

Written Destination Content

150 Word Description

Welcome to Calgary, the Blue Sky City, where big-city energy meets wide-open possibility.

Set against the backdrop of the Canadian Rockies, Calgary serves up plenty to discover before and after the main event. Think incredible restaurants and craft breweries, vibrant arts and culture, exciting attractions and neighbourhoods worth wandering. Add friendly locals, plenty of sunshine and the Rockies just down the road, and extending your stay starts to feel like an easy decision.

Follow the Bow River, find your new favourite coffee spot or catch some live music with new friends. No matter the reason for your visit, there's plenty to fill your days and keep the good times going.

Come for your event. Stay for everything you didn't see coming. From urban adventures to mountain escapes, Calgary makes room for big moments, unexpected discoveries and a little more play.

100 Word Description

Welcome to Calgary, the Blue Sky City, where big-city energy, friendly faces and wide-open possibility come together.

Discover a city full of flavour, culture and unexpected experiences. Explore buzzing neighbourhoods, local restaurants, craft breweries and must-see attractions, or trade the city skyline for the Canadian Rockies just down the road.

With plenty of sunshine and a welcoming spirit, Calgary makes it easy to turn a great event into an even better getaway. Come for the excitement, stay for the adventure and leave with a few stories worth sharing.

After all, there's nothing standard about Mountain time.

50 Word Description

Welcome to Calgary, the Blue Sky City, where big-city energy meets wide-open possibility. Discover incredible food, vibrant neighbourhoods, friendly locals and plenty of sunshine, with the Canadian Rockies just down the road. Come for your event. Stay for the adventure, the unexpected discoveries and the stories you'll take back home.

Calgary Fun Facts

- With more than 850 km of paved pathways, Calgary is made for exploring. Bring your sneakers and take in the views along the Bow and Elbow Rivers.
- As Canada's Blue Sky City, Calgary enjoys plenty of sunshine, with an average of 2,405 hours of sunshine each year.
- Calgary has been recognized as one of the most livable cities in North America, offering an exceptional blend of urban energy, access to nature and quality of life.
- Cast a line in the Bow River, one of the world's premier destinations for trout fishing.
- Big adventures are never far away. Calgary is located within an hour's drive of the Canadian Rocky Mountains and is close to four UNESCO World Heritage Sites: Head-Smashed-In Buffalo Jump, Writing-on-Stone Provincial Park, Waterton-Glacier International Peace Park and Dinosaur Provincial Park.
- During the Calgary Stampede, more than 200,000 free pancakes are served across the city. Now that's a Calgary breakfast!
- Alberta has no provincial sales tax, giving visitors and event planners even more value.
- Thanks to Calgary's famous Chinook winds, a winter day can warm by as much as 15°C (59°F) because in Calgary, even the weather likes to keep things interesting.

Calgary's Economic Strengths

Calgary is well known as Canada's energy hub, but there's so much more driving our city forward. Our entrepreneurial spirit, innovative mindset and ambition help Calgary lead the nation across a diverse range of key economic sectors, including:

- Advanced manufacturing & aerospace
- Agribusiness
- Life sciences
- Natural resources & clean tech
- Transportation & logistics

From bold ideas to industry-leading innovation, Calgary is a city where business, talent and opportunity come together under blue skies.

About Tourism Calgary

Tourism Calgary is the official destination marketing organization for Calgary and has positioned the city as a destination of choice for travellers for more than 50 years. A strong advocate 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.

About the Calgary TELUS Convention Centre

Located in the heart of Calgary's vibrant downtown core, the Calgary TELUS Convention Centre (CTCC) is more than a place to meet. It's where ideas are shared, connections are made, and meaningful relationships begin.

Nestled alongside the historic Stephen Avenue pedestrian walkway, the CTCC puts attendees in the centre of one of Calgary's most lively shopping, dining and entertainment districts. Directly connected to three four-star hotels, the venue offers a seamless and convenient experience for delegates while providing easy access to everything downtown Calgary has to offer.

With 122,000 sq. ft. of meeting space, five pre-function areas, 36 meeting rooms and one multi-purpose hall, the CTCC hosts local, national and international conventions, congresses, meetings and events of all sizes.

