

2024

SPORT TOURISM IMPACT REPORT



lethbridgesportcouncil.ca/sport-tourism



About STEAM

(Sport Tourism Economic Assessment Model)

Reports

Sport tourism is defined as “any activity in which people are attracted to a particular location as a sport participant, an event spectator, or to attend sport attractions or business meetings.”

The sport tourism sector in Canada in 2019, prior to the pandemic, represented \$7.4 billion in spending in Canada. In 2019, Alberta realized \$537 million in spending from domestic visitors and \$345 million from international travellers for a total of \$882 million from the sport tourism sector. The Alberta share of visitation among Canadian provinces and territories is 12% of all sport visitors to the country.

The spending profile of the sport tourism visitor in Canada is significant, with an average spend per Canadian visitor of \$113.00 for same day and \$592.40 for overnight visitors. The average spend per sport tourism visit in Canada is \$283.50. The average spend for a U.S.-based visitor is \$1,213.40; overseas visitors spend an average of \$3,180.90.

The Lethbridge Sport Council collected sport tourism data for 214 sport events held in Lethbridge during 2024. Lethbridge had 51,877 sport tourism visitors, with an average spend per sport tourism visit of \$347.94* [last updated March 6th, 2025]

Sport tourism is a grassroots economic development opportunity that provides the opportunity to build business, build sport and build community. The social profit opportunities are real and for decades, have been under leveraged by host communities.

- Note that this is a fluid document which is updated as more information becomes available.

Sport Tourism Impact Annual Report

January to December 2024

This report provides an analysis of the economic impact of:

- **214** sporting events,
- **28** different sports,
- hosted by **49** organizing committees,
- at **35** different venues in Lethbridge, Alberta

from January to December 2024.

*updated March 7th, 2025.

A total of **41,447** individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of **214,696** unique spectators with **51,877** individuals travelling from out of town.

The projected total economic impact generated by the events

- **\$21,590,929** for the province of Alberta
- of, which, **\$18,049,979** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$16,773,050**



TABLE OF CONTENTS

QUARTER 1

JANUARY - MARCH

BEGINS ON PAGE 5

QUARTER 2

APRIL - JUNE

BEGINS ON PAGE 46

QUARTER 3

JULY - SEPTEMBER

BEGINS ON PAGE 76

QUARTER 4

OCTOBER - DECEMBER

BEGINS ON PAGE 107

2024 Q1

January - March

Contents

[Q1 - January to March 2024](#)

[2024 LMHA Female Tournaments](#)

[2024 UofL Pronghorn Basketball](#)

[2024 Ironman 2024](#)

[2024 LMHA U15AA Hockey Tournament](#)

[2024 ProAm Squash Tournament](#)

[2024 LMHA U13 T4 Hockey Tournament](#)

[2024 Gymnastics Battle of the Bridge](#)

[2024 FrozenFest Figure Skating](#)

[2024 ACA Youth Bouldering Comp.](#)

[2024 Horns Wrestling](#)

[2024 LMHA U11 T4 Hockey Tournament](#)

[2024 Lethbridge Volleyball Jamboree](#)

[2024 Kodiaks January](#)

[2024 Hurricanes January Games](#)

[2024 Men's Shirtsleeve Bonspiel](#)

[2024 LMHA U9 February Hockey Tournament](#)

[2024 Nations Cup Soccer Tournament](#)

[2024 Wheelchair Basketball](#)

[2024 UofL Pronghorn Basketball](#)

**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

2024 Q1

January - March

Contents

[2024 70th Alberta J.C. Bonspiel](#)

[2024 ACAC Women's Volleyball](#)

[2024 LVC Volleyball Tournament](#)

[2024 Hurricanes February Games](#)

[2024 Kodiak February Matches](#)

[2024 PBR](#)

[2024 STAR Series #4](#)

[2024 LVC Volleyball Tournament](#)

[2024 1A/2A South Zones Basketball](#)

[2024 4A South Zone Basketball](#)

[2024 Bridge Battle Spring Ringette Tournament](#)

[2024 Provincial Indoor T3 Soccer](#)

[2024 Chinook Ringette League U12A/B](#)

[2024 LMHA U9 March Tournament](#)

[2024 Branded Fighting III](#)

[2024 Moonlight Run](#)

[2024 LCSA Multi-Disc Miracle](#)

[2024 Lethbridge Hurricanes March](#)

[2024 Lethbridge Lightning Matches](#)

**CLICK THE EVENT
NAME TO JUMP
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THAT EVENT**

Sport Tourism Impact Quarterly Report

Q1 - January to March 2024

This report provides an analysis of the economic impact of:

- **73** sporting events,
- **17** different sports,
- hosted by **24** organizing committees,
- at **15** different venues in Lethbridge, Alberta

from January to March 2024.

*updated September 27th, 2024

A total of **11,712** individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of **88,292** unique spectators with **21,312** individuals travelling from out of town.

The projected total economic impact generated by the events

- **\$6,139,077** for the province of Alberta
- of, which, **\$5,185,407** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$4,646,060**

2024 LMHA Female Tournaments

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 18th 2024 by:
Angie Forsyth | Lethbridge Cyclones

The following analysis details the projected economic impact of a tournament for U15T2, U18T1, and U18T2 players held at CFC from January 5th to 7th, 2024.

The report is based on three days of play that involved 250 participants, 180 that were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$89,991
of which,
\$76,868

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$68,974

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 UofL Pronghorn Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 18th 2024 by:
Taylor Penny | Lethbridge Pronghorns

The following analysis details the projected economic impact of Pronghorn basketball matches against UFV Cascades that took place on January 12th and 13th 2024.

The report is based on four basketball matches played over two days with 292 unique spectators coming to Lethbridge to watch the games.

The projected total economic impact generated by the event for the province of Alberta



\$76,805
of which,
\$64,615

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$57,958

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Bowbenders Ironman PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Mar 7th 2024 by:
Judith Hooey | Lethbridge Bowbenders

The following analysis details the projected economic impact of the Ironman archery tournament that took place at the Agri-Food Hub, Lethbridge from January 13th to 14th, 2024.

The report is based on a two (2) day event with 180 participants coming to Lethbridge to take part in the event.

The projected total economic impact generated by the event for the province of Alberta



\$103,217

of which,

\$88,426

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$80,559

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U15AA Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 27th 2024 by:
Sarah Burton | LMHA

The following analysis details the projected economic impact of Lethbridge Minor Hockey Association's U15 AA Tournament that took place between January 12th and 14th, 2024 at the Cavendish Farm Centre.

The report is based on a three day event that saw 250 spectators watching the event, 210 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$125,392
of which,
\$106,554

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$95,643

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 ProAm Squash Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 29th 2024 by:
Ryan Boorsma | Lethbridge Squash Association

The following analysis details the projected economic impact of Lethbridge Squash Association's Pro-Am Tournament that took place between January 17th and 21st, 2024 at the Lethbridge College.

The report is based on a five day event that saw 40 participants coming to Lethbridge to participate.



The projected total economic impact generated by the event for the province of Alberta



\$33,817
of which,
\$28,851

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$25,978

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U13 T4 Hockey Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 27th 2024 by:
Sarah Burton | LMHA

The following analysis details the projected economic impact of Lethbridge Minor Hockey Association's U13 T4 Tournament that took place between January 19th and 21st, 2024 at the Cavendish Farm Centre.

