

MAY 14 2018

ITEM: 5.1 CPS2018-0577  
Distribution  
CITY CLERK'S DEPARTMENT



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### Advocates

#### 2017:

- Launched Calgary's Destination Strategy | Ultimate Hosts. Ultimate Host City.
- Representing over 600 industry partners

#### 2018:

- Advance 5 new Destination Strategy initiatives
- Maintain 90% of stakeholders believing Tourism Calgary is an effective champion for industry




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### Hosts

#### 2017:

- A record 83 events (up from 70 in 2016)
- Hosted Rendez-Vous Canada which contributed over \$4 million to Calgary's economy

#### 2018:

- Evolution of Calgary Sport & Major Events committee
- Grow attendance at Tourism Calgary-supported events




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### Activators

#### 2017:

- A record 1 million referrals to partners
- Over 59,000 face-to-face referrals over summer months

#### 2018:

- Extending summer visitor counselling by two months (May and September)
- Introducing ambassador development programs




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