

Tourism Calgary

Civic Partner Report

City of Calgary
Annual Report

May 22, 2025

ISC: Unrestricted

Tourism Calgary Convention and Visitors Bureau Presentation



2024 Overview

Tourism and hospitality is the **#1** service industry in Calgary



An aerial photograph of Calgary, Alberta, showing a dense urban skyline with numerous high-rise buildings. In the foreground, there is a large green park area with trees displaying autumn foliage in shades of yellow and orange. A river or canal winds through the park, and a road with a few cars is visible. The sky is clear and blue.

Goal: Double visitor spend to \$6B by 2035

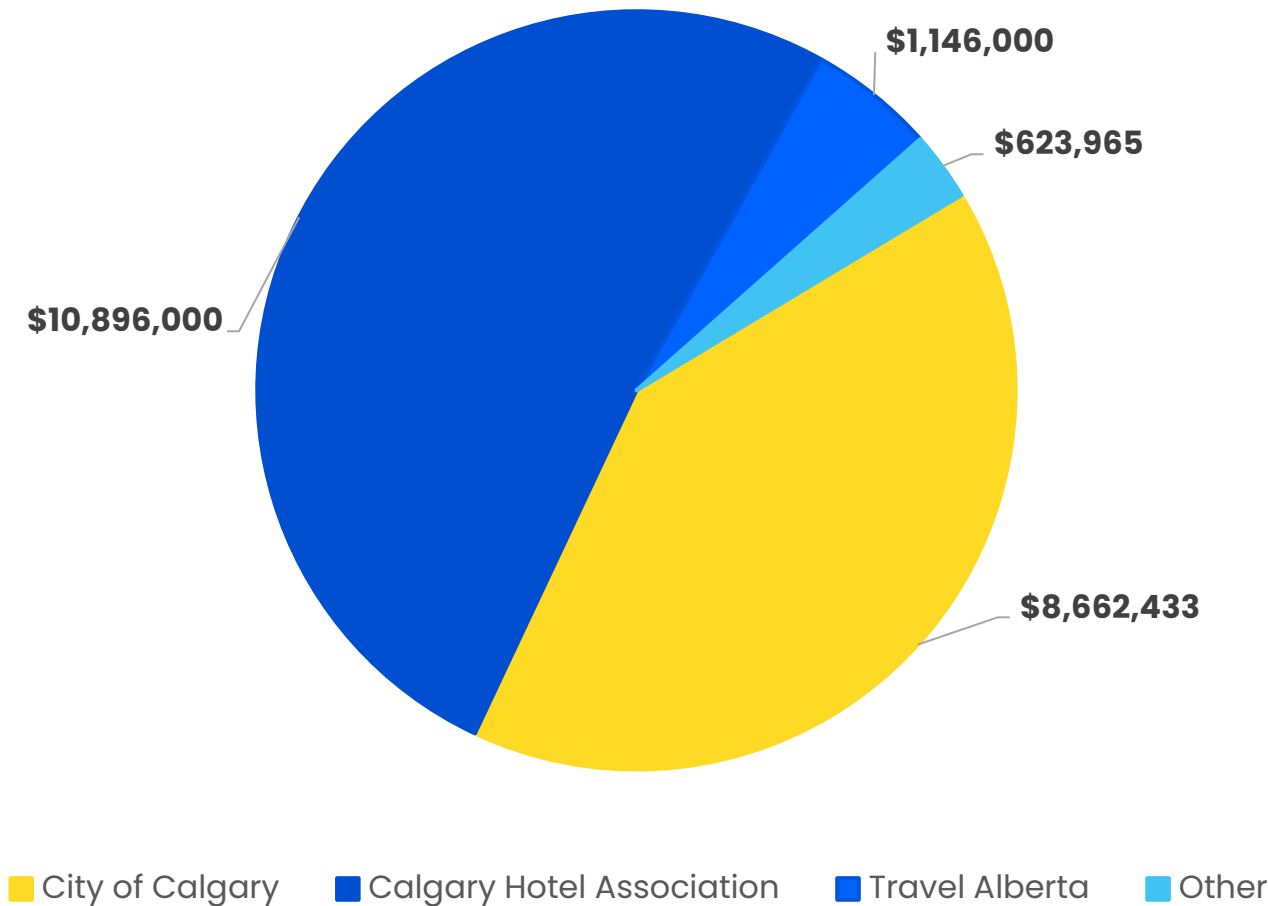
Our four strategic pillars

How we are going to get there



2024 Funding Model

Special Event Fund



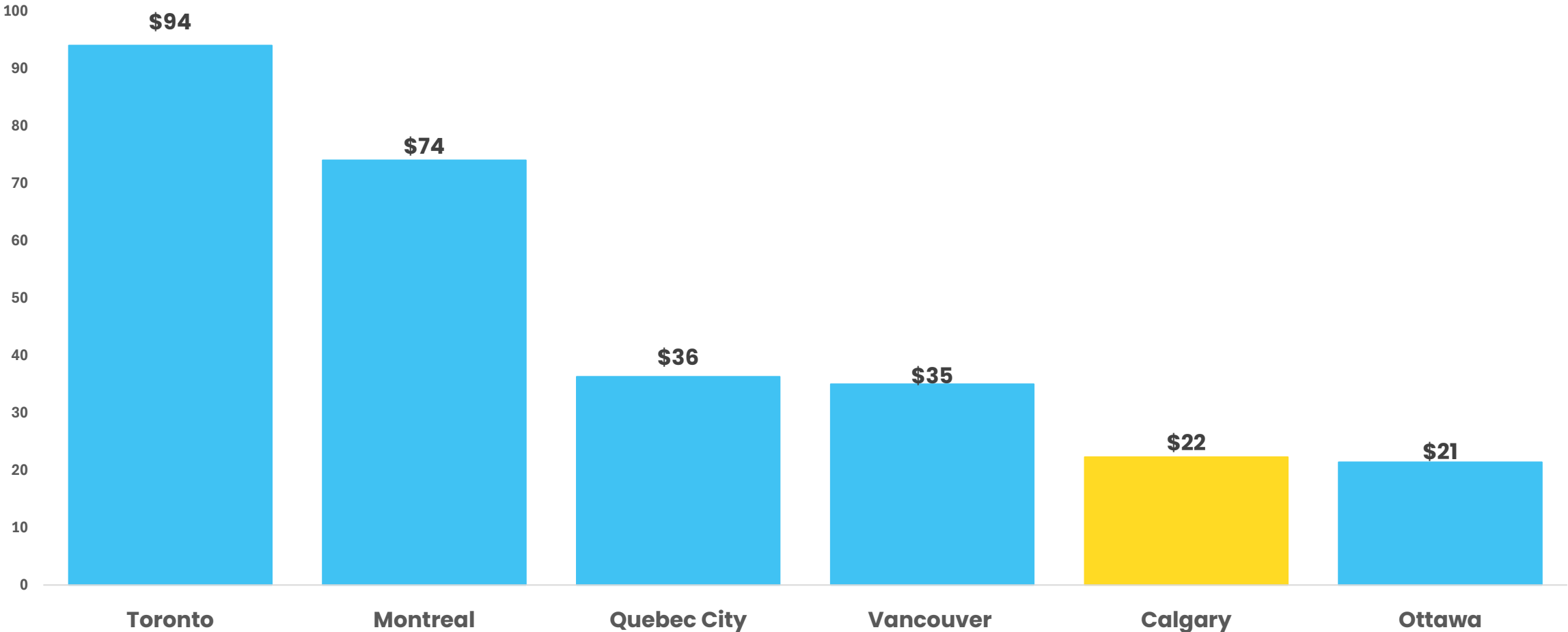
	SEF	Economic Impact	ROI
2022	\$3.97M	\$110.0M	40:1
2023	\$3.97M	\$132.0M	45:1
2024	\$3.97M	\$127.0M	39:1

Other Funders:

- CHA
- Destination Canada
- Prairies Canada
- Sport Canada
- Travel Alberta
- Government of Alberta
- Sponsorships

