

June 3, 2011
For Immediate Release

Tourism and business leaders work to attract visitation, trade and investment from the China market

(CALGARY) – Mayor Naheed Nenshi together with leading tourism and business officials from Calgary recently returned from Beijing and Shanghai. Tourism Calgary and Calgary Economic Development coordinated tourism and business delegates for the China mission led by the Mayor, which took place May 24-31, 2011.

China represents one of the fastest growing tourism markets for Calgary. By 2015, estimates for the increase of Chinese travellers to this city range from double to triple with the number of overnight visitors potentially increasing from 13,000 currently to as many as 35,000. Canada has only recently acquired the ability to market in China, with the announcement in June 2010 that Canada had received Approved Destination Status (ADS).

“I found this mission incredibly valuable for the Calgary tourism industry,” said Mayor Nenshi. “I worked with the tourism delegates to encourage tour operators to increase the length of stay in Calgary on Chinese travel itineraries. We also discussed improving travel VISA processes for those seeking approval to visit Canada.”

“Tourism Calgary continues to work closely with Travel Alberta and the Canadian Tourism Commission to strategically align our marketing efforts in China to attract and grow visitation from this expanding market,” said George Bookman, Tourism Calgary Board of Directors Chair.

During the nine day mission, tourism delegates met with 15 key tourism operators strengthening relationships and dealing with the practical realities of opening up tourism to the Chinese market. “This is just the beginning of marketing more directly to this emerging tourism market, the more we understand the Chinese traveller and their motivation, the stronger and more relevant our future marketing programs, website and investments will be to this unique market,” said Gisele Danis, Tourism Calgary Vice President of Marketing.

Alida Visbach, CEO and President of Heritage Park Historical Village joined the mission for her first trip to China, “The relationships we’re building with Chinese tour operators allow us to develop awareness in a country that is growing rapidly and where knowledge of Heritage Park and Calgary’s other attractions is still limited.”

The Mayor also met with senior executives from three of the largest oil and gas companies in the world who have incredible interest in Calgary and Alberta. Adding, “There is tremendous opportunity to develop business partnerships in both tourism and energy for Calgary, I was happy to help facilitate that for our delegates.”

The Calgary team included the Honourable Lloyd Snelgrove, Minister of Alberta Finance and Enterprise, Calgary Economic Development, Tourism Calgary and a delegation of more than 70 people from 41 companies.

“This mission, the high quality of the meetings with Chinese companies and the significant interest in Alberta opportunities certainly confirms our ongoing focus on China,” said Bruce Graham, President & CEO, Calgary Economic Development. “With over 50 meetings and events held in just seven days, Calgary Economic Development is already talking about a return mission in 2012. China is a key market to focus on for Alberta’s long-term economic prosperity and we will continue to work on the attraction of trade and investment from that region.”

The Calgary delegation included:**Tourism delegates**

Tourism Calgary
 Travel Alberta
 Heritage Park
 Calgary Stampede
 Calgary Airport Authority
 Brewster Inc.
 Fairmont Banff Springs

Business delegates

3MV Energy Inc.
 ADL Oil Field Services
 Alberta Finance and Enterprise
 AltaCorp Capital
 ATB
 Baytex Energy Corp.
 Bennett Jones
 Big Rock Brewery
 BKDI Architects
 Blake, Cassels & Graydon LLP
 Borden Ladner Gervais LLP
 Calgary Herald
 Caron & Partners
 CENO Energy
 City of Calgary
 CLW Partners LLP
 CN Rail
 DMG Events
 Enbridge Inc.
 Fraser Milner Casgrain LLP
 Gowlings
 Haskayne School of Business, University of Calgary
 Klead Electrical
 Macleod Dixon LLP
 Macquarie Private Wealth
 Marquis Communities Development Inc.
 MEG Energy
 Meyers Norris Penny LLP
 Pure Technologies
 Pyramid Productions Inc.
 Questor Technology Inc
 Sproule Associates Limited
 US Oilfield
 West Canadian Industries Group

ABOUT TOURISM CALGARY

Tourism Calgary is Calgary's destination marketing organization. Representing more than 550 members, Tourism Calgary brings Calgary to the world and the world to Calgary. Tourism annually contributes more than \$1.1 billion in economic impact to the local community and employs 1 in 10 working Calgarians. For more information about Tourism Calgary, please visit our website at visitcalgary.com.

ABOUT CALGARY ECONOMIC DEVELOPMENT

Calgary Economic Development (CED) is working to make Calgary the undisputed choice for people and business. As Calgary's lead economic development agency, we work with businesses to facilitate growth, expedite local, national and international business investment and trade development opportunities and promote sustainable economic growth in the Calgary region. For more information on Calgary Economic Development, please visit our website at www.calgaryeconomicdevelopment.com

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