

The New York Times and KAYAK Recognize Calgary as a Top Travel Destination for 2019

CALGARY RANKS AMONG TOP 52 PLACES TO GO AND TOP 10 MOST POPULAR DESTINATIONS AMONG CANADIAN TRAVELLERS

BY BRIDGETTE SLATER

Calgary is a city worthy of international eyes, and after receiving recognition from influential outlets like the New York Times and KAYAK, international visitors are bound to take notice.

In January, the New York Times listed Calgary among the Top 52 Places to Go in 2019. This prestigious profile featured Tourism Calgary partners and stakeholders including the Alt Hotel Calgary East Village; Calgary Municipal Land Corporation; the new Central Library; and Studio Bell, home of the National Music Centre. Specifically, the article noted how these organizations have helped transform Calgary's East Village into a vibrant neighbourhood full of parks, attractions, highrises and architectural marvels.

The inspiration for this feature can be traced back to October 2018 when Tourism Calgary, Travel Alberta and Destination Canada hosted GoMedia 2018 – an international travel media event. As part of the GoMedia experience, New York Times journalist Elaine Glusac received a private tour of the new Central Library and East Village; planting the seed for this article, which strengthens Calgary's reputation as the Ultimate Host City and inspires visitation among international audiences.

Building on this momentum, Calgary was ranked among the Top 10 Most Popular Destinations for Canadian Travellers in KAYAK's 2019 Travel Trend Forecast. Data also shows that Canada is becoming a more affordable travel destination,

TOURISM CALGARY IS FOCUSED ON INCREASING INTERNATIONAL VISITATION, AND ON INCREASING INTENTIONS OF CANADIAN TRAVELLERS TO VISIT CALGARY WITHIN THE NEXT TWO YEARS.

with Calgary scoring among the top spots on this year's wallet-friendly list.

Tourism Calgary is focused on increasing international visitation, and on increasing intentions of Canadian travellers to visit Calgary within the next two years. This recognition is expected to contribute to the achievement of these goals by inspiring even more visitors to add Calgary to their bucket lists. More importantly, this recognition is a testament to the collective efforts and dedication of Calgary's growing tourism industry.

Calgary's tourism industry is also expected to benefit from increased air capacity from overseas markets and from hosting both the Canadian Country Music Awards and the 107th Grey Cup Championship and Festival in 2019. Based on these factors, the Conference Board of Canada estimates overnight visits to Calgary will grow by 2.5 per cent in 2019.

To learn more about Tourism Calgary, see visitcalgary.com. **B**