

# Connections



Pictured (L-R): Terry Rock, CEO of Platform Calgary; David Goldstein, CEO of Travel Alberta; Honourable Joseph Schow, Minister of Tourism and Sport; Cindy Ady, CEO of Tourism Calgary; Honourable Tanya Fir, Minister of Arts, Culture and Status of Women

## Letter from the CEO: Dust your boots off!

This morning, the Travel Alberta team joined our partners at Tourism Calgary for the annual First Flip pancake breakfast. This marks the beginning of one of my favourite times here in Alberta, when the streets are flooded with locals and visitors, all dressed to the nines in their finest western gear.

But Stampede is much more than a ten-day party. As international markets make a full return this year, it invites visitors from around the world to experience all that our beautiful province has to offer.

In 2019, The Stampede welcomed over a million visitors and generated \$282 million in economic impact. And that's something to celebrate.

[Watch the 2023 Stampede video!](#)

## Every summer, Calgary becomes Stampede City for 10 days

Stampede Park is where you'll find the adrenaline-pumping midway, adventurous food, world-class entertainment and, of course, the famous rodeo. But the whole city comes alive in a way you won't experience any other time of year.

### Know your way around the Stampede season

- [Visit TravelAlberta.com for visitor info](#)
- [Find a pancake breakfast](#)
- [Ten must-do experiences at the Calgary Stampede](#)

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