The report is based on a three day event that saw 280 participants involved in the event, 180 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$149,604
of which,
\$127,056

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$113,908

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 West Wind Gymnastics PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 29th 2024 by:

Elisa Woodcock | West Wind Gymnastics

The following analysis details the projected economic impact of the Battle of the Bridge that was hosted by West Wind Gymnastics.

The report is based on a one day event that saw 210 gymnasts competing at the event that was held at the West Wind gymnasium in Lethbridge. 500 spectators, of which 320 were from out-of-town, watched the event.

The projected total economic impact generated by the event for the province of Alberta



\$57,379

of which,

\$48,213

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$43,720

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Frozen Fest Star 1-3 Competition

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 29th 2024 by:
Karri Cales | Lethbridge Skating Club

The following analysis details the projected economic impact of Lethbridge Skating Club's Frozenfest competition that took place on January 20th, 2024 at the Cavendish Farms Centre.

The report is based on a one day event that saw 150 participants coming to Lethbridge to participate.

The projected total economic impact generated by the event for the province of Alberta



\$29,970

of which,

\$25,252

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$23,124

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 ACA Youth Bouldering Comp. PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

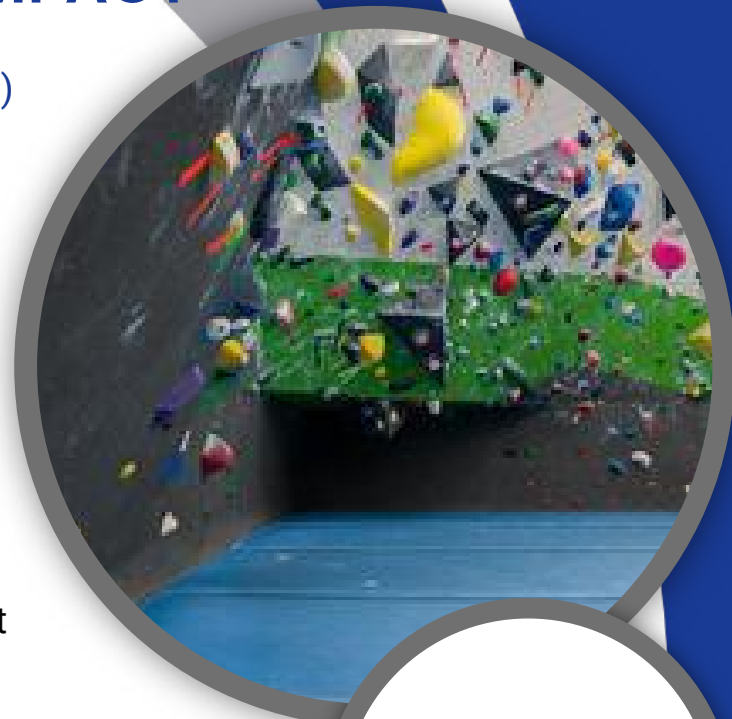
Prepared by



Data provided on Feb 22nd 2024 by:
Randy Prete | Coulee Climbing

The following analysis details the projected economic impact of Alberta Climbing Association's youth bouldering competition that took place at Coulee Climbing in Lethbridge on January 20th.

The report is based on a one day event that saw 150 participants coming to Lethbridge to participate.



The projected total economic impact generated by the event for the province of Alberta



\$25,510

of which,

\$21,665

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$19,494

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Pronghorn Duals PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 12th 2024 by:

Al Hansen | Horns Wrestling

The following analysis details the projected economic impact of the wrestling event that was held at the University of Lethbridge January 26th and 27th.

The report is based on a two day event that saw 150 participants coming to Lethbridge to participate.

The projected total economic impact generated by the event for the province of Alberta



\$42,292

of which,

\$36,140

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$32,281

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U11 T4 Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 27th 2024 by:
Sarah Burton | LMHA

The following analysis details the projected economic impact of Lethbridge Minor Hockey Association's U11 T4 Tournament that took place between January 26th and 28th, 2024 at the Cavendish Farm Centre.

The report is based on a three day event that saw 560 spectators come to watch the event, 320 of who were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$159,464
of which,
\$135,345

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$121,457

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



**SPORT
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Lethbridge

2024 Lethbridge Volleyball Jamboree

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 15th 2024 by:
Natalie Ball | Lethbridge Volleyball Club

The following analysis details the projected economic impact of Lethbridge Volleyball Club's Jamboree that took place on January 27th, 2024 at Chinook and CCH High Schools.

The report is based on a one day event that saw 250 participants and 450 spectators coming to Lethbridge for the tournament.



The projected total economic impact generated by the event for the province of Alberta



\$72,164
of which,
\$60,223

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$54,711

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Kodiak January Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 2nd 2024 by:
Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of the four basketball and four volleyball home matches that were played in January 2024 at the Val Matteotti Gymnasium.

The report is based on eight matches that saw 280 participants take part in the matches that were watched by 2,300 spectators.

The projected total economic impact generated by the event for the province of Alberta



\$145,127
of which,
\$122,334

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

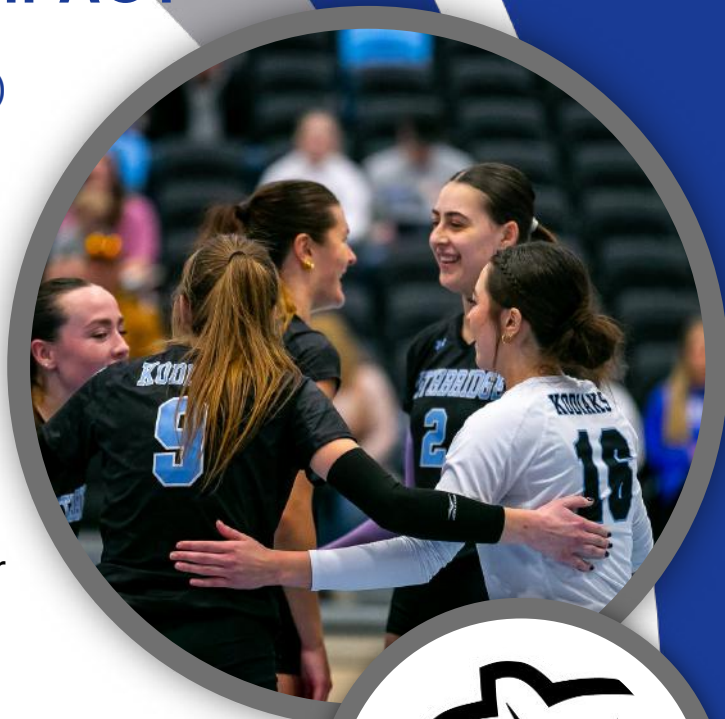


\$109,298

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Hurricanes January PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 27th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the six Lethbridge Hurricane's home matches that were played in January 2024.

The report is based on six matches that saw 15,422 spectators, of which 1,253 spectators coming to Lethbridge from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$176,527
of which,
\$147,325

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$133,204

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Men's Shirtsleeve Bonspiel

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Mar 21st 2024 by:
Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the Men's Shirtsleeve Bonspiel that took place from February 1st to 4th 2024 at the Cavendish Farm Centre.

The report is based on three days of curling that saw 160 participants, 24 from out of town take part in the event.



The projected total economic impact generated by the event for the province of Alberta



\$15,489
of which,
\$13,142

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$11,815

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 LMHA U9 February Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 27th 2024 by:
Sarah Burton | LMHA

The following analysis details the projected economic impact of Lethbridge Minor Hockey Association's U9 Tournament that took place between February 2nd and 4th, 2024 at the Cavendish Farm Centre.

