opportunities to target**
 - Event attracts audience that transcends most demographic categories
 - Opportunities to grow connections with targeted audiences and become integral part of overall guest experiences.
- **Notable potential at Stampede Market**
 - Roughly 61% of BMO Centre visitors actually shop when visiting the Stampede Market
 - Shoppers are slightly younger than average Park visitors,
 - Average spend is \$129.