More than just a convention centre, the CTCC is a hub for collaboration, knowledge exchange and new opportunities. Through strong partnerships and connections across the city, the venue helps bring people together and connect visitors with Calgary's diverse industries, expertise and intellectual capital.

As an integral part of Calgary's downtown, the CTCC offers a place where business, ideas and people come together in Canada's Blue Sky City.

About the BMO Centre at Stampede Park

Located on Calgary's iconic Stampede Park, the BMO Centre is Western Canada's largest convention centre and a landmark destination for meetings, conventions and events.

Following a transformative expansion, the BMO Centre now offers more than one million square feet of total space, including 500,000 square feet of saleable exhibit, meeting and banquet space. The venue combines impressive scale with flexible indoor and outdoor spaces designed to bring events of all sizes to life.

As the centrepiece of Stampede Park and Calgary's growing Culture & Entertainment District, the BMO Centre offers delegates more than a convention experience. From world-class events and entertainment to dining, culture and unique Calgary experiences, there is plenty to discover beyond the meeting room.

With striking architecture, flexible spaces and the capacity to host large-scale national and international events, the BMO Centre is where big ideas, meaningful connections and unforgettable experiences come together in Canada's Blue Sky City.

About Calgary's White Hat Ceremonies

The cowboy hat is an enduring symbol of Calgary, evoking images of the wide-open range and the city's rich western heritage. Originally a necessity for survival rather than an item of display, the cowboy hat was an important part of daily life.

A cowboy hat kept the sun off the head during the day, fanned a campfire into life in the evening, held water for both horse and rider, and softened the hardness of the ground as a pillow at night.

The History of the White Cowboy Hat

The original cowboy hat was called a Stetson, after its maker, John B. Stetson. A hatmaker by trade, Stetson travelled west in 1863 to regain his health after being diagnosed with consumption. Along the way, he fashioned a hat from fur felt with a wide brim and high crown to protect him from the elements. Upon regaining his health, Stetson returned east, where he opened his own hat business.

Remembering his experiences out west, he designed several hats based on his original creation and visited hat dealers with his designs. Although they did not meet with overnight success, one hat in particular began to sell, the Boss of the Plains. Soon, a Stetson had become synonymous with the West.

Custer is said to have worn a Stetson at the Battle of Little Bighorn, while Wild Bill Cody wore one in his Wild West shows. Early movie cowboy stars such as Hoot Gibson and Tom Mix also wore Stetsons, as did later stars John Wayne and Lorne Greene.

The North-West Mounted Police adopted a version of the Stetson as part of their uniform. After arriving in Western Canada, they soon discovered that their pillbox hats did little to protect them from the harsh elements of the prairies.

Of course, cowboy hats of every description are worn by visitors and competitors alike at the Calgary Stampede. Started in 1912 by trick roper Guy Weadick, with the financial backing of four prominent Calgary businessmen, the Calgary Stampede has grown into an annual 10-day celebration that welcomes visitors from around the world.

In 1926, the first promotion encouraging the public to wear western hats during Stampede week was introduced, and western wear soon became a beloved tradition during Stampede week. Today, the white cowboy hat has become one of Calgary's most recognizable symbols, a warm welcome and lasting connection to the city's heritage, hospitality and Blue Sky City spirit.

The White Hat as a Symbol of Hospitality

Although many city officials in Calgary's early days gave cowboy hats as gifts to dignitaries visiting the city, a series of events led to the establishment of the white cowboy hat as a symbol of Calgary's hospitality.

White was not the standard colour for "real" cowboy hats because light colours became dirty too quickly. (Although the "good guys" in Hollywood westerns wore white hats, they were not actually white, but silver-grey or off-white.) There was, however, a growing demand for light-coloured hats after the Second World War.

In 1946, local hatmaker Morris Shumiatcher of Smithbilt Hats Inc., established in 1919, decided to go one better and produce pure white cowboy hats. However, he had to send all the way to Russia to obtain the white felt needed to make his hats.

The family of oilman Bill Herron debuted the white hats in the Stampede Parade of 1947 and took the "best dressed" prize with their matching black and white outfits, horses, saddles and bridles. Shumiatcher invested heavily in white felt after the auspicious debut, and 1948 became the first "White Hat" Stampede for those who could afford them.