The report is based on a three day event that saw 440 spectators come to watch the event, 240 of who were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$112,531
of which,
\$95,315

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$85,578

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Nations Cup Soccer Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 15th 2024 by:
Frank Huss | Orion Sports Group Inc.

The following analysis details the projected economic impact of the 30th Annual Nations Cup that took place from February 2nd to 4th 2024 at the Servus Sports Centre.

The report is based on three days of soccer matches that brought 160 spectators to Lethbridge from out-of-town to watch the event.

The projected total economic impact generated by the event for the province of Alberta



\$117,307
of which,
\$100,255

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$89,870

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Wheelchair BB Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 28th 2024 by:
Mary Dyck | Lethbridge Wheelchair Basketball Association

The following analysis details the projected economic impact of the Prairie Division B Wheelchair basketball tournament held on February 3rd 2024 at the Fitz Sick Gym in Lethbridge.

The report is based on one day of action that attracted 53 participants to the event, 29 from out-of-town to compete in the tournament.

The projected total economic impact generated by the event for the province of Alberta



\$25,918

of which,

\$22,072

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$19,726

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

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- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 UofL Pronghorn Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 13th 2024 by:
Taylor Penny | Lethbridge Pronghorns

The following analysis details the projected economic impact of Pronghorn basketball matches against Alberta Pandas and Golden Bears that took place on February 9th and 10th 2024.

The report is based on four basketball matches played over two days with 445 unique spectators coming to Lethbridge to watch the games.

The projected total economic impact generated by the event for the province of Alberta



\$89,469
of which,
\$74,959

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$67,472

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 70th Alberta J.C. Bonspiel PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 17th 2024 by:
Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the 70th Japanese Canadian curling event that took place at the Lethbridge Curling Club from February 16th to 18th 2024.

The report is based on three days of competition that involved 140 participants. 100 spectators watched the event over the three days.

The projected total economic impact generated by the event for the province of Alberta



\$93,831

of which,

\$79,519

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$71,435

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 ACAC Women's Volleyball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 2nd 2024 by:
Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of the Alberta Colleges Athletic Conference Women's Volleyball championships that took place at the Val Matteotti Gymnasium, Lethbridge College from February 22nd to 24th, 2024.

The report is based on three days of action that attracted 650 spectators from out-of-town to watch the matches.

The projected total economic impact generated by the event for the province of Alberta



\$403,549

of which,

\$341,288

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$306,996

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 LVC Volleyball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 19th 2024 by:
Natalie Bell | Lethbridge Volleyball Club

The following analysis details the projected economic impact of the U12/U13 boys/girls volleyball tournament that was hosted by LVC at their Lethbridge gymnasium on February 23rd and 24th.

The report is based on two days of matches that attracted 300 spectators and 125 participants from out-of-town to Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$36,865

of which,

\$30,405

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$27,893

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Hurricanes February PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 28th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the five Lethbridge Hurricane's home matches that were played in February 2024.

The report is based on five matches that saw 15,742 spectators, of which 923 spectators coming to Lethbridge from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$124,644
of which,
\$103,857

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$93,855

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kodiak February Matches PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 2nd 2024 by:
Todd Caughlin | Lethbridge College

The following analysis details the projected economic impact of the seven basketball, six volleyball, and one Futsal home matches that were played in January 2024 at the Val Matteotti Gymnasium.

The report is based on fourteen matches that saw 525 participants take part in the matches that were watched by 3,850 spectators.

The projected total economic impact generated by the event for the province of Alberta



\$177,313
of which,
\$149,372

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$132,900

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge PBR PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 19th 2024 by:

Becky Little | ENMAX Centre

The following analysis details the projected economic impact of the Professional Bull Rider event that was held on March 1st and 2nd at the ENMAX Centre in Lethbridge.

The report is based on two days of bull riding in Lethbridge that brought 8,250 unique spectators to the ENMAX Centre. Half of these spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$1,134,740

of which,

\$958,350

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$836,686

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



Credit: Jamie Vedres



2024 STAR Series #4 PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 10th 2024 by:
Marnie Gunnlaugson | Lethbridge Skating Club

The following analysis details the projected economic impact of the STAR #4 figure skating event that was held from March 1st to 3rd at the Cavendish Farm Centre in Lethbridge.

The report is based on three days of figure skating in Lethbridge that brought 513 participants to Lethbridge, 465 from out-of-town. 1,000 spectators attended the event, 800 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$596,186
of which,
\$501,969

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

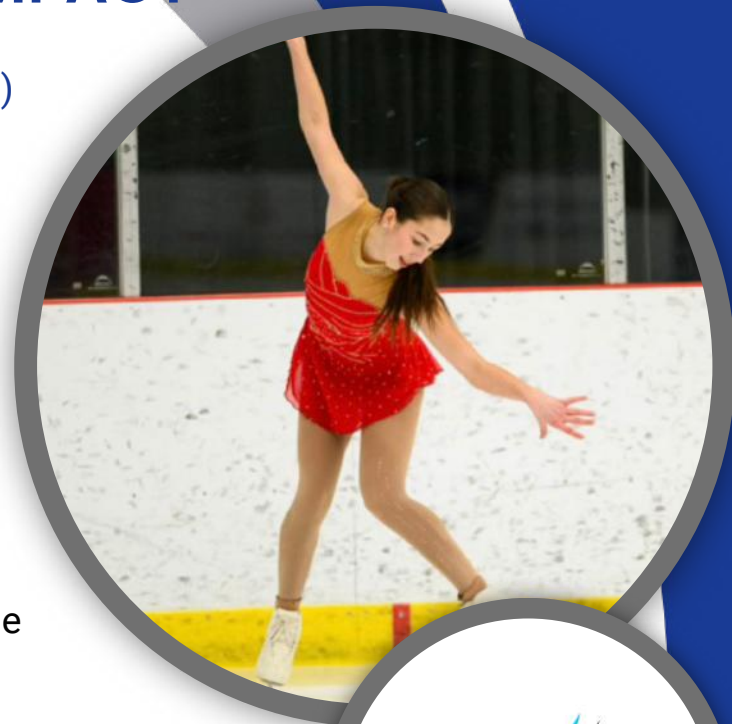


\$453,416

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LVC Volleyball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 19th 2024 by:
Natalie Bell | Lethbridge Volleyball Club

The following analysis details the projected economic impact of the U16/U18 girls volleyball tournament that was hosted by LVC at their Lethbridge gymnasium on March 1st and 2nd.

The report is based on two days of matches that attracted 400 spectators and 200 participants from out-of-town to Lethbridge.



The projected total economic impact generated by the event for the province of Alberta



\$56,127
of which,
\$46,500

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$42,482

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 1A/2A South Zone Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 28th 2024 by:

Duane Konynenbelt | SAIAC

The following analysis details the projected economic impact of the South Zone 1A/2A basketball championships that were held at the Lethbridge College Val Matteotti gymnasium between March 5th and 9th.

The report is based on four days of matches that attracted 1,200 spectators and 420 participants from out-of-town to Lethbridge.



The projected total economic impact generated by the event for the province of Alberta



\$389,271
of which,
\$323,560

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$294,953

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 4A South Zone Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 28th 2024 by:

Morgan Munroe | SAIAC

The following analysis details the projected economic impact of the South Zone 4A basketball championships that were held at the UofL First Choice Centre from March 7-9.

