



# Tourism Calgary Civic Partner Annual Report 2024

tourism  
**calgary**

## Strategic Focus Areas

All four of our focus areas are interconnected, each supporting the success of the other, helping to achieve our goal of growing the visitor economy in Calgary.



## Calgary's Visitor Economy

**2019**

**Visitation**  
8 million

**Spend**  
\$2.1 billion

**2023**

**Visitation**  
8.4 million

**Spend**  
\$2.9 billion

**2024**

**Forecasted Visitation**  
8.7 million

**Forecasted Spend**  
\$3.5 billion

*\*Recovery nearly two years earlier than expected: Source - Conference Board of Canada*

# 2023 KPIs



## Strengthen Calgary's Reputation through Brand

Increase intentions to visit

Number of Canadians who plan to visit Calgary in the next two years

2022 - 49%

2023 - 64%



## Become a Year-Round Eventful City

Calgary is a vibrant community with lots to see and do

### Visitors

2022 – 74%

2023 – 78%

### Locals

2023 – 81%



## Elevate Calgary to be a Top Convention City

Hosted in Q1 2024

11 Hosted Events

3,462 Room Nights

\$5.3M in EI

Events Secured in Q1 2024 for Future

27,288 Room Nights

Secured

2 City-Wides

\$49M in EI



## Build Community & Collaboration

Calgarians who believe a strong tourism industry is good for my community

2022 – 80%

2023 – 75%

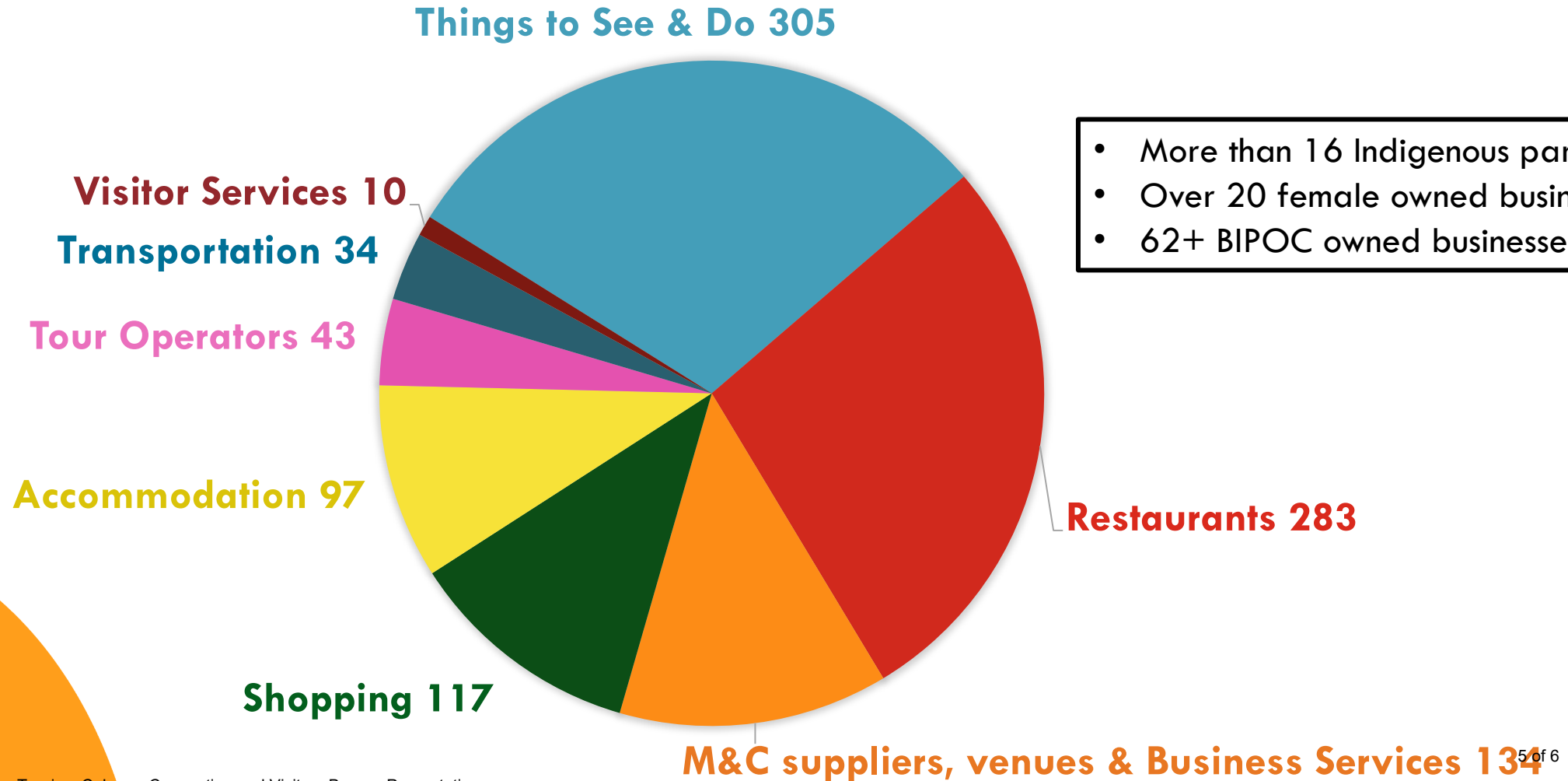
Calgarians who believe tourism positively impact Alberta

2022 – 88%

2023 – 86%

1,170,796 business referrals to local Calgary partners in 2023

# Tourism Calgary Represents 1,033 Local Member Companies



**THANK YOU**