That same year, the Calgary Stampeders won the opportunity to compete in Toronto against Ottawa for the highest honour in Canadian football, the Grey Cup. Calgarians were so excited about the prospect of their home team playing in the Grey Cup that a group of prominent local citizens organized a special train to take fans to Toronto for the game.

Two hundred and fifty Stampeders fans, a chuckwagon, 12 horses and a host of entertainers headed to Toronto aboard the Stampede Special.

The unofficial costume of the fans was a "Smithbilt" white cowboy hat and a colourful scarf worn around the neck, cowboy-style. From newspaper reports of the time, it is evident that no one got much sleep on the two-day trip. In spite of that, the Calgarians swept off the train upon their arrival in Toronto and kept up a constant flow of western high spirits and hospitality that astounded Torontonians.

Square dancing in the streets, pancake breakfasts served from the back of the chuckwagon and riders on horseback in full regalia, Toronto had never seen anything quite like it. And, of course, the mayor of Toronto was presented with his own 10-gallon white hat.

The "Smithbilt" white cowboy hats wowed Torontonians, and many Calgarians had their hats "liberated" by envious easterners. To meet the demand, cardboard cowboy hats were sold for \$4 each.

After the Calgary Stampede won the Grey Cup, the fans, horses and assorted entertainers piled back onto the train and celebrated all the way home to Calgary. The streets of Toronto must have seemed very quiet after this boisterous bunch left town.

What began as a memorable expression of Calgary's western spirit grew into something much bigger: the white hat became a lasting symbol of the city's legendary hospitality and warm welcome, a tradition that continues to this day in Canada's Blue Sky City.

The Tradition Continues

A young alderman and radio announcer, Don MacKay, was along on the famous trip east. MacKay went on to become a high-profile Calgarian and, in 1950, was elected mayor. Being the promoter he was, MacKay presented "Smithbilt" white hats as gifts to visiting dignitaries, and soon the tradition of the "Smithbilt" white cowboy hat was well established.

In 1958, City Council voted to drastically reduce the number of white hat presentations to save money. According to newspaper accounts of the City Council session, several aldermen felt the white hat presentations were not only overdone, but damaging to the city's reputation. The Calgary Motel Association disagreed with this view and raised enough money for the presentations to continue.

Tourism Calgary, then called the Calgary Tourist and Convention Association, was established in 1957 and eventually took over the white hat ceremony, officially welcoming visitors to Calgary.

Today, Tourism Calgary continues the tradition, officially welcoming visitors with hundreds of white hat presentations each year. What began as a gesture of western hospitality has become one of Calgary's most cherished traditions, a warm welcome that reflects the spirit of Canada's Blue Sky City.

Indigenous Land Acknowledgement

Oki, Dādánast'ádā, amba was titch, Tawnshi (taahnshay), Bonjour and Hello.

We would like to take this opportunity to appreciate and acknowledge that we live, work and play, and today are gathered on the ancestral and traditional territories of the Blackfoot Confederacy, made up of the Siksika (Seeg-see-kah), Piikani (Bee-gun-nee), and Kainai (G-ai-nah) First Nations; the Îlethka Nakoda Wîcastabi First Nations, comprised of the Chiniki (Chin-ick-ee), Bearspaw, and Goodstoney First Nations; and the Tsuut'ina First Nation.

The city of Calgary is also homeland to the historic Northwest Métis and to the Otipemisiwak (Oti-pem-se-wa) Métis Government, Métis Nation Battle River Territory (including Nose Hill Métis District 5 and Elbow Métis District 6).

We acknowledge all Indigenous people who have made Calgary their home.

*****[Short version above – can be extended to include the following if desired]*****

Long before settlers named this place Calgary, the original Indigenous Nations of this area had their own names for the land.

In the Blackfoot language, it is called Moh-kins-tsis (moh-GIN'-stis which translates roughly to Elbow.

The Îethka Nakoda Wîcastabi First Nations refer to this place as weh-CHIS'-spa oh-YAH'-day and the people of the Tsuut'ina nation call it GOOT'-sis.

The Métis call the Calgary area Otos-kwunee.

These place names refer to the confluence where the Bow River meets the Elbow River – this has been a gathering place for over 8,000 years where indigenous peoples came to hunt during the winter when the bison took shelter in the river valley. Not only would people gather to hunt at the confluence of these rivers, they would also gather to trade, celebrate, share stories and songs, and transfer generational knowledge.

