



2021 Civic Partner Annual Report

TOURISM CALGARY





2021 Highlights and Results

Tourism Calgary's primary objective in 2021:

Continuing to help, support and drive business to our 900+ members to ensure they had the very best chance of survival.

We **collaborated with partners to deliver experiences** in new and creative ways. We **generated successes** to be proud of and **set a foundation** for the future.

- **Calgary hosted two major sports bubbles.**
- **A new winter festival took shape in the form of Chinook Blast.**
- **We supported the return of the Calgary Stampede which in turn employed thousands.**
- **Successful events showcased Calgary as an ultimate host city.**
- **Sales team brought in two conventions and continued to 'sell forward' securing future events.**



2021 Performance Measures

Chinook Blast 2021 highlights include:

- 10 founding civic partners.
- Supported 7 civic strategies and 11 BIAs.
- Featured 120+ local artists and more than 390,000 attendees.
- 50+ local businesses supported operations, logistics, programs and marketing.
- **100% LOCAL partnerships and volunteers.**

Calgary hosted two major sport bubbles in 2021:

- The 3-month **Curling Bubble**, and
- The **IIHF Women's World Hockey Championships**.
- The two sport bubbles were part of 21 total hosted events that delivered \$75 million in economic impact to our local economy.
- Event broadcasts showcased Calgary to millions of domestic and international viewers.



2021 Performance Measures

Sport, Culture & Major Events

- Secured 46 events (for 2021 and future years).
- **Projected economic impact of 46 events: \$123 million**
- **Return On Bid Fund Investment 37:1**

Meetings & Conventions

- Secured 52 events (50 of them for future years).
- **Projected economic impact of 52 events \$45.7 million**
- **Return On Investment 43:1**

Return of an Icon

Tourism Calgary supported the return of our largest partner in 2021 – The Calgary Stampede.

- Canada's first large-scale in person event since the start of the pandemic.
- **65,000 room nights sold**
- **Non-local attendance 30% (up from 19% in 2019)**
- **First-time visitors 23% (up from 7% in 2019)**



Current State

Committed to being Ultimate Hosts in the Ultimate Host City.

Calgary is positioned to attract an impressive mix of large meetings and conventions.

- TELUS Convention Centre downtown, plus
- The expanded BMO Centre (which will be the largest convention facility in Western Canada and 2nd largest in the country).

Becoming a true Tier 1 convention city is the opportunity and challenge ahead.

High-profile sport and cultural major events are already on the books for 2022 and 2023.

Calgary's track record as an ultimate host will allow us to grow our portfolio of events:

- **Delivering significant economic impact for our community, and**
- **Making Calgary a truly eventful city.**

Resilience. Creativity. Recovery. Together.

Questions?