Stretching our dollars

Budget compared to other Destination Management Organizations across Canada



Events Attracted

Total events
and conventions booked
for future years
213

Future
economic impact
\$328.6M

Third consecutive record
year of Meetings
& Convention sales

Number of events
confirmed into city
facilities
44

Opportunity Funding invested to
secure events in City facilities
\$1.45M

2024 Events Hosted

Total events
and conventions hosted
186

Economic impact
\$265M

ROI for major events and sport
36:1

ROI from meetings and conventions
46:1

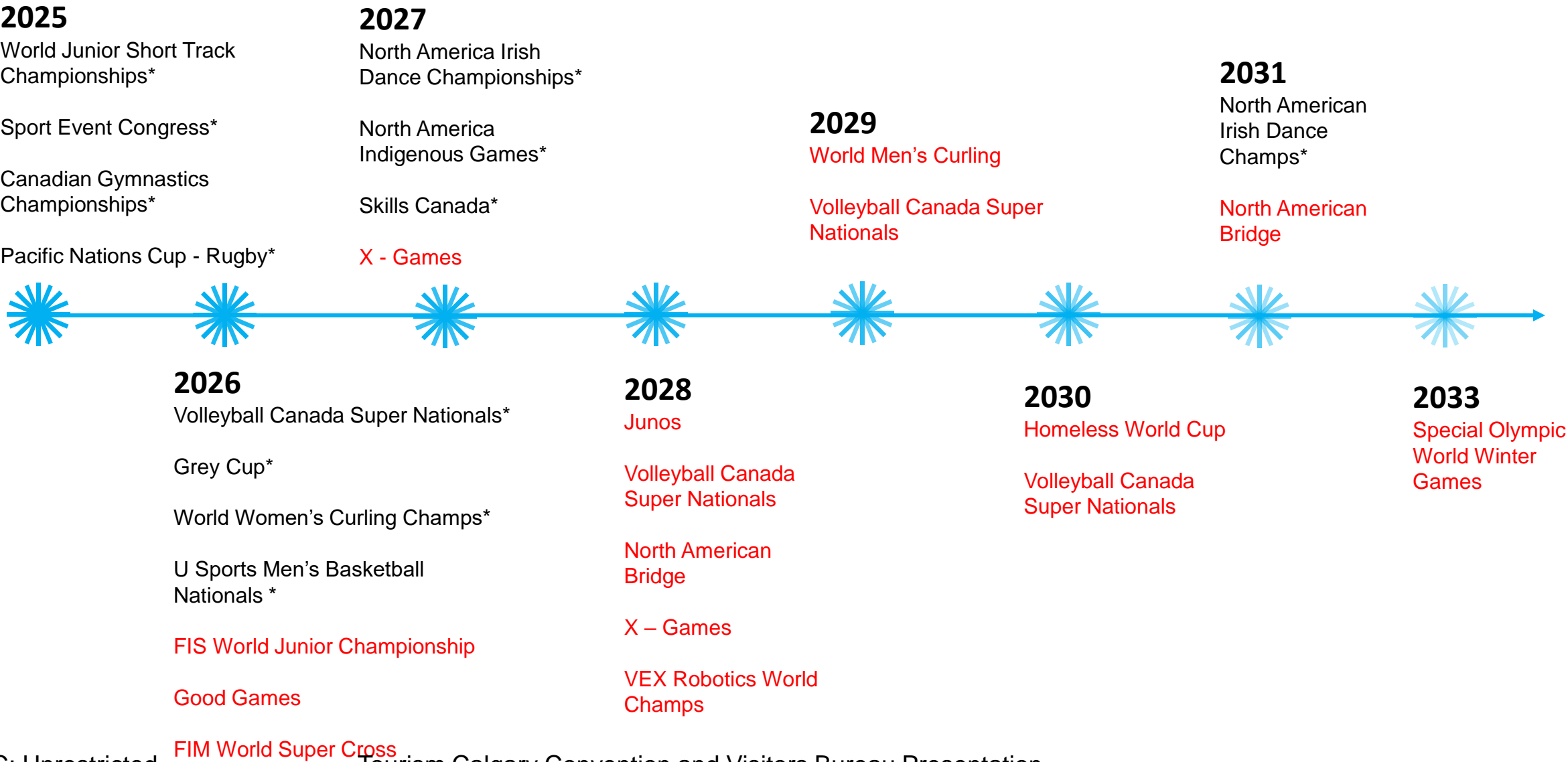


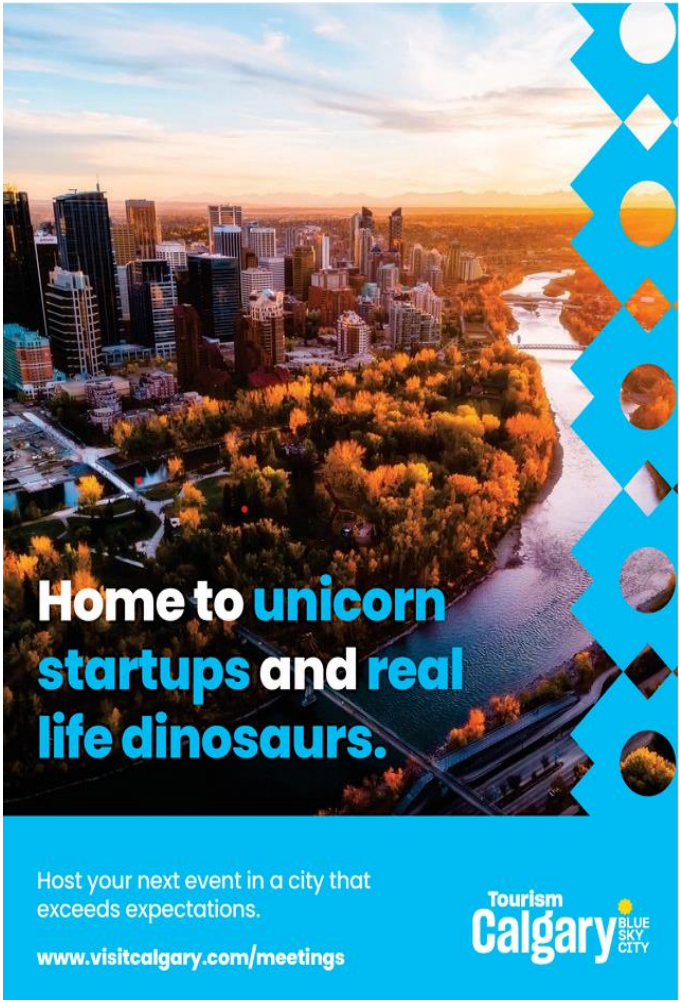
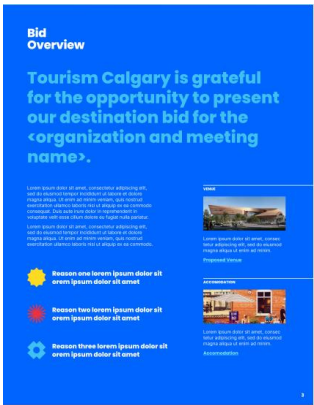
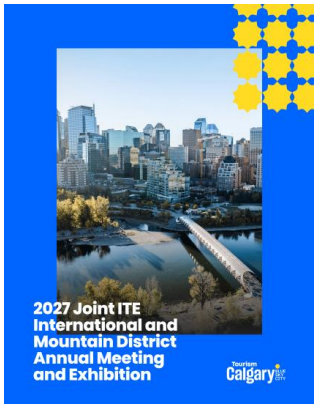
Future City-Wide* Events

* City-Wide defined as min 600 hotel rooms on peak night



Major Events







Supporting local businesses

Tourism Calgary facilitated 1.2M referrals to local businesses in 2024

- 1,150 partner organizations
- 30 Indigenous-owned businesses
- >75 Women-owned businesses
- 125+ BIPOC-owned businesses



Thank you!

Together, we are advancing the City's key priorities

- ✳ Attracts further events, jobs and economic impact
- ✳ Builds culture and vibrancy
- ✳ Shows the city's diversity
- ✳ Supports Downtown Revitalization
- ✳ Enhances our profile and reputation on the world stage
- ✳ Supports Indigenous business and reconciliation
- ✳ Supports arts and culture organizations

Tourism
Calgary  **BLUE
SKY
CITY**