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For Immediate Release

Tourism Calgary Welcomes the Inter-American Development Bank (IDB)

International financial leaders to experience Calgary at IDB Annual General Meeting

Calgary – Calgary will be hosting the 52nd Inter-American Development Bank (IDB) Annual General Meeting March 25-28, 2011. This is the first time since 1990 the event has been hosted in Canada bringing heads of states and banks, ministers and leaders of financial institutions from 48 countries to meet in Calgary for this prestigious international financial forum.

Tourism Calgary, in partnership with The City of Calgary, the Government of Alberta, Host Country Secretariat, Calgary Economic Development and Calgary Police Services, will be supporting the Government of Canada and IDB in welcoming 3,000 delegates at various meetings and events across the city. The IDB Annual General Meeting will create an estimated immediate economic impact of \$2.8 to \$4.3 million.

"Calgarians' pride for their home will be on display for the world to see these next five days as we welcome IDB to our community," said Randy Williams, Tourism Calgary President and CEO. "Attracting conventions to Calgary brings immediate economic benefit and contributes to the employment of one in every ten people working in Calgary and our city's \$1.1 billion tourism economy. We welcome all IDB delegates with our authentic western hospitality!"

Tourism Calgary's intention is to create an overall experience for IDB delegates that will turn one-time visitors into long-term Calgary ambassadors.

"The Inter-American Development Bank AGM will showcase Calgary to the world," said George Brookman, Tourism Calgary Board Chair. "At Cancun last year, I met with business leaders from Germany, Brazil, Britain, the United States, Chile and many others who are on their way to our great city. Show your smiles Calgary, the world is visiting us today"

In a model for future conference hosting collaboration, Tourism Calgary and partners are working together on the following initiatives to ensure that IDB guests enjoy a remarkable experience:

- IDB mobile app that will share individual schedules, maps, events, news and social media;
- Airport welcomes and greetings;
- Welcome banners along the mall and window decals at downtown restaurants and shops;
- An information kiosk at the Calgary TELUS Convention Center with trained volunteers available for guest assistance; and
- Experiential tours of what Calgary and the surrounding area has to offer.

The Government of Canada and its partners will further showcase our diverse city through a series of events that will see participants presented with the famous Calgary White Hat and share some of Calgary's iconic attractions.

For more information about the conference and a schedule of events, please visit www.calgary.ca/IBD.

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