The report is based on three days of matches that attracted 1,500 spectators and 200 participants to the Val Matteotti gymnasium in Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$186,846

of which,

\$156,228

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

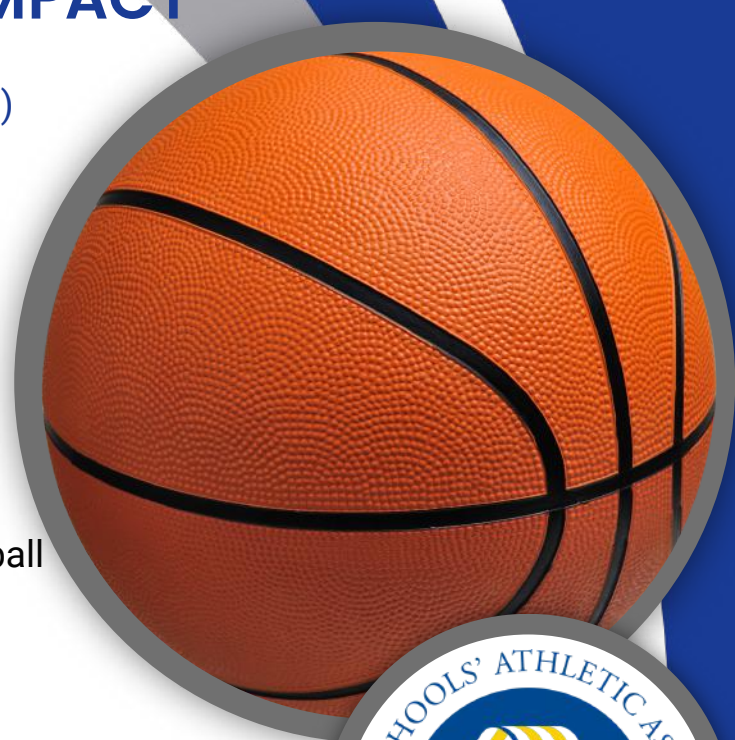


\$141,301

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Bridge Battle Spring Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 12th 2024 by:
Daelynn Takasaki | Lethbridge Rattlers

The following analysis details the projected economic impact of the Spring Bridge Battle Ringette U0 tournament that were held between March 8th and 10th at the CFC ice arena in Lethbridge.

The report is based on three days of ringette matches that brought 210 participants to Lethbridge from out-of-town. 400 spectators from Lethbridge and out-of-town watched the matches over the weekend.

The projected total economic impact generated by the event for the province of Alberta



\$140,773

of which,

\$119,319

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$107,358

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Provincial Indoor T3 Soccer PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 12th 2024 by:
Steve Dudas | Lethbridge Soccer Association

The following analysis details the projected economic impact of the Alberta T3 indoor soccer tournament that were held between March 15th and 17th at the Servus Soccer Centre in Lethbridge.

The report is based on three days of soccer matches that brought 540 participants to Lethbridge from out-of-town. 1,070 spectators from Lethbridge and out-of-town watched the matches over the weekend.

The projected total economic impact generated by the event for the province of Alberta



\$362,005
of which,
\$306,395

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$275,142

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Chinook Ringette League U12A/B PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Mar 22nd 2024 by:
Kelly Dinsmore | Lethbridge Rattlers

The following analysis details the projected economic impact of the Chinook Ringette U12A/B Regionals that were held between March 14th and 16th at the CFC ice arena in Lethbridge.

The report is based on three days of ringette matches that brought 260 participants to Lethbridge from out-of-town. 400 spectators from Lethbridge and out-of-town watched the matches over the weekend.

The projected total economic impact generated by the event for the province of Alberta



\$146,131
of which,
\$124,010

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$111,412

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U9 March Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 27th 2024 by:
Sarah Burton | LMHA

The following analysis details the projected economic impact of Lethbridge Minor Hockey Association's U9 Tournament that took place between March 15th and 17th, 2024 at the Cavendish Farm Centre.

The report is based on a three day event that saw 320 spectators come to watch the event, 160 of who were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$63,975

of which,

\$53,935

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$48,513

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Branded Fighting III PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 26th 2024 by:
Brad Wall | Progressive Fighting Academy

The following analysis details the projected economic impact of the Branded Fighting event that was held on March 16th at the Lethbridge College.

The report is based on one evening of MMA that was held in the Val Matteotti gymnasium. 350 spectators from out of town attended the event.

The projected total economic impact generated by the event for the province of Alberta



\$85,125
of which,
\$72,212

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$62,912

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Moonlight Run PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 31st 2024 by:
Shawn Pinder | Prairie Runners Race
Association

The following analysis details the projected economic impact of the 37th Moonlight Run that took place in Downtown Lethbridge on March 23rd, 2024.

The report is based on a one (1) day event that had 2,250 participants, 963 that were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$218,688
of which,
\$195,036

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$177,888

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LCSA Multi-Disc Miracle PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on April 12th 2024 by:
Matt Bell | LCSA

The following analysis details the projected economic impact of the disc golf singles tournament that took place at the LCSA Campus Disc Golf course Golf Course on March 30th.

The report is based on a one day disc golf tournament that brought 80 participants to the LCSA Campus Disc Golf course Golf Course, Lethbridge.



The projected total economic impact generated by the event for the province of Alberta



\$5,448
of which,
\$4,555

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$4,164

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Lethbridge Hurricanes March PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 6th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the five Lethbridge Hurricane's home matches that were played in March 2024.

The report is based on five matches that saw 16,864 spectators, of which 1,075 spectators coming to Lethbridge from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$138,245
of which,
\$115,047

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$102,144

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Lightning Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 28th 2024 by:
Robert Zintel | Lethbridge Lightning

The following analysis details the projected economic impact of seven hockey matches hosted by Lethbridge Lightning at the Nicholas Sheran Ice Arena.

The report is based on seven matches played between January and March that attracted 2,275 spectators, 1,050 that were from out of town, to Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$129,2765

of which,

\$107,487

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$98,266

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Q2

April - June

Contents

[Q2 - April - June 2024](#)

[2024 Alberta U21 MXD Curling](#)

[2024 Soccer Memorial Cup](#)

[2024 NADGT](#)

[2024 Power Slam XIII](#)

[2024 Judo Provincial Championship](#)

[2024 Lethbridge Hurricanes April](#)

[2024 Rumble in the Cage 67](#)

[2024 Battle at the Bridge - Basketball Prelims](#)

[2024 Lethbridge Steel April 27th](#)

[2024 Alberta E-Sports](#)

[2024 LASC Spring Challenge](#)

[2024 Pure Max Impact](#)

[2024 Rebels Spring Tournament](#)

[2024 Soccer Chinook Cup](#)

[2024 Chinook Throws Gala](#)

[2024 Disc Golf Spring Runoff](#)

[2024 Floorbuster Lacrosse](#)

[2024 SASS Softball](#)

[2024 High School Softball](#)

**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

2024 Q2

April - June

Contents

[2024 Battle at the Bridge - Main Event](#)

[2024 PPW Danger Zone](#)

[2024 Ladiesfest 8k](#)

[2024 Coulee Cactus Crawl](#)

[2024 Rotary Dragon Boat Festival](#)

[2024 5K Foam Fest](#)

[2024 Word and Deed Softball Event](#)

[2024 Alberta Regional Rugby](#)

**CLICK THE EVENT
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DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

Sport Tourism Impact Quarterly Report

Q2 - April to June 2024

This report provides an analysis of the economic impact of:

- **28** sporting events,
- **17** different sports,
- hosted by **22** organizing committees,
- at **17** different venues in Lethbridge, Alberta

from July to September 2024.

