

CITY OF CALGARY
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Distribution
CITY CLERK'S DEPARTMENT

TOURISM STIMULATES OUR ECONOMY

tourism
calgary

TOURISM IN CALGARY DIVERSIFIES OUR ECONOMY



Calgary welcomes 7 million visitors each year.

Visitor spending contributes over \$1.6 billion to Calgary's economy, annually.

7 million
visitors annually

Visitors stimulate the economy and support jobs in multiple industries including: transportation, accommodation, culinary and craft brewery, attraction, event and retail sectors.

\$1.6 billion
in visitor spending

Since 2005, Tourism Calgary has supported over 500 sport, cultural and major events, generating in excess of \$500 million for Calgary's economy.

\$500 million
generated by events



**TOURISM ENHANCES OUR
QUALITY OF LIFE**

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ADVOCATES OF A COLLABORATIVE INDUSTRY



Calgary's tourism industry works together to accomplish the city's collective goals and actualize benefits for Calgarians and visitors including hosting infrastructure development, job creation, economic spending, major event attraction and accessibility to grassroots sport and cultural events.

In representing over 660 industry partners, Tourism Calgary advocates for the industry and destination by supporting these partners and lending our voices to items we know will make a big difference to tourism and quality of life.

10 industry focused
advocacy positions
advanced in 2017

660+
industry partners
represented

90% of Tourism
Calgary's stakeholders
believe the organization
is an effective champion
for the industry (2018).

A skier is captured in mid-air, performing a jump. The skier is wearing a white and blue outfit with a yellow bib. The background is a clear blue sky with falling snow. A dark blue rectangular box with a thin white border is centered over the skier's midsection.

**TOURISM INTENSIFIES OUR
CITY'S VIBRANCY**

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calgary.

HOSTS OF SPORT, CULTURAL AND MAJOR EVENTS



Events enrich Calgary by adding to the vibrancy of the city, infusing spending into the economy, supporting our hosting infrastructure and contributing to quality of life for Calgarians through legacies and participation, they also attract visitors.

**Supported by Calgary
Sport & Major Events
committee**

Attracting events that build Calgary's brand and offer shareable experiences – while ensuring existing events are successful and sustainable – provides the opportunity to showcase Calgary's hosting abilities to organizers, participants, fans and citizens.

**70+ sport
and major events
supported annually**

Sport tourism is an important subset of the visitor economy, contributing over \$6.5 billion annually to the Canadian economy. In Calgary, by supporting upward of 70 sport and cultural events annually, contributes more than 40,000 hotel-room night stays each year.

**\$6.5 billion
generated by sport tourism
annually in Canada**



**TOURISM BUILDS
OUR CITY**

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Calgary's Destination Strategy:

ULTIMATE HOSTS. ULTIMATE HOST CITY.



Cities who focus on destination development have diversified economies, a powerful network of connected and strategically aligned partners, collaboration with government and engaged citizen advocates.

100+ stakeholder
groups
engaged

By working toward the five primary recommendations of Calgary's stakeholder-led Destination Strategy, Calgary will build a robust visitor economy, pride of place for residents and become a sought-after destination for visitors.

5 strategic
objectives

This long-term initiative helps our city and tourism industry focus on a collective vision, strategy and action plan to achieve short, mid and long-term goals to build our sense of community, sustainable development and shared prosperity.

10 year
vision



**TOURISM AMPLIFIES OUR
CITY'S EXPERIENCES**

 tourism
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AWARD-WINNING MARKETERS



Driven by research, Tourism Calgary's local, regional, national and international marketing increases the likelihood that travellers will visit Calgary within two years.

Tourism Calgary's marketing is not merely about creating campaigns. It's about amplifying positive stories about Calgary's compelling experiences. It's also about advancing our destination brand.

With over 2 million website visits, 1 million social media engagements and 17 million earned media impressions annually, Tourism Calgary's marketing is nimble, bold and creative, ensuring visitors and Calgarians want to share our experiences with others – in person and through digital channels.

47 co-op marketing
campaign partners

2 million
website visits, annually

92,000+ hotel
rooms sold annually through
joint marketing agreements



TOURISM FOSTERS OUR
COMMUNITY SPIRIT

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calgary

Ask me
about
calgary



ACTIVATORS OF SHARABLE EXPERIENCES



As ultimate hosts, Tourism Calgary exemplifies our unique community spirit by fostering a destination that is welcoming, innovative and offers shareable experiences for visitors and Calgarians. Not only do we support visitors through online and in-person experience counselling, we support Calgarians as hosts of visitors – and as consumers of our city's experiences.

Tourism Calgary's commitment to developing a complete visitor experience begins with offering training, destination knowledge enhancement and access to real-time support tools for our frontline ambassadors, to help them be ultimate hosts.

59,500 face-to-face
partner referrals between
May and September

Tourism Calgary's activation efforts result in over 1 million referrals to industry partners, annually.

1 million+
partner referrals annually

1,500 engaged
frontline ambassadors