

# Calgary

Ultimate hosts  
Ultimate host city

Destination Strategy

tourism  
calgary

July 14, 2017

To Whom It May Concern,

With a new long-term, stakeholder-led and endorsed destination strategy for our city, Tourism Calgary has a renewed interest in ensuring our city continues to evolve as a great place to live, and equally, a great place to visit.

The vision of Calgary's Destination Strategy is to become the ultimate host city to all visitors.

Achieving that vision requires collaborative action toward several strategic objectives, including one of particular importance to The City of Calgary: enhancing Calgary's hosting infrastructure by connecting communities to major venues and gathering places.

Several priorities outlined in The City's Proposed Capital Investment Plan link directly to the findings of Calgary's Destination Strategy. In particular, the strategy articulates the importance of creating or enhancing the accessibility and connectivity of hosting facilities.

With focused investment on creating purposeful facilities and districts for entertainment, hosting and gathering, including the Rivers District and there within expanded convention and trade facilities at the BMO Centre to achieve Canadian Tier One status, generations of Calgarians and our visitors will benefit.

The proposed investment in enhanced trade and convention hosting infrastructure will further our city's ability to enhance our existing offerings, while attracting new visitors throughout the year. Through the attraction of a higher tier of conferences and trade shows, Calgary – and Calgarians – will benefit from new and repeat visitation, spending and awareness of our key industries. The infrastructure will move us towards our vision of being the ultimate host city, and will boost Calgary's economy, thereby increasing quality of life for Calgarians, while enhancing our brand world-wide.

We look forward to working with you to advance this proposal for the benefit of Calgarians and visitors to our city.

Sincerely,



Cindy Ady  
CEO, Tourism Calgary