*updated November 5th 2024

A total of **15,442** individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of **41,114** unique spectators with **14,442** individuals travelling from out of town.

The projected total economic impact generated by the events

- **\$6,835,314** for the province of Alberta
- of, which, **\$5,568,884** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$5,006,834**

2024 Alberta U21 MXD Curling PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on July 8th 2024 by:
Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the Curling Alberta U21 Mixed Doubles Championship held between April 4th and 7th.

The report is based on a four day tournament that brought 45 participants and 75 out-of-town participants and spectators to the Lethbridge Curling Club.

The projected total economic impact generated by the event for the province of Alberta



\$57,192

of which,

\$48,357

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$43,374

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Soccer Memorial Cup PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 12th 2024 by:
Steve Dudas | Lethbridge Soccer Association

The following analysis details the projected economic impact of the Memorial Cup. The event was held at the Servus Sports Centre, Lethbridge between April 5th and 7th.

The report is based on a three day tournament that involved 96 participants. First held in 2001, this annual adult competition included 48 participants from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$28,689

of which,

\$24,519

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$21,955

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 NADGT Nationals Qualifier

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 6th 2024 by:
Kevin King | Lethbridge Disc Golf Association

The following analysis details the projected economic impact of the NADGT Canada Exclusive: Birdie Chirp Open, an event that is a qualifier for the Nationals, held on April 6th 2024.

The report is based on a one day tournament that brought 57 participants to the Nicholas Sheran Park, Lethbridge.



The projected total economic impact generated by the event for the province of Alberta



\$17,253

of which,

\$14,775

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$13,327

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Power Slam XIII PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on September 16th

2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Power Slam XIII event held at the VisitLethbridge.com Arena on April 6th 2024.

The report is based on a one day event that brought 21 participants and 600 spectators to Lethbridge. 12 participants and 200 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$34,886

of which,

\$29,532

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$27,310

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Judo Provincial Championship

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on July 4th 2024 by:

Angie Gallant | Lethbridge Kyodokan Judo Club

The following analysis details the projected economic impact of the Judo Alberta Provincial tournament, held on April 6th and 7th 2024 at the Lethbridge Kyodokan Judo Club.

The report is based on the two (2) day event that saw 309 athletes participating, 236 came from out of town. 600 spectators enjoyed the action, 400 of whom were from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$188,429

of which,

\$158,078

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$143,411

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



**LETHBRIDGE
KYODOKAN**

EST. 1952
JUDO CLUB

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2024 Lethbridge Hurricanes April PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 6th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of the two Lethbridge Hurricane's home play-off matches that were played in April 2024.

The report is based on two matches that saw 7,033 spectators, of which 339 spectators coming to Lethbridge from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$48,969

of which,

\$40,891

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$36,886

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Rumble in the Cage 67

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 6th 2024 by:
Lee Mein | Canadian Martial Art Centre

The following analysis details the projected economic impact of the one night MMA event, Rumble in the Cage 67, that was held at the Servus Centre in Lethbridge on April 20th 2024.

The event attracted 1,200 spectators, 480 of which were from out-of-town, to Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$206,612

of which,

\$180,850

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

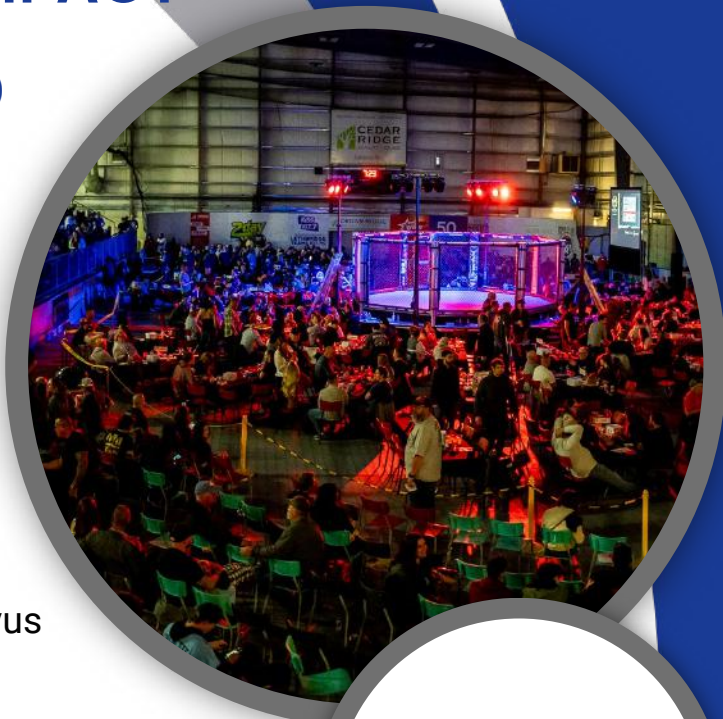


\$160,599

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Battle at the Bridge - Prelims

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on July 9th 2024 by:

Janay Walstra | Lethbridge Minor Basketball Assn.

The following analysis details the projected economic impact of the two day youth basketball tournament, held at five gymnasiums in Lethbridge, between April 26th and 27th.

The event attracted 1,300 participants, 600 of which were from out-of-town. 5,000 spectators attended the event, 2,000 were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$533,616

of which,

\$444,539

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$404,115

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Steel Football

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 8th 2024 by:
Nicole Van Rootselaar | Lethbridge Steel

The following analysis details the projected economic impact of the women's football match played on April 27th at the University of Lethbridge Community Stadium.

The event attracted 120 spectators, 30 who were from out of town to the first home game of 2024.

The projected total economic impact generated by the event for the province of Alberta



\$10,136

of which,

\$8,526

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$7,654

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 E-Sports Championships

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 15th 2024 by:
Jesse Sadlowski | Lethbridge School Division

The following analysis details the projected economic impact of the two day Alberta E-Sport Championships that were held at the Agri-food Hub in Lethbridge.

The event attracted 326 participants, 204 from out-of-town and 800 spectators to the first Albert E-Sports Championship to be held in Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$147,761

of which,

\$125,621

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$114,437

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LASC Spring Challenge PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 15th 2024 by:
Peter Schorii | LASC

The following analysis details the projected economic impact of the three day Coulee Kids Dentistry LASC Spring Challenge held at the Max Bell Aquatic Centre, Lethbridge.

The event attracted 350 participants, 200 from out-of-town, swam at the event. 300 spectators attended over the three days.

The projected total economic impact generated by the event for the province of Alberta



\$95,491

of which,

\$81,089

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$73,094

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Pure Max Impact PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on September 16th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Pure Max Impact event held at the Fritz Sick Centre on May 4th 2024.

The report is based on a one day event that brought 14 participants and 200 spectators to Lethbridge. 5 participants and 45 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$5,894

of which,

\$4,903

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$4,518

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Rebels Spring Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 15th 2024 by:
Sarah | Lethbridge Rebels Hockey

The following analysis details the projected economic impact of the three day hockey tournament hosted by Lethbridge Rebels.

