



MEDIA RELEASE

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Lethbridge Sport Council Releases 2024 First Quarter Sport Tourism Economic Impact Numbers

The Lethbridge Sport Council, supported by a Memorandum of Agreement with Tourism Lethbridge, reports a total economic impact for sport events hosted in Lethbridge from January to March 2024 of \$5,183,654 for the City of Lethbridge and \$6,137,009 for the province of Alberta.

The 2024 First Quarter Sport Tourism Impact Report shows an 80% increase in projected economic impact for the same time period in 2023. This growth is attributed to the tremendous engagement from Lethbridge Sport Council members. Twenty-four sport organizations provided data for 73 of 76 events (96%) in 2024, compared to 19 sport organizations for 51 of 70 events (74%) in 2023. Both years saw sport events being hosted at 15 different venues.

The report highlights 10,836 participants, including athletes, coaches, managers, and technical officials and 81,691 spectators, with 19,669 traveling from out of town.

"What's remarkable about these numbers is that they were achieved without hosting any major national or international events during this period," said Susan Eymann, Executive Director of the Lethbridge Sport Council. "This report reflects the amazing work and dedication of our sport volunteers and staff. Their efforts have made a significant impact on our community, showcasing the power of grassroots sport tourism."

The projected economic impact is calculated using the Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM), which uses the latest data from Statistics Canada for events that attract out-of-town participants and spectators.

Dominika Wojcik, Senior Director of Communications with Tourism Lethbridge said, "The work of the Lethbridge Sport Council and the Sport Tourism Advisory Committee is a vital part of our ongoing efforts to bring new events to our city and enhance our economic impact. The impressive growth in the 2024 First Quarter Report highlights these collaborative efforts, and we recognize that there are still many opportunities ahead for us to pursue."

The 2024 Sport Tourism Impact Report including reports for all 73 events hosted in Lethbridge can be viewed on the Lethbridge Sport Council website: <https://bit.ly/lethbridgesteam>

Sport tourism in Canada is a \$7.4 billion annual industry, serving as a grassroots economic development initiative. Beyond economics, sport tourism supports social legacies, enhances sport promotion and participation, boosts volunteerism, and reduces travel costs, and offers home-field advantages for local participants.

For those interested in attending local sport events, most are free to attend. The Lethbridge Sport Council maintains a Sport Event Calendar, which can be viewed here: <https://bit.ly/lethsporevents> or you can follow Lethbridge Sport Events on social media.

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