

# Calgary BLUE SKY CITY



## National Tourism Week Toolkit

APRIL 20-24 2026

**Howdy,  
partner!**

# National Tourism Week is happening April 20–24, 2026, and we need **your help.**

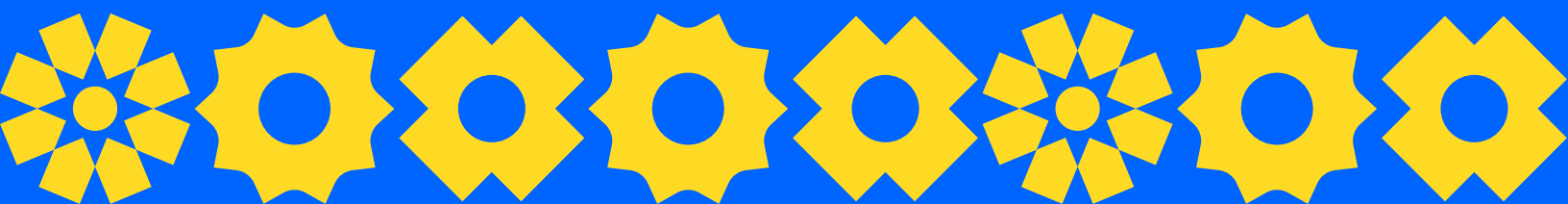


Tourism isn't just about visitors. It's about building a stronger Calgary.

This National Tourism Week, we're celebrating the people, places and experiences that make our city shine. From hotels and attractions to restaurants, venues, festivals and events, Calgary's tourism industry is powered by partners like you.

When visitors discover Calgary, they experience our culture, diversity, entrepreneurial spirit and signature Blue Sky City energy. Tourism fuels our economy, builds community pride and strengthens our reputation on the world stage.

We're inviting partners across the city to join us April 20–24 to help tell that story.



# What Are We Asking **You** To Do?

## 01 Share on Social Media

Celebrate tourism and highlight your role in Calgary's visitor economy by posting during National Tourism Week.

We've provided:

- Ready-to-use captions
- Engaging visual assets with key tourism stats

You can use these as-is or tailor them to your organization. Be sure to tag Tourism Calgary and use #TourismWeekYYC

Download  
the social  
media kit  
[here!](#)

## 02 Give the Green Light for Tourism (literally)

During National Tourism Week, destinations across the country will light up green to celebrate tourism and its impact.

We're inviting partners across Calgary to join in by lighting your building **green** during National Tourism Week. It's a simple way to show your support and celebrate tourism in our city.

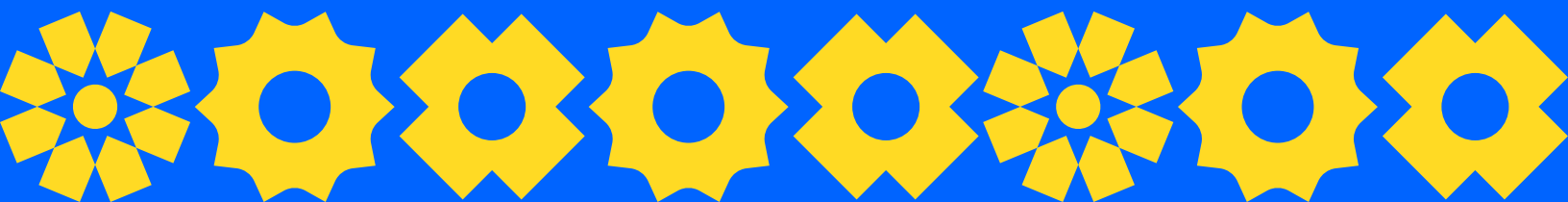
All you need to do is:

- Light your building in **green!**
- Share a photo
- Tag Tourism Calgary and use **#NationalTourismWeek**

## 03 Join the Conversation

Help build momentum by engaging with partners across the city.

- Like and share posts
- Comment on partner content
- Follow Tourism Calgary





# Key Messages

## **Tourism is a growing industry and an economic powerhouse for Calgary's future.**

Our visitor economy continues to grow faster than the national average. Alberta was also the only major province to see growth in both international and U.S arrivals, showing the strength of our coordinated strategies across the province to grow tourism. (source: Travel Alberta)

## **Tourism Fuels Excitement for Our Blue Sky City**

Tourism connects people to Calgary's diversity, vibrancy and entrepreneurial spirit. From neighbourhoods and culinary experiences to attractions and cultural events, tourism helps showcase everything that makes Calgary unique.

- Calgary welcomed 10.5 million visitors in 2025
- Tourism is Calgary's number one service export
- 84,000+ jobs are supported across Calgary by tourism (Includes full-time and seasonal employment)

## **Tourism Helps Build a Year-Round Eventful City**

Tourism brings Calgary to life in every season. Meetings, conventions, festivals and major events create energy across the city and support businesses year-round.

- Calgary hosted 221 conventions and major events in 2025

## **Tourism Strengthens Calgary's Global Reputation**

Tourism helps position Calgary as a destination for leisure, business and major events. By attracting visitors from around the world, tourism strengthens Calgary's global profile and supports long-term economic growth.

- Visitor spend reached \$3.3 billion in 2025, up from \$2.9 billion in 2024
- Key markets include the US, UK, Switzerland, Netherlands, Canada, Germany, Mexico, South Korea, Australia, China, France and Japan

## **Tourism Builds Community and Local Pride**

Celebrating Calgary as a destination builds community, strengthens the local economy and allows us to share our story with the world. Tourism brings people together and helps create a city we're proud to call home.

- Calgary is known for its warm, western hospitality and 95% of meeting planners reported their satisfaction with Calgary as a host city as exceptional
- Tourism is a place where people find their first job, a summer job, or a forever job.