The event attracted 500 participants, 375 from out-of-town and 1,500 spectators to the CFC Arenas and Nicholas Sheran Arena in Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$446,074

of which,

\$378,799

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$339,464

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Soccer Chinook Cup PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 12th 2024 by:
Steve Dudas | Lethbridge Soccer Association

The following analysis details the projected economic impact of the Chinook Cup. The event was held at the Servus Sports Centre, Lethbridge between May 17th and 20th.

The report is based on a three day tournament that involved 1,080 youth participants. Lethbridge welcomed 800 participants from out-of-town for the tournament.

The projected total economic impact generated by the event for the province of Alberta



\$539,777

of which,

\$457,727

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$410,934

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Chinook Throws Gala PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on September 25th
2024 by:

Larry Steinke | University of Lethbridge

The following analysis details the projected economic impact of the University of Lethbridge Chinook Throws event. The event was held at the Community Sports Stadium, Lethbridge between May 17th and 20th.

The report is based on a three day event that involved 120 participants and 200 spectators. Lethbridge welcomed 100 participants and 150 spectators from out-of-town for the event.

The projected total economic impact generated by the event for the province of Alberta



\$101,477

of which,

\$86,613

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$77,985

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Disc Golf Spring Runoff PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 30th 2024 by:

Rebecca Johnson | Lethbridge Disc Golf
Association

The following analysis details the projected economic impact of the three day PDGA sanctioned B-tier tournament held at Nicholas Sheran Park and Aperture Park, Lethbridge.

The event attracted 194 participants, 174 from out-of-town to the "Cold Garden Cup" event that saw both amateur and professional disc golf players.

The projected total economic impact generated by the event for the province of Alberta



\$149,721

of which,

\$127,154

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$114,300

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



**SPORT
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2024 Floorbuster Lacrosse Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on July 29th 2024 by:
Jacqueline Lea | Lethbridge Lacrosse Association

The following analysis details the projected economic impact of the three day Lacrosse tournament held at various rinks in Lethbridge between May 24th and 26th.

The event attracted 850 participants, 750 from out-of-town with 1,000 spectators, 600 from out of town, watching the action.

The projected total economic impact generated by the event for the province of Alberta



\$470,406

of which,

\$397,094

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$357,491

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 SASS Softball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 4th 2024 by:
Hank Stoffer | Softball Valley Lethbridge

The following analysis details the projected economic impact of the two day Southern Alberta Softball Series event for U9 - U19 held at Softball Valley, Lethbridge on May 25th and 26th.

The event will brought 400 participants and 600 spectators to Softball Valley. 300 of those participants and 450 of the spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$223,692

of which,

\$189,225

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$169,623

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 High School Softball Event

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 4th 2024 by:
Hank Stoffer | Softball Valley Lethbridge

The following analysis details the projected economic impact of the one day event for High School girls held at Softball Valley, Lethbridge on June 5th.

The event will brought 500 participants and 750 spectators to Softball Valley. 400 of those participants and 600 of the spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$77,902

of which,

\$63,911

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$58,921

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



SOFTBALL
VALLEY

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2024 Battle at the Bridge – Main Event

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on September 26th

2024 by:

Janay Walstra | Lethbridge Minor Basketball Assn.

The following analysis details the projected economic impact of the two day youth basketball tournament, held at five gymnasiums in Lethbridge, on June 7th and 8th.

The event attracted 1,400 participants, 800 of which were from out-of-town. 4,000 spectators attended the event, 2,000 were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$578,397

of which,

\$482,713

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$438,850

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Danger Zone PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on September 16th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Danger Zone event held at the Fritz Sick Centre on June 8th 2024.

The report is based on a one day event that brought 16 participants and 200 spectators to Lethbridge. 9 participants and 45 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$6,469

of which,

\$5,384

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$4,955

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Ladiesfest 8k PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 30th 2024 by:
Graham Argyle | Runners Soul

The following analysis details the projected economic impact of the ladies-only 8k run that took place in the coulees.

The event attracted 413 participants, 140 from out-of-town to take part in the fund raising event that took place on June 8th.

The projected total economic impact generated by the event for the province of Alberta



\$51,126

of which,

\$43,968

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$39,742

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Coulee Cactus Crawl PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on May 30th 2024 by:
Shawn Pinder | Prairie Runner's Race
Association

The following analysis details the projected
economic impact of the annual Coulee Cactus
Crawl that took place in the coulees.

The event attracted 300 participants, 91 from out-of-town to
take part in the event that took place on June 15th.

**The projected total economic
impact generated by the event
for the province of Alberta**



\$30,766

of which,

\$26,603

is for the City of Lethbridge

**The projected direct and indirect
economic output generated by the
event for the city of Lethbridge is**



\$24,144

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 ROTARY DRAGON BOAT FESTIVAL PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



**Data provided on November 5th
2024 by:**

Paul Henderson | Lethbridge Dragon Boat

The following analysis details the projected economic impact of the annual Lethbridge Rotary Dragon Boat Festival. Held since 2001, the three day event brought 1,340 participants to Henderson Lake.

The event attracted 800 participants from out-of-town to take part in the event that took place on between June 21st and 23rd. 10,000 spectators attended the festival, with 2,800 from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$1,520,827

of which,

\$1,302,856

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$1,173,626

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 5K Foam Fest PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 4th 2024 by:
Mike Lambert | 365 Sports Events

The following analysis details the projected economic impact of the first 5km Foam Fest that was held in the Nicholas Sheran Park on June 22nd, 2024

The event brought 3,505 participants and 500 spectators to the park. 2,000 of those participants and 100 of the spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$396,292

of which,

\$338,133

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$304,873

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Word and Deed Softball Event

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 4th 2024 by:
Hank Stoffer | Softball Valley Lethbridge
Kara Luiting | Word and Deed

The following analysis details the projected economic impact of the one day fund raising event held at Softball Valley, Lethbridge.

The event brought 180 participants and 360 spectators to Softball Valley. 120 of those participants and 240 of the spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$22,437

of which,

\$18,526

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$17,013

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Alberta Regional Rugby PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on June 6th 2024 by:

Rory McKeown | Lethbridge Rugby Club

Sandy Nesbitt | Rugby Alberta

The following analysis details the projected economic impact of the three day U16 and U18 male and female rugby tournament being held at Lethbridge Sport Park in June 2024.

The event saw 748 participants, 636 from out-of-town and 1,122 spectators attended the tournament, of which 744 were from out-of-town. All the out-of-town participants and spectators stayed in Lethbridge overnight.

The projected total economic impact generated by the event for the province of Alberta



\$488,340

of which,

\$427,570

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$382,403

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Q3

July - September

Contents

[Q3 - July to September 2024](#)

[2024 NADGT Canada Exclusive](#)

[2024 PPW Summer Sizzler](#)

[2024 Benchwarmer Softball Event](#)

[2024 Kainai Indian Days Softball Event](#)

[2024 Alberta Basketball Invitational](#)

[2024 Alberta BMX Provincial Cup](#)

[2024 Let's Do It Soccer Tournament](#)

[2024 Sun & Skate Star 1-3 Event](#)

[2024 Alberta T2 Soccer Provincials](#)

[2024 PPW Hot Summer Night](#)

[2024 NADGT National Championships](#)

[2024 Lost Soul Ultramarathon](#)

[2024 U13AA Hockey Tournament](#)

[2004 Lethbridge Police Run](#)

[2024 Kodiak Volleyball Tournament](#)

[2024 Michael Izsak Junior event](#)

[2024 Lethbridge United Weekend](#)

[2024 Pronghorn Softball Weekend](#)

[2024 O'Dogs Softball Tournament](#)

**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

2024 Q3

July - September

Contents

[2024 Zulu Challenge](#)

[2024 LDGA Fall Classic](#)

[2024 Run for the Pumpkin](#)

[2024 Rumble in the Cage 68](#)

[2024 Kodiak ACAC Cross Country](#)

[2024 PPW Bridge City Brawl 3](#)

[2024 Pronghorn August/September](#)

[2024 Kodiak September Soccer](#)

[2024 Lethbridge Hurricanes September](#)

**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

Sport Tourism Impact Quarterly Report

Q3 – July to September
2024

This report provides an analysis of the economic impact of:

- **47** sporting events,
- **13** different sports,
- hosted by **20** organizing committees,
- at **20** different venues in Lethbridge, Alberta

from July to September 2024.

