

The Story on One Page



Marda Loop visitors are largely a local audience, and they are very loyal to the area.

Marda Loop visitors are primarily drawn to the area from the surrounding communities of 'Marda Loop', Altadore, South Calgary, and Garrison Woods; and they are visiting often! A large majority visit at least once per week but half are making several trips every week. On average, they visit 3 stores/services per trip. Further, visitors are loyal – they are much more likely to frequent Marda Loop than shopping centres, malls or competing BIA's.

While a local audience is key to maintaining the sense of community, and ensuring regular, repeat business, the surrounding communities are limited and Marda Loop will need to draw more visitors from outside its primary trade area in order to promote greater growth and new businesses to the area.

Pedestrian friendly spaces are key to making Marda Loop more attractive.

Because frequent visitors are largely local, many visitors often walk to Marda Loop and nearly all visitors feel safe when they are there. As such, there is demand for the area to become more of a walking destination and more easily accessible. Parking frustrations and a sense that Marda Loop is 'too busy' are stressors that further contribute to the need for improving pedestrian experiences.

There is considerable interest in having more beautification projects and public art in the area. These types of spaces and attractions would enhance all visitor experiences, but especially for those who spend time walking in the area.

Groceries are a primary trip purpose but visitors are looking for a more unique and local offerings.

No doubt, groceries are one of the main reasons visitors frequent Marda Loop (followed by coffee shops, ice cream and retail stores). Visitors also spend the most per visit on groceries compared to other products and services. Clearly, having a large grocery retailer in the area is important. However, when asked what other businesses they would like to see in the area, nearly all visitors point to the need for more unique and local offerings; offerings that set Marda Loop apart and make Marda Loop a target destination.

More specifically, visitors are also looking for more book stores, family and fine dining restaurants, women's clothing stores, and arts stores/galleries.

Conversely, visitors do not want to see more cannabis stores, fast food restaurants, or big box/national retailers in Marda Loop.

Communication focused on social media and community signage will only reach current visitors.

While visitors suggest social media is the best way to communicate about happenings in Marda Loop, only half of visitors currently follow @visitmardaloop on at least one platform. Signage in the community and newsletters will also help reach current visitors.

In order to reach beyond their current visitor base though, Marda Loop might need to consider more broad-reaching traditional media channels such as radio. Earned media on television about events or happenings in Marda Loop would also assist with these efforts.