



2017 results:

- 6,983,700 visitors to Calgary
 (up 3.7% over 2016)
- \$1.6 billion in visitor spending
- (up 6.4% over 2016)
- Over 1 million referrals to industry

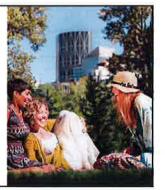


Marketers

- 2017:
- 47 co-op marketing campaign partners
- Brand-evolution project
- 2.3 million website visits

2018:

- Marketing 365
- Capturing content from users to promote to target markets
- Partnerships to enhance international and visitation



Advocates

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

2018:

2017:

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



Hosts

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

2018:

2017:

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



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