*updated December 20th, 2024

A total of **7,854** individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of **23,262** unique spectators with **7,032** individuals travelling from out of town.

The projected total economic impact generated by the events

- **\$4,482,456** for the province of Alberta
- of, which, **\$3,814,912** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$3,430,779**



2024 NADGT Canada Exclusive PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Aug 7th 2024 by:

Kevin King | Canadian National Amateur Disc
Golf Tour

The following analysis details the projected economic impact of the one day event held at NADGT Canada Exclusive: Peenaquim - Presented by Grip6 at Peenaquim Park, Lethbridge on July 6th 2024.

The event involved 21 participants, 11 who were from out of town. 6 of the participants made the trip to Lethbridge from the USA.

The projected total economic impact generated by the event for the province of Alberta



\$2,272

of which,

\$1,922

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$1,726

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Summer Sizzler PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on December 20th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Summer Sizzler event held at the Fritz Sick Centre on July 6th 2024.

The report is based on a one day event that brought 14 participants and 200 spectators to Lethbridge. 6 participants and 20 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$4,225

of which,

\$3,568

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$3,232

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Benchmarkwarmer Softball Event PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 4th 2024 by:
Hank Stoffer | Softball Valley Lethbridge

The following analysis details the projected economic impact of a two day event held at Softball Valley, Lethbridge on July 13th and 14th.

The event will brought 300 participants and 450 spectators to Softball Valley. 60 of those participants and 90 of the spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$57,055

of which,

\$50,235

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$44,706

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kainai Indian Days Softball Event

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 4th 2024 by:
Hank Stoffer | Softball Valley Lethbridge

The following analysis details the projected economic impact of a two day event held at Softball Valley, Lethbridge on July 20th and 21st.

The event will brought 180 participants and 135 spectators to Softball Valley. 120 of those participants and 90 of the spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$22,437

of which,

\$18,526

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$17,013

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Alberta Basketball Invitational PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Aug 29th 2024 by:
Dave Drabiuk | Alberta Basketball Association

The following analysis details the projected economic impact of the three day event held at the University of Lethbridge, Lethbridge between July 19th and 21st 2024.

175 spectators, 160 of whom were from out of town, watched the matches. 106 of the participants were from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$113,980

of which,

\$97,582

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$87,699

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



LETHBRIDGE | JULY 19 - 21



2024 Alberta BMX Provincial Cup

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Aug 11th 2024 by:

Darren Williams | Lethbridge BMX Association

The following analysis details the projected economic impact of the two day event held at the Lethbridge BMX Track, Lethbridge between July 27th and 28th, 2024.

The projected total economic impact generated by the event for the province of Alberta



\$309,091

of which,

\$262,580

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$236,126

420 participants took part in the event and 350 were from

out of town. The event was watched by 600 spectators, 450 from out of town.

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Conference Board of Canada and the Conference Board of Canada's Economic Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Let's Do It Soccer Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Aug 30th 2024 by:
Aziz Sani | BIPOC Foundation Lethbridge

The following analysis details the projected economic impact of the three day event held at the Nicholas Sheran School, Lethbridge between July 26th and 28th, 2024.

127 participants took part in the event and 19 were from out of town. The event was watched by 210 spectators, 10 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$16,026

of which,

\$13,918

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$12,582

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Sun & Skate Star 1-3 Event

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Aug 22nd 2024 by:
Amanda Hillier | Southern Alberta Skating Academy

The following analysis details the projected economic impact of the one day event held at the Cavendish Farms Centre, Lethbridge on July 26th, 2024.

25 participants took part in the event and 15 were from out of town. 100 spectators, 50 of which were from out-of-town watched the event.

The projected total economic impact generated by the event for the province of Alberta



\$7,778

of which,

\$6,569

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$6,077

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Alberta T2 Soccer Provincials

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 4th 2024 by:
Steve Dudas | Lethbridge Soccer Association

The following analysis details the projected economic impact of the three day event held at the Lethbridge Sport Park between August 9th and 11th, 2024. The event was for U13 to U19 boys and girls.

1,419 participants took part in the event and 1,327 were from out of town. The event was watched by 2,129 spectators, 1,991 from out-of-town. The out of town participants and spectators stayed in Lethbridge for two nights while attending the event.

The projected total economic impact generated by the event for the province of Alberta



\$1,061,762

of which,

\$898,129

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$805,908

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Hot Summer Night PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on December 20th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Hot Summer Night event held at the Agri-food Hub on August 24th 2024.

The report is based on a one day event that brought 14 participants and 145 spectators to Lethbridge. 7 participants and 20 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$4,333

of which,

\$3,657

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$3,314

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 NADGT National Championships

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Nov 22nd 2024 by:
Kevin King | NADGT

The following analysis details the projected economic impact of the NADGT Canada: National Championships Nationals, held between August 24th and 25th 2024.

The report is based on a two day tournament that brought 81 participants to the Nicholas Sheran Park and Aperture Park, Lethbridge. 66 participants were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$59,244

of which,

\$50,823

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$45,792

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Lost Soul Ultramarathon

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:
Shawn Pinder | Prairie Runners Race Association

The following analysis details the projected economic impact of the annual Lost Soul Ultramarathon, held since 1999. The two day event was held in the river valley and coulees on September 6th and 7th.

345 participants took part in the events and 230 were from out of town. The event was watched by 360 spectators, 135 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$223,669

of which,

\$198,023

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$179,757

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 U13AA Hockey Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:

Sean Gillam | LMHA

The following analysis details the projected economic impact of a one day U13AA hockey tournament hosted by LMHA at the CFC Ice Arena on September 13th.

100 participants took part in the events and 80 were from out of town. The matches were watched by 400 spectators, 320 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$37,222

of which,

\$30,825

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$28,176

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2004 Lethbridge Police Run PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:
Kristen Saturley | Lethbridge Police

The following analysis details the projected economic impact of a one day running event held on the streets of Lethbridge on September 14th.

The 12th annual event welcomed 696 participants that included 130 from out-of-town, including one runner from the Netherlands. The 5K, 10K and half marathon brought spectators to the streets to cheer the runners on.

