





# Key Objectives for 2023-2026

Deliver on Calgary's Convention Opportunity



Create vibrancy by becoming a year-round Eventful City

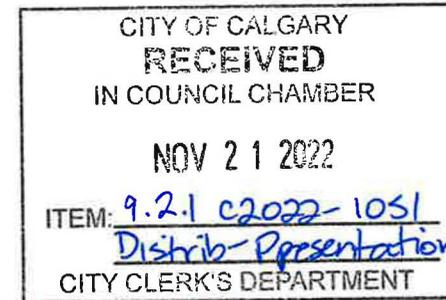


Enhance Calgary's reputation through Brand





# Results we plan to achieve



**Grow tourism revenues in Calgary from \$2.1 Billion (pre-pandemic) to \$2.7 Billion by 2026**

**Strengthen Calgary's Reputation Through Brand**

- Shift perceptions of Calgary globally
- Enhance civic pride and build brand ambassadors
- Increase intentions to visit Calgary

**Elevate Calgary to a Top Convention City**

- Increase visitation and spend by attracting higher-value travellers
- Drive demand for Tourism Calgary's 950 local business partners
- Create significant ROI for a convention attraction bid fund

**Become a Year-Round Eventful City**

- Attract major events that drive demand for Tourism Calgary's 950 local businesses partners
- Deliver significant ROI on City of Calgary Special Event Fund
- Create experiences that capture Calgary's cultural diversity and support our evolving brand

**Build Community and Collaboration**

- Increase alignment with civic and industry partners to propel our collective work forward
- Enhance efficiency in how work is achieved

*Tourism Calgary's strategic focus areas align with City Council's Strategic Direction 2023-2026, the Eventful City Strategy, Downtown Revitalization, Winter Strategy, Festivals and Events Strategy, Calgary's Cultural Plan, Calgary in the New Economy, Living a Creative Life and the Destination Strategy.*