



Civic Partner Annual Report: Tourism Calgary

May 3, 2023

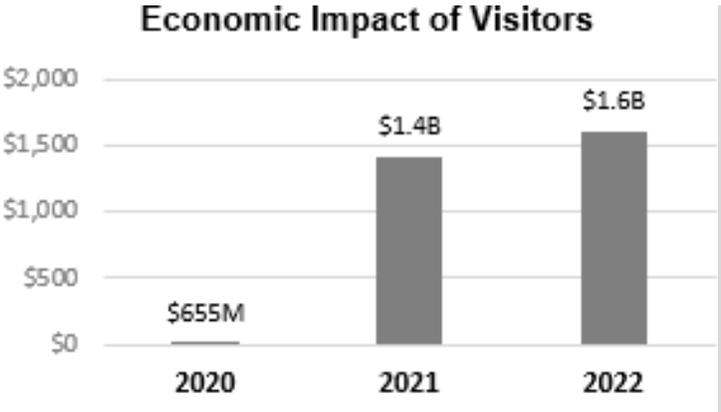
2022 Highlights

Supported a vibrant and prosperous city:

- Hosted 60 sport, cultural and major events with an economic impact of \$119 million
- Provided marketing support for local anchor events, including:
 - Chinook Blast 410,000 attendees
 - Calgary Stampede 1.2 million attendees
- Welcomed 58 meetings & conventions with \$37 million in economic impact
- Drove demand to local business through 600,000 partner referrals and attracting 6.1 million visitors

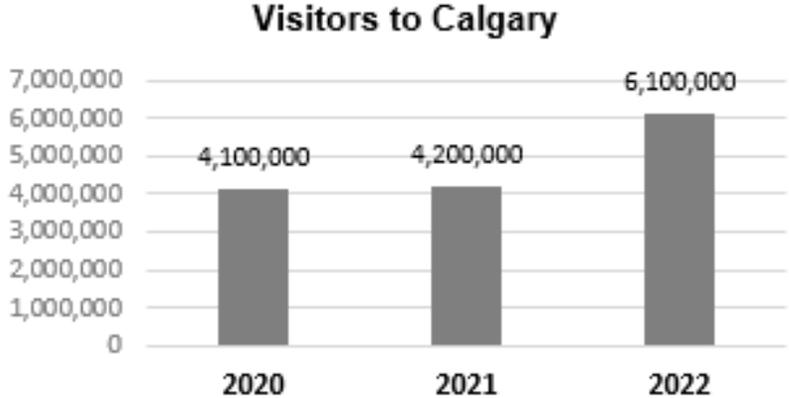


2022 Performance Measures



Economic Impact

The tourism industry was severely impacted by Covid-19. Our efforts during the pandemic helped to accelerate recovery and drive demand to local partner businesses, contributing to an increased visitor spend.



Enhanced Visitation

Covid-19 had a clear impact on visitation to our city. In 2022, Tourism Calgary supported the vibrancy and prosperity of the city by attracting an increased number of leisure visitors, major events and conventions.

Tourism Calgary’s goal is to get back to – and exceed – 2019 visitation numbers by 2024.



Increased Referrals

Tourism Calgary offers referrals to industry partners through visitcalgary.com and virtual in-destination services.

Adapting to a changing environment

DEI and Sustainability Progress in 2022:

- Employee-led DEI committee / DEI Lunch & Learns
- HR policies reviewed and updated
- Increased diversity of photo, video and digital content
- Effort to secure diverse events for Calgary (i.e. Special Olympic Calgary Winter Games, Blind Hockey, North American Indigenous Games)
- Diverse partnerships and content as part of events such as Chinook Blast
- Commitment to participating in the 2023 Global Destination Sustainability Index



QUESTIONS?