

March 31, 2025

RE: A vibrant arts sector is vital to Calgary's visitor economy and economic, social and cultural resilience

To whom it may concern,

On behalf of Tourism Calgary, I want to express the importance a vibrant arts sector plays in growing Calgary's visitor economy, preserving our culture, and ensuring the city remains a must-visit destination for both leisure and business travel. Creative Calgary's members and mission amplify an essential voice needed to shape our city's future.

The arts play a vital role in the economic and community revitalization of the city and the vibrancy of our neighborhoods. As we look to double our visitor economy to \$6B by 2035, a thriving arts and culture scene will be essential to enhancing the city's appeal to visitors and investors alike.

- **Arts and culture create authentic experiences and connection:** Travelers are looking for authentic experiences that connect them to the community and to each other, and the arts provide that. They play a pivotal role in the development of year-round festivals and events, experiences that express our culture and history, and immersive opportunities to explore ideas. People gather under our bright blue skies for the arts, and they share our Blue Sky City brand with locals and visitors in every interaction.
- **Art - in every form - encourages exploration and economic opportunities:** A vibrant arts sector encourages visitors to explore neighbourhoods and stop in at local businesses. The arts community supports the activation of spaces, which draws people's interest and make them feel eager to explore and safe to do so. Community vibrancy and activation also deter undesirable activities from taking place in key tourism areas, ensuring that businesses can thrive and neighbourhoods remain attractive to investors.
- **A vibrant arts industry attracts business travelers, encouraging them to stay longer and spend more:** It's the ultimate convergence of business and bucket list. As meetings and conventions increasingly seek dynamic destinations with rich cultural backdrops, Calgary's arts and culture scene offers a powerful advantage. Unique venues and experiences are a tremendous value-add to Calgary's appeal and amplify the economic impact these visitors bring. Additionally, the vibrancy of our arts sector inspires visitors to arrive early, stay longer, and spend more. This intersection between business and the arts is an essential component to positioning Calgary as a tier-one convention city.

Tourism Calgary continues to showcase the Blue Sky City to the world, drawing more attention from international travelers, major meetings and conventions, and premier sport and major events. With over 8 million visitors expected this year, the arts sector plays a vital role in inspiring visitors to see the limitless possibilities our city offers.

Kind Regards,



Alisha Reynolds
President & CEO
Tourism Calgary