**About our Work**

Purpose:
Inspire more people to visit Calgary for memorable experiences.

Vision:
To make Calgary the ultimate host city.

2018-09-16

Presentation

CITY OF CALGARY
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IN COUNCIL CHAMBER
SEP 17 2018
ITEM: 6.1 OFC 2018-1038
Distribution
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Calgary



Meeting the Needs of Calgarians

- 90% of stakeholders say Tourism Calgary is an effective champion for industry;
- 6.9 million visitors to Calgary annually;
- \$1.6 billion in visitor spending contributed to the economy annually;
- Attracting and hosting over 65 sport, culture and major events annually;
- August 2018 was the 14th consecutive month of growth in overnight visitation.

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Research

- Stakeholders;
- Calgarians;
- Recent regional and national travellers;
- Potential regional and national travellers;
- Partnerships with Destination Canada for real-time data.

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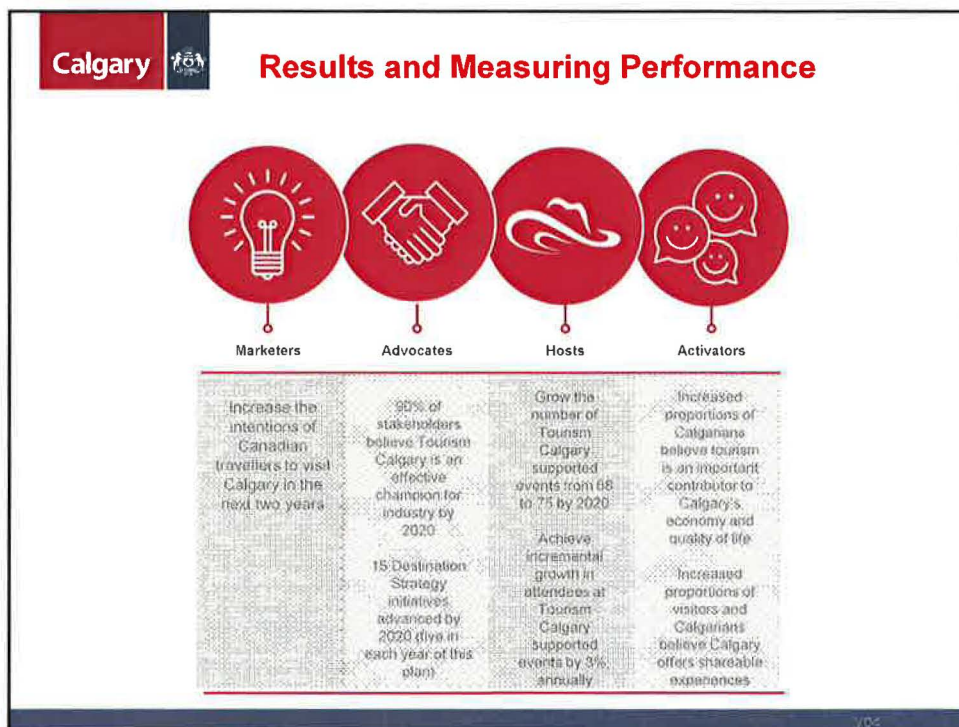
Alignment with Citizen Priorities & Council Directives

- Building a prosperous city: By attracting 6.9 million visitors, who contribute \$1.6 billion to our economy annually;
- A city of inspiring neighbourhoods: Working with all BIAs to help enhance and market vibrant neighbourhoods to Calgarians and visitors;
- A city that moves: Tourism Calgary advocates for topics of importance to Calgarians and visitors, including connected infrastructure that increases accessibility and mobility for all.



2019-2022 Business Plan

- *Increase intention of Canadian travellers to visit Calgary;*
- *Advance five Destination Strategy initiatives/yr;*
- *Grow number of Tourism Calgary-supported events;*
- *Achieve incremental growth in attendees at Tourism Calgary-supported events by 3% annually;*
- *Increase proportions of Calgarians believing tourism is an important contributor to economy and quality of life;*
- *Increase proportions of visitors and Calgarians believing Calgary offers sharable experiences.*



Calgary  **2019-2022 Operating Budget**

Operating budget for 2019-2022 needs include:

- Enhanced bid fund for attracting sport, culture and major events;
- Increased marketing to international markets, driving visitation and visitor spending;
- Increased ability to activate the city for Calgarians and visitors;
- Product development support, particularly for winter months.

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