



PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURISM LETHBRIDGE ANNOUNCES PARTNERSHIP WITH LETHBRIDGE SPORT COUNCIL

LETHBRIDGE, AB – January 5, 2023 — Tourism Lethbridge is pleased to announce that it has signed a Memorandum of Agreement (MOA) with the **Lethbridge Sport Council to assist with Sport Tourism Development.**

“The Lethbridge Sport Council are the experts in sport development and that leads to increased sport tourism. Their experience and influence in the sporting world is exactly what we need to bring more events to the region.” said Tourism Lethbridge CEO Erin Crane.

Building on years of work together, the MOA formalizes what has been a longstanding relationship between the organizations. This partnership will facilitate the sales strategy that includes oversight of the Sport Tourism Advisory Committee, response to requests for proposals, coordinating sales missions and special projects like the Sport Tourism Virtual Reality Video highlighting the sport venues in our area.

<https://tourismlethbridge.com/sports>

Sport tourism is extremely important to the Lethbridge economy. The recent Tim Hortons Brier held in March 2022, brought \$16.8 million of economic activity to the Lethbridge area. These expenditures supported \$6.2 million in wages and salaries in the province through the support of 137 jobs, of which 128 jobs and \$5.4 million in wages and salaries were supported locally.

Over 760 surveys were completed to provide the economic impact information during the event and visitors shared that the event was the main reason for their visit to the area. They also shared that while staying in Lethbridge they were interested in exploring culinary and food experiences, family fun adventures, visiting the UNESCO World Heritage sites and exploring our outdoor adventure, arts & culture, and indigenous sites.

Susan Eymann, Executive Director of Lethbridge Sport Council states "Our organizations are symbiotic, we need each other to be successful in our own work and is why we are excited to officially be working together through this agreement."

This partnership, with assistance from the Sport Tourism Advisory committee, will increase the number of events held in Lethbridge and region along with increasing the economic impact of the events through community involvement.

The national Sport Event Congress will be held In Richmond BC in June and the Sport Tourism Advisory committee will be preparing for another successful trip to promote Lethbridge and region as the place to host sporting events. Below are images from the event featuring the team in the sales booth on jersey day and the Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance visiting Lethbridge virtually while watching our VR video of the local sport venues.

About Tourism Lethbridge

Tourism Lethbridge is the **Destination Management Organization** for Lethbridge. We promote Lethbridge to increase visitation and Lethbridge’s market share, grow Lethbridge’s economy and showcase Lethbridge and our region across the nation.

About Lethbridge Sport Council

A Voice for Sport. Lethbridge Sport Council provides leadership for the enhancement and development of sport, sport organizations, and sport events In Lethbridge.

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Please connect directly for comments:

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