

CITY OF CALGARY  
**RECEIVED**  
IN COUNCIL CHAMBER  
  
MAY 02 2018  
  
ITEM: CP 2018-0546  
Description  
CITY CLERK'S DEPARTMENT



# Ultimate hosts. Ultimate host city.

Calgary Sport & Major Events

**tourism calgary**

**calgary** sport + major events  
be part of the energy

**tourism calgary** Ultimate hosts. Ultimate host city.

 Marketers	 Advocates	 Hosts	 Activators
We work with visitors and Calgarians to create strong ambassadors whose stories generate consumer demand, and increase the likelihood that travellers will visit Calgary.	As advocates, we increase collaboration, advocacy efforts for the development of our destination and alignment with our communities.	As ultimate hosts, we will attract more visitors and events to Calgary throughout the year.	As ultimate hosts, we exemplify our unique community spirit by fostering a destination that is welcoming, innovative and offers shareable experiences.

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