Create your connection

OUR INDUSTRY

Tourism is a $3.2 billion industry in Calgary, attracting more than 8.4 million visitors annually and contributing to the visitor economy.

OUR VISION

To become Ultimate Hosts. Ultimate Host City.

OUR MISSION

Inspire more people to visit Calgary for memorable experiences that celebrate our community, culture, and people.

OUR ROLE

Calgary is a destination like no other. A city with a small town feel, known worldwide for its western hospitality and infectious community spirit.

As the official destination management organization for Calgary. Tourism Calgary has championed the promotion of Calgary as a destination of choice among travellers for more than 60 years. A strong advocate for the industry and for the city's ongoing development, Tourism Calgary works diligently to ensure Calgary is the ultimate host city and welcomes visitors to enjoy its many events, attractions and shareable experiences year-round. An urban centre surrounded by iconic mountain vistas, Calgary's diversity as a travel destination is its greatest strength.
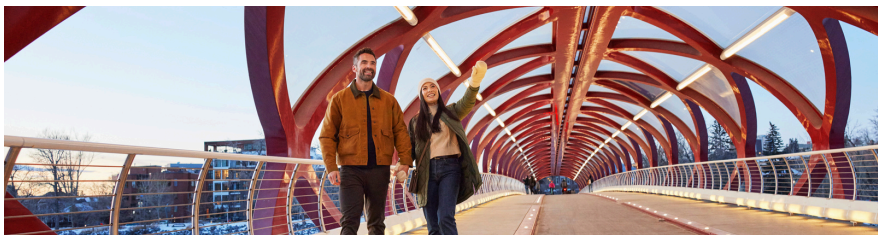
The power of partnership

Partnering with Tourism Calgary is a great investment for local businesses and a demonstration of support for Calgary's tourism industry. Tourism Calgary partners can connect with new customers, expand their marketing reach and access resources to support business growth.

Partners also have exclusive access to a variety of tools to leverage marketing dollars including cooperative marketing programs, digital content, networking events, industry contact lists, resources and much more. Join us as we showcase everything Calgary has to offer, while inspiring visitors and Calgarians to seek out and share the experiences that are uniquely Calgary's.

Contact our Partner Engagement Team
Jacy Calon - 403.606.7316 | jacyc@tourismcalgary.com
Sonja Dasiuk - 403.813.5234 | sonjad@tourismcalgary.com

Invest in a marketing package that suits your business needs

marketing packages	business partner (non consumer)	marketing partner (consumer)	partner plus (consumer)
visitcalgary.com	web link + description	web link + photo + description + social media	web link + photo + enhanced description + social media
partner communications & newsletters	✿	✿	✿
networking opportunities	✿	✿	✿
partner directory	✿	✿	✿
business & visitor referrals	✿	✿	✿
convention and event listing	✿	✿	✿
meeting website	✿	✿	✿
online event calendar postings	✿	✿	✿
industry website	✿	✿	✿
deals/savings program		✿	✿
marketing campaigns & programs		✿	✿
one-on-one marketing consultations			✿
additional website listing			✿
membership	AGM voting privileges, networking & event invitations, newsletters, and communications.		
subtotal plus membership Total	$250 $100 $350	$350 $100 $450	$650 $100 $750

*Fees subject to change | Some exceptions apply

ADDITIONAL OPPORTUNITIES:
Community engagement, hosting clients, educational programs, promotional materials, content marketing, brochure distribution, digital media/image gallery, travel trade support, brand resources and sponsorship.

Belong to a network of like-minded businesses.

Partner benefits

GROW YOUR BUSINESS
Our experienced team will support your marketing efforts and put your business in front of millions of visitors. We connect our partners to each other and to new customers. We provide consultations, resources and tools to support your business.

ACCESS TO AWARD–WINNING MARKETING PROGRAMS
Expand your reach and drive visitors to your door by participating in new and exciting regional marketing campaigns.

CONNECT WITH VISITORS
Tourism Calgary's team promotes our partners as ultimate hosts. We refer you to visitors, travel trade, media, event/sports/meeting planners and event delegates through multiple channels including our website, digital tools and in-person counselling.

DIGITAL MARKETING
With over 3.6 million users annually, visitcalgary. com features interactive maps, trip planning tools, rich imagery and content and drives over 1.2 million digital referrals to industry partners, annually.

PUBLICATION LISTINGS
Visitor Guides are printed annually in addition to the digital version available at visitcalgary.com.

CONVENTION AND EVENT LISTING
Receive up-to-date information on dates, locations, expected attendance and information for upcoming conventions, meetings, trade/ consumer shows, and sport and major events.

REGULAR COMMUNICATION
Receive important industry news, marketing and participation opportunities.

CONNECT WITH PEERS
Ranging from workshops to social networking functions and business meetings, our events are the place to develop contacts and build business partnerships within the community.

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