

destination strategy

ultimate host city

overview



Calgary is a city worthy of international eyes, with the real potential of being the Ultimate Host City of events, festivals and performances of all kinds. Competition for attention and overnight visitation is fierce amongst other regional, national and international destinations. With this collective tourism strategy, we have the opportunity to challenge our competition and enhance Calgary for the future. We will build on our success and make our city everything we dream it can be. Now is the time for us to take on new challenges and work together to bring the world to our city. It's time to come together and elevate our successes. Let's brighten what already shines so we are the destination people can't wait to cross off their bucket list. **We're ready! Now.**

Key findings

Calgarians and visitors need to be better aware of the events, festivals, performances and experiences available to them

- A strategy is needed to attract premier cultural experiences year-round, particularly to enhance the softer seasons
- An event promotion and activation execution plan to support event producers is required, to ensure awareness, build excitement and effectively package major events for overnight stays
- A citizen engagement strategy is needed to build awareness and ultimately attendance at events

Calgary needs an emotionally compelling personality

- Our frontline community should be exuding our city's brand and personality as they interact with visitors; sharing their enthusiasm for our city and driving repeat visitation
- Calgarians are our voice and our best advocates and need to be engaged to become advocates for their city so they too can encourage visitation

Calgary has a deficit of hosting infrastructure

- Calgary needs tier one convention space in order to compete with other national and international cities, to be able to accommodate and effectively host large national and international groups

- Because of the importance and breadth of sports in Calgary, there is a strong need for enhanced sport infrastructure including a multi-purpose fieldhouse
- With revitalized performing arts infrastructure, more accessible space and a defined cultural district, Calgary's cultural scene can continue to flourish and attract compelling performances and spectators, which will drive overnight visitation

Tourism Calgary stakeholders want to work collaboratively to ensure the successful implementation of this strategy

- Tourism Calgary has the permission of stakeholders to lead this work through action, support and advocacy efforts
- The success of this strategy is dependent on collaboration amongst partners

Calgary has the potential to be the ultimate host city

- With enhanced hosting infrastructure
- With an engaged frontline community
- When Calgarians are better aware and acting as advocates
- With effective support for event-rights holders
- With a strong year-round event calendar
- When stakeholders are working collaboratively

Tourism Calgary will champion the development of strategic initiatives and tactics necessary to achieve success as defined by our stakeholder community. It will take focused, aligned collaborative action, and support of a broad reaching group of contributors to deliver the strategic initiatives. The initiatives also offer another level of vision for Calgary, thereby serve as an overarching direction from which other strategies will flow.

Based on comprehensive primary and secondary research, the following strategic framework was developed, further tested with key stakeholders, and agreed upon as the direction for the destination strategy:

