

The word "Calgary" in white sans-serif font on a red rectangular background.

Calgary

A low-angle shot of the Calgary skyline under a blue sky with white clouds. The Bow Tower is prominent on the right, and the Calgary Tower is visible in the distance on the left. A large bronze statue of a bison is in the foreground on the right.

2018 Civic Partner *Tourism Calgary* Annual Report





2018 Highlights

- 7,788,192 visitors to Calgary;
- \$2 billion in visitor spending contributed to Calgary's economy;
- \$108 million in economic impact generated through Tourism Calgary-supported events;
- Hosted Go Media Canada, resulting in more than 18 million online impressions of Calgary and New York Times' Top 52 Places to Visit list;
- A record 1,181,416 referrals to partners.

- 28% of Canadians plan to visit Calgary within the next two years;
- 90% of stakeholders believe Tourism Calgary is an effective champion for industry;
- 85% of Calgarians believe tourism is an important contributor to Calgary's economy;
- A record 89 events supported in 2018; 58 future events secured, including 2019 Grey Cup and Canadian Country Music Awards.



Strategic Alignment

As stewards of Calgary's Destination Strategy, Tourism Calgary also is an active and contributing key partner of:

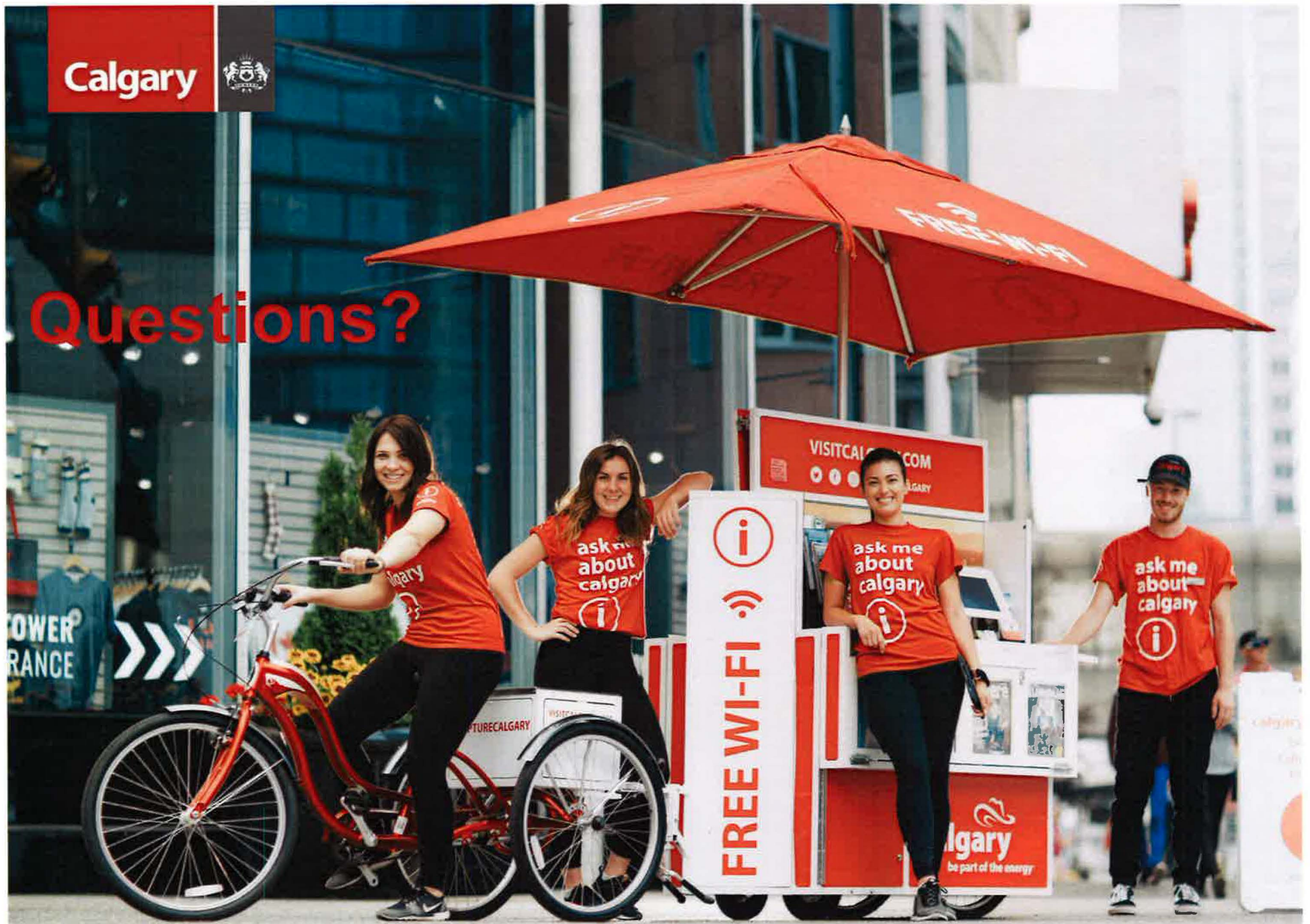
- Calgary's Economic Strategy;
- Living a Creative Life;
- Cultural Plan for Calgary;
- Sport for Life Policy.



More than 800 of Tourism Calgary's stakeholders (including a record 715 paid partners) were surveyed in March 2018 to determine their level of engagement and satisfaction with the organization. Result: 90% of stakeholders believe Tourism Calgary is an effective champion for the industry.

Tourism Calgary and CED collaborated on the Brand Evolution Project, hosting more than 200 partners and local influencers to develop a new destination brand model.

Questions?



CITY OF CALGARY
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