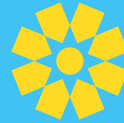


Tourism moves Calgary forward. Here are some key metrics behind who's visiting, how they're spending and why it matters for our city's growth. The more we understand our visitors, the better we can serve them and strengthen what makes Calgary exceptional.

Calgary welcomed
10.5M
visitors in 2025

84,000+
jobs are supported across
Calgary by tourism
(full-time and seasonal employment)

3

benefits of tourism for Calgarians

Tourism supports festivals, events, and experiences that make Calgary a vibrant place to live.



Business tourism and conventions attract outside investment and drive economic growth.



Tourism supports amenities and infrastructure that benefit residents and visitors.

TOURISM

is Calgary's **#1** service export

\$3.3B
in visitor spend
generated in 2025



Up from
\$2.9B
in 2024

Unique Experiences

What is defining Calgary's immersive visitor experiences



What people are saying...

"Calgary is a vibrant city!"

95% meeting planner satisfaction!

69% of Canadians plan to visit Calgary in the next two years!

Key Markets

