

Brand

An iconic city

Priorities

- 01.** Showcase Calgary as a vibrant and inclusive community with a global perspective.
- 02.** Tell a unified story to strengthen consistent and unique identity here and everywhere.
- 03.** Share Calgary's story as an ambitious city full of energy, optimism and opportunity.



Photo credit: Kelly Hofer

Data sources are available in the Uplook 2024 progress report. Access the [full report here](#).

Brand **impact**



Conde Nast Traveller magazine readers voted Calgary

#1 friendliest city in the world.



The 2023 Calgary Stampede attracted

1,384,632

visitors, just 25,000 shy of its all time attendance record set in 2012.

52%



of Canadian workers

63%



of American workers

surveyed say Calgary is the top Canadian city they would consider for a move.

Stories from the Community

Calgary's new brand

In 2023, Calgary Economic Development continued its collaboration with Tourism Calgary and the City of Calgary to evolve Calgary's brand to be an authentic reflection of the city today and an aspiration for its future.

The insights heard from community engagement throughout 2023 informed the development of Calgary's brand promise, one that has been in front of us, above us and around us all this time. We are a city of unexpected possibilities, one where peoples, lands, cultures and ideas converge to create what's possible.



Photo credit: Colin Way

Location for year-round cultural events

In 2023, Calgary hosted iconic events and experiences, welcoming visitors from around the world.

- Chinook Blast welcomed over **200,000 attendees** for events with partners such as High Performance Rodeo, BIG Winter Classic, Block Heater, Bird Creative and Ethnik Festivals.
- Calgary Stampede aims to become a year-round economic driver, with the ongoing expansion of the BMO Centre to upgrade the facility into **the largest conference centre in western Canada**. There are 36 events already booked before construction is complete.

In 2023, Calgary hosted more than



140

productions, with the City of Calgary issuing 755 film permits.

Top location for film

Productions in the region boasted a **combined total budget of \$246 million in 2023**, despite the actors' and writers' strikes in the U.S. The City of Calgary's film-friendly municipal policies, including one-window access to shooting permits through the Calgary Film Commission and a favourable tax credit environment, continue to raise the city's profile in the industry and attract high-profile projects like the recent HBO hit *The Last of Us*.

Our film and television industry also **won international awards this year** including three Location of the Year awards at the Global Production Awards in Cannes and an eighth place ranking on MovieMaker's global list of Best Cities for Filmmakers.

