

### **Tourism Calgary** Civic Partner Report

City of Calgary Annual Report



May 22, 2025 ISC: Unrestricted

Tourism Calgary Convention and Visitors Bureau Presentatio

## **2024 Overview**

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







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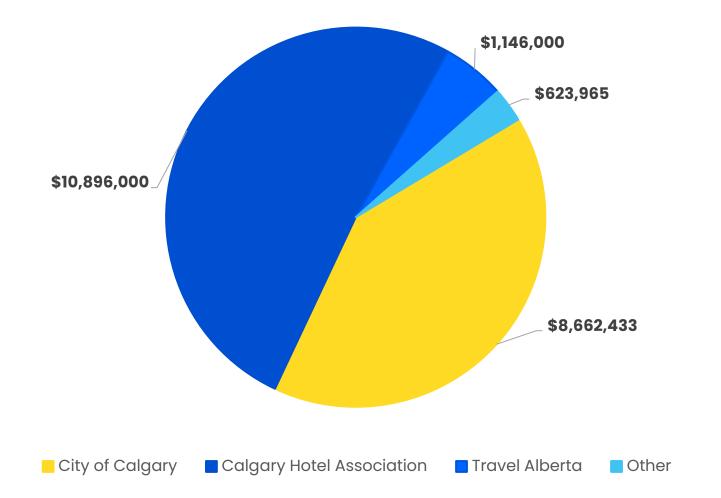
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## **Our four strategic pillars**

#### How we are going to get there



## **2024 Funding Model**



CD2025-0168 ATTACHMENT 29 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

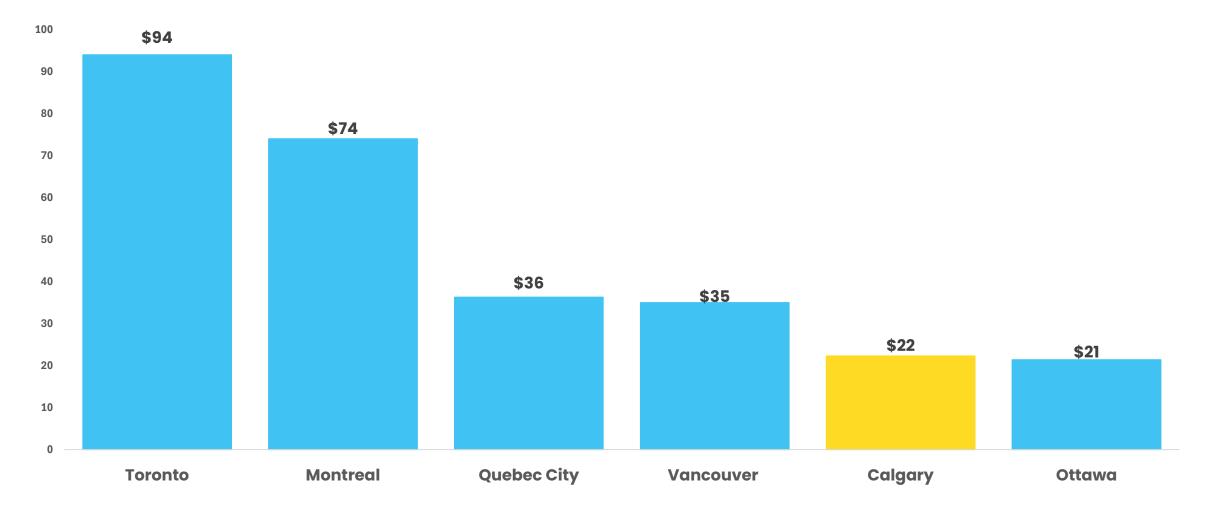
#### **Other Funders:**

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

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## **Stretching our dollars**

#### Budget compared to other Destination Management Organizations across Canada



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Tourism Calgary Convention and Visitors Bureau Presentation and Visitors Bureau Presentation of North/West Vancouver 6

#### **Events Attracted**

Total events and conventions booked for future years

213



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

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### **2024 Events Hosted**

Total events and conventions hosted 186 \$

Economic impact
\$265M



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ROI from meetings and conventions



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## **Future City-Wide\* Events**

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



# **Major Events**

#### 2025

World Junior Short Track Championships\*

Sport Event Congress\*

Canadian Gymnastics Championships\*

Pacific Nations Cup - Rugby\*

Dance Championships\* North America Indigenous Games\*

North America Irish

Skills Canada\*

<u>\_\_\_\_</u>

X - Games

2027

**2026** Volleyball Canada Super Nationals\*

Grey Cup\*

World Women's Curling Champs\*

U Sports Men's Basketball Nationals \*

FIS World Junior Championship

Good Games

**2028** Junos

Volleyball Canada Super Nationals 2029

**Nationals** 

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World Men's Curling

Volleyball Canada Super

North American Bridge

X – Games

VEX Robotics World Champs 2030 Homeless World Cup

Volleyball Canada Super Nationals 2031

North American

North American

**Irish Dance** 

Champs\*

Bridge

2033 Special Olympi

Special Olympic World Winter Games

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FIM World Super Cross Tourism Calgary Convention and Visitors Bureau Presentation



### Bid Overview

Tourism Calgary is grateful for the opportunity to present our destination bid for the







Host your next event in a city that exceeds expectations. www.visitcalgary.com/meetings



Calgary Str

Where business. meets Tourism bucket list.





Udigd Sky CITY

Calgary is 333 days of sunshine. It's bli deas amenities but s

dliness. W

Like, really welcoming.



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### 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







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### **Thank you!** Together, we are advancing t

# 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



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**ATTACHMENT 29**