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LETHBRIDGE SPORT TOURISM REPORTS \$18 MILLION ECONOMIC IMPACT FROM 2024 SPORT EVENTS

Lethbridge, AB – Sport events hosted in Lethbridge in 2024 generated a total economic impact of \$18,049,979, according to Lethbridge Sport Tourism. Across Alberta, the total impact reached \$21,590,929.

Economic impact reports were completed for 214 single and multi-day sport events representing 62% of all events held in 2024. Data was collected from host organizing committees for events that attracted out-of-town participants, including athletes, coaches, managers, and technical officials.

The majority of events included in the data collection were annual recurring events, demonstrating the ongoing impact of sport tourism in Lethbridge. In 2024, four basketball events, including the Battle of the Bridge hosted since 2008 generated \$1,181,062. Six long-standing running events contributed \$502,523, while the annual Floorbusters lacrosse tournament brought in \$397,094. Five disc golf events accounted for \$189,979, a single rugby event generated \$427,570, and three ringette events, including the University Challenge Cup, had a combined impact of \$1,248,198.

"Sport tourism remains a key driver of economic growth in Lethbridge," said Dominika Wojcik, Senior Director of Communications with Tourism Lethbridge. "Beyond the financial benefits, these events showcase our community, attract visitors, and reinforce Lethbridge as a premier sport tourism destination."

Sport tourism is a \$7.4 billion annual industry in Canada. The projected economic impact is calculated using the Sport Tourism Canada – Sport Tourism Economic Assessment Model (STEAM), which incorporates the latest Statistics Canada data to measure the impact of events that draw out-of-town participants and spectators.

"Hosting sport events in Lethbridge is good for the community and for sport," said Susan Eymann, Executive Director of the Lethbridge Sport Council. "These events bring people together, strengthen local sport organizations, and create memorable experiences for athletes and volunteers."

The 2024 Sport Tourism Impact Report is available online at [Lethbridge Sport Council](https://lethbridgesportcouncil.ca/sport-tourism). (lethbridgesportcouncil.ca/sport-tourism)

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