Thank you.

Getting to Calgary

Getting to Calgary is easy, with many transportation options connecting the city to destinations across Canada and around the world.

With one of the world's most modern and welcoming airports, getting to Calgary by air is simple, with commercial airline access and other options available to travellers. As one of Canada's largest airports, [YYC Calgary International Airport](#) welcomes millions of visitors to Calgary each year.

YYC is a hub for major Canadian airlines, [Air Canada](#) and [WestJet](#), and offers direct flights within Canada and to destinations across the USA, Mexico, the Caribbean, Europe, Asia and Central America.

With two in-terminal hotels, several restaurants and a modern international terminal, flying in and out of Calgary is a seamless experience for travellers from around the world. As a premier shopping destination, YYC boasts more than 135 shops and services for business and leisure travellers to enjoy.

The international airport is conveniently located in the northeast of Calgary, approximately 20 minutes from the downtown core, making it easy for visitors to get from the airport to the heart of Canada's Blue Sky City.

Getting Around Calgary

Calgary is easy to navigate, whether you're travelling by public transit, car, rideshare, bike or on foot. With a well-connected downtown core and extensive pathway network, getting around the city is simple for both business and leisure travellers.

Public Transit

The backbone of Calgary's transit system is the CTrain, a light-rail system with lines connecting communities throughout the city. The downtown core is a Free Fare Zone, allowing passengers to travel between downtown hotels, restaurants, attractions and events free of charge.

Major stops outside the downtown core include the University of Calgary, Southern Alberta Institute of Technology and Stampede Park.

Regular bus and CTrain fares can be purchased through Calgary Transit's fare options, including at CTrain stations and through the mobile app. For more information, visit calgarytransit.com.

Car Rentals

Rental cars are available in a variety of sizes and for any duration you wish in Calgary. Rental offices are located throughout Calgary, with a cluster of car rental desks at YYC Calgary International Airport and locations throughout the city and downtown.

Taxis, Limousines & Ride Sharing

Taxis are readily available throughout Calgary, with stands located at YYC Calgary International Airport and at many downtown hotels. Most services offer online and mobile booking options. Connecting from YYC to downtown takes approximately 25 minutes, depending on traffic.

Limousines and luxury sedans are available for transportation from YYC, as well as general transportation and special occasions from several organizations throughout the city. Many limousine and sedan services offer fixed rates, making them a comfortable way to begin your stay in Calgary.

Ride sharing is also a convenient way to get around Calgary, with services such as Uber offering on-demand transportation. Download the Uber mobile application to book a ride from a local driver.

Bike & E-Scooters

Calgary has one of the most extensive urban pathway and cycle path networks in North America, with approximately 850 kilometres of pathways throughout the city. The pathway network offers a scenic way to explore Calgary by bike or on foot, with routes

along the Bow and Elbow Rivers and through many of Calgary's parks and neighbourhoods.

Dockless electric scooter sharing is also available seasonally throughout Calgary. Services such as Lime allow users to locate and rent e-scooters through a mobile app.

Explore Calgary on Foot

The downtown core is highly walkable, with plenty of wayfinding signage to guide you to attractions, restaurants, shopping and public art.

Calgary also has the world's largest elevated, climate-controlled pedestrian pathway system, the +15, which spans approximately 18 km (11 miles). The +15 connects more than 100 downtown office buildings, hotels, shopping centres and other destinations. In most buildings, the +15 can be accessed on the second floor, watch for the blue +15 signage.

Entry into Canada

All visitors to Canada arriving from another country must cross the Canadian border and pass through customs. Visitors arriving by air will complete the customs process at the airport upon arrival in Canada.

Visitors to Canada must carry valid travel documents when crossing the border, regardless of how they arrive. You will require a [passport or equivalent travel document](#) to cross the border and enter Canada.

Entry requirements vary depending on your citizenship, where you are travelling from and how you are entering Canada. Consult the Government of Canada for the most current information on [entry requirements and customs regulations](#).

These rules apply to all border crossings in Canada, including road and air entry points near or in Calgary.

For detailed customs information on entering Canada, visit [Canada Border Services Agency](#). To determine what documents you need to visit Canada, visit [Immigration, Refugees and Citizenship Canada](#).