

The background of the slide is a night photograph of Calgary. In the upper right, the illuminated clock tower of the Calgary City Hall is visible against the dark sky. A street lamp is on the left. The lower half of the image shows a wet street reflecting the colorful lights of a passing light rail train, with a few pedestrians on the sidewalk.

Calgary



2019 Civic Partner Annual Report

Tourism Calgary

2019 Highlights

- 7.3 million overnight visitors who contributed over \$2.5 Billion to Calgary's economy;
- Supported 67 sport, cultural and special events which contributed \$153 million to the economy, including the 2019 Canadian Country Music awards and 2019 Grey Cup Festival and Championship Game;
- Launched the White Hat Academy - an online learning program for Calgary's tourism industry – which graduated 780 ultimate hosts in its first year;

2019 Performance Measures

- 22% of Canadians planned to visit Calgary within the next two years;
- 86% of Calgarians believed tourism is an important contributor of Calgary's economy and quality of life;
- 93% of stakeholders believed Tourism Calgary is an effective champion for industry;
- 64% of Canadians and 82% of Calgarians believed Calgary offers shareable experiences.

Questions?

