

New Visitor Information Centre Opening in June

Tourism Calgary and Calgary's Central Library have collaborated to provide an accessible, dedicated place to share things-to-do around Calgary for both visitors and locals.

June 10, 2025 (Calgary, AB) – Tourism Calgary and Calgary Public Library have partnered on the opening of a new, accessible Visitor Information Centre located in the downtown Central Library.

Open from 9:00 a.m. to 5:00 p.m. Monday to Saturday, and 12:00 p.m. to 5:00 p.m. on Sunday from June 1 through August 30, the Visitor Information Centre staffed by Tourism Calgary's summer team of local experts will be available to share information on tours, itineraries, access passes and answering all kinds of questions to encourage exploration of Calgary.

This work is integral to driving economic growth in tourism by initiating referrals of visitors and locals to local businesses. In 2024, referrals from visitor experience channels, including the Summer Local Experts program and Live Chat, increased 43% over 2023. In addition, The Calgary Attraction Pass, which profiles participating partners, drove significant redemption value and was recognized as the #1 Free Consumer Pass in North America by Bandwango, a U.S.A.-based software company that specializes in experience-building platforms.

"Our summer team plays a significant role in engaging visitors and locals and driving important business referrals to partners across the city," says Alisha Reynolds, President and CEO of Tourism Calgary. "We are thrilled to have a central location in this beautiful signature downtown building, which offers guest accessibility and close proximity to hotels and attractions, to support visitors and locals as we encourage them to engage and discover our blue sky city."

"We are thrilled to deepen our partnership with Tourism Calgary and highlight Central Library as a top attraction in our blue sky city," says Sarah Meilleur, CEO of Calgary Public Library. "With over 1.1 million visits annually, Central Library is a destination for Calgarians and visitors alike. We look forward to hosting this visitor centre to showcase the incredible architecture, culture, and community that we have in Calgary."

In addition to the Visitor Information Centre, the Summer Local Experts will be moving around downtown and will be popping up at various events and festivals throughout the summer. Please go to visitcalgary.com/visitor-hub for further support from the Tourism Calgary team.



About Tourism Calgary

Tourism Calgary is the destination management organization that enthusiastically shares and promotes the story of our friendly Blue Sky City to those near and far. We think big – like, Canadian Rocky Mountain big – using our sales and marketing expertise to drive an annual visitor spend of over \$3B for the local economy and advocating for our growing tourism sector, which includes 84,000 Calgarians employed in the industry. From conventions to leisure travel, sports events to music and arts, Tourism Calgary represents the city's diverse and unexpected experiences, extending our welcoming hospitality to the over 8 million people who visit Calgary every year. Go to visitcalgary.com for more details.

About Calgary Public Library

Calgary Public Library is an international leader in library service innovation and one of North America's largest public library systems, with 58% of Calgarians as active users. The Library receives nearly 7 million visits each year to 22 locations and has over 818,000 members. To learn more, visit calgarylibrary.ca.

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Calgary Public Library

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