

Calgary

Ultimate hosts
Ultimate host city

Overview



Calgary is a city with hosting in its DNA. It's time to take our love of hosting to the next level as the ultimate host city of events, festivals and performances. With this collective destination strategy, we have the opportunity to challenge our competition and enhance Calgary for the future. We will build on our success and make our city everything we dream it can be. Now is the time for us to take on new challenges and work together to bring the world to our city. It's time to come together and elevate our successes. Let's brighten what already shines so we are the destination people can't wait to cross off their bucket list. **We're ready! Now.**

Key findings

Calgarians and visitors need to be better aware of the events, festivals, performances and experiences available to them

- A citizen engagement strategy is needed
- An event promotion and activation execution plan is needed to support event producers
- A strategy to attract, develop, enhance, promote and strengthen premier cultural experiences year-round is needed

Calgary needs an emotionally compelling personality

- This critical work must incorporate stakeholders and Calgarians
- Calgarians are our voice and our best advocates and need to be engaged to become advocates for their city
- This work will support the city's existing *Be Part of the Energy* brand

Calgary has a deficit of hosting infrastructure

- Calgary needs enhanced convention space in order to compete with other national and international cities able to accommodate and effectively host large groups

- Because of the importance and breadth of sports in Calgary, there is a strong need for enhanced sport infrastructure including a multi-purpose fieldhouse
- With revitalized performing arts infrastructure, more accessible space and a defined cultural district, Calgary's cultural scene will continue to flourish

Tourism Calgary stakeholders want to work collaboratively to ensure the successful implementation of this strategy

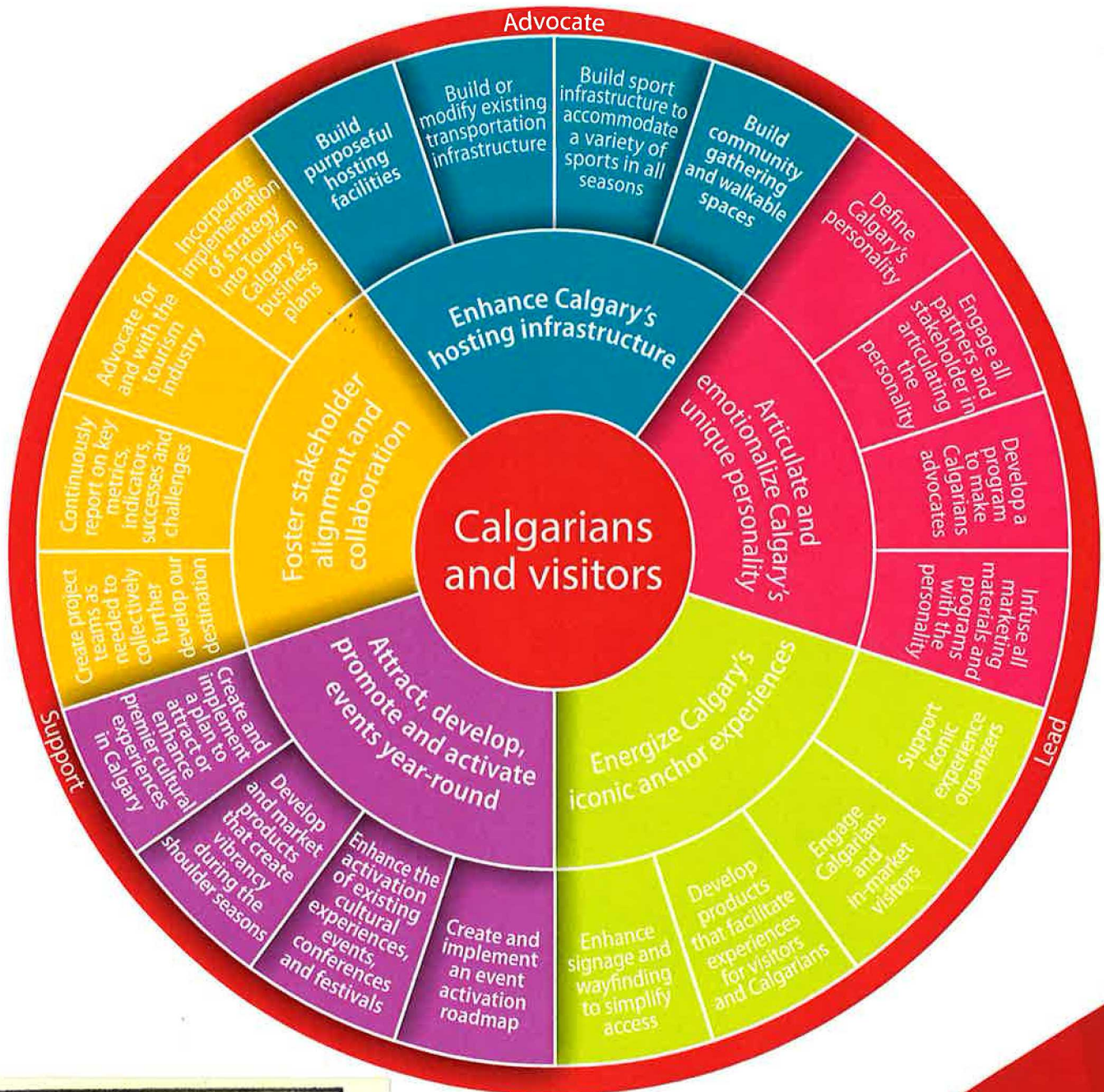
- Tourism Calgary has the permission of stakeholders to lead this work through action, support and advocacy efforts
- The success of this strategy is dependent on collaboration amongst partners

Calgary has the potential to be the ultimate host city

- With enhanced hosting infrastructure
- With an emotionally compelling brand
- When Calgarians are engaged
- When stakeholders are working collaboratively
- With effective support for event-rights holders
- With a strong year-round event calendar

Tourism Calgary will champion the development of strategic initiatives and tactics necessary to achieve success as defined by our stakeholder community. It will take focused, aligned collaborative action, and support of a broad reaching group of contributors to deliver the strategic initiatives. The initiatives offer another level of vision for Calgary, thereby serving an overarching direction from which other strategies will flow.

Destination Strategy strategic framework



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