The projected total economic impact generated by the event for the province of Alberta



\$28,057

of which,

\$23,351

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

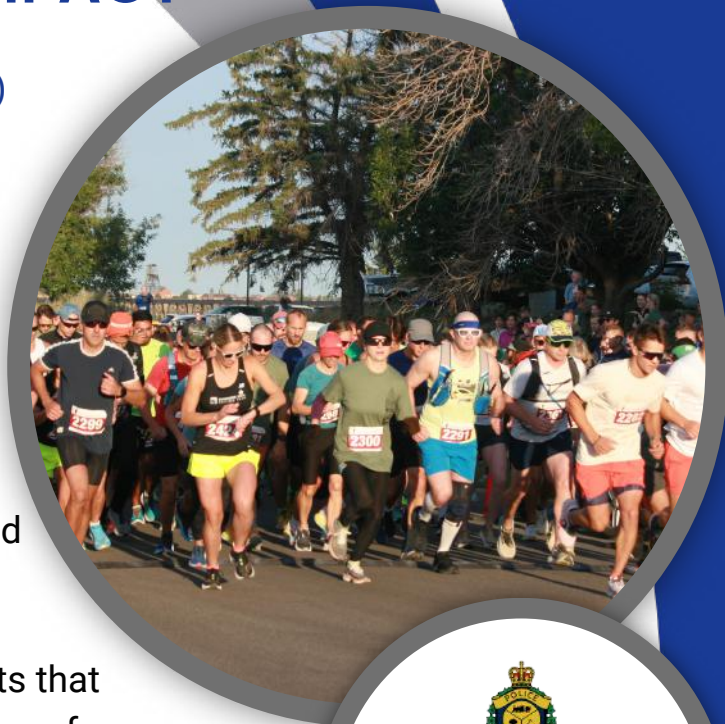


\$21,286

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kodiak Volleyball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:

Todd Caughlin | Lethbridge Polytechnic

The following analysis details the projected economic impact of a two day Grade 9 volleyball tournament held at the Val Matteotti gymnasium at the Lethbridge Polytechnic on September 13th and 14th. The event was hosted by the Kodiak volleyball teams.

450 participants took part in the events and 300 were from out of town. The run were watched by 1,000 spectators, 550 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$170,847

of which,

\$142,414

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$129,505

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Michael Izsak Junior event PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 23rd 2024 by:
Kirk Mearns | Lethbridge Curling Club

The following analysis details the projected economic impact of the three day junior curling bonspiel held at the Cavendish Farm Centre - Lethbridge Curling Club between September 20th and 22nd, 2024.

60 participants took part in the event and 40 were from out of town. The event was watched by 50 spectators, 35 from out-of-town. The out of town participants and spectators stayed in Lethbridge for two nights while attending the event.

The projected total economic impact generated by the event for the province of Alberta



\$19,6598

of which,

\$16,622

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

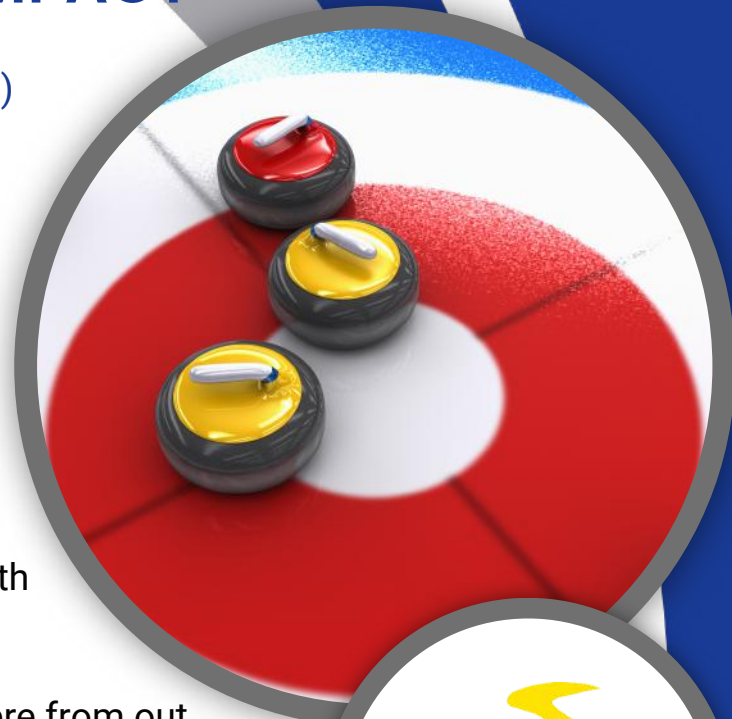


\$14,909

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge United Weekend PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 23rd 2024 by:

Alex Sirard | Lethbridge United

The following analysis details the projected economic impact of the three days of Junior Prospects Hockey League U15 and U18 hockey matches that were played at the Cavendish Farm Arena between September 20th and 22nd, 2024.

269 participants took part in the event and 246 were from out of town. The event was watched by 280 spectators, 225 from out-of-town. The out of town participants and spectators stayed in Lethbridge for two nights while attending the event.

The projected total economic impact generated by the event for the province of Alberta



\$147,608

of which,

\$125,044

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$112,401

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Pronghorn Softball Weekend

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 27th 2024 by:

Logan Chin | University of Lethbridge Softball

The following analysis details the projected economic impact of the three day softball event hosted by the University of Lethbridge Softball team between September 20th and 22nd, 2024.

180 participants took part in the event and 156 were from out of town. The event was watched by 200 spectators, 150 from out-of-town. The out of town participants and spectators stayed in Lethbridge for two nights while attending the event.

The projected total economic impact generated by the event for the province of Alberta



\$108,334

of which,

\$91,875

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$82,539

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 O'Dogs Softball Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:

Glen Novak and Hank Stoffer | Softball Valley
Lethbridge

The following analysis details the projected economic impact of the three day softball tournament held at Softball Valley, Lethbridge from September 20th to 22nd. The event was a qualifier for the Huntsman World Senior Games.

225 participants took part in the tournament and 165 were from out of town. The matches were watched by 300 spectators, 215 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$113,901

of which,

\$96,135

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$86,654

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Zulu Challenge PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:
Tosh Mugambi | Zulu Challenge

The following analysis details the projected economic impact of the Zulu Challenge obstacle run that took place on September 21st at Legacy Park, Lethbridge.

200 participants took part in the one day event and 48 were from out of town. The races were watched by 150 spectators, 50 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$21,364

of which,

\$18,329

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$16,067

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LDGA Fall Classic PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 27th 2024 by:
Justin Westerhoud |Lethbridge Dsc Golf
Association

The following analysis details the projected economic impact of the one day disc golf tournament held at the University of Lethbridge Aperture Park on September 21st, 2024.

The annual event saw 50 participants, 10 from out-of-town, compete over 36 holes.

The projected total economic impact generated by the event for the province of Alberta



\$2,372

of which,

\$2,027

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$1,847

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Run for the Pumpkin PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:

Todd Caughlin | Lethbridge Polytechnic

The following analysis details the projected economic impact of a 2K and 4K fun run that took place in Nicholas Sheran park in Lethbridge on September 21st. The event was hosted by the Kodiak Cross Country team as a prelim to the ACAC event in the afternoon.

500 participants took part in the events and 50 were from out of town. The run were watched by 400 spectators, 50 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$18,017

of which,

\$15,542

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$14,257

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Rumble in the Cage 68

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Nov 12th 2024 by:
Jenn James | Canadian Martial Art Centre

The following analysis details the projected economic impact of the one night MMA event, Rumble in the Cage 68, that was held at the Servus Centre in Lethbridge on September 21st 2024.

30 participants took part in the events and 23 were from out of town. The event was watched by 800 spectators, 300 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$167,340

of which,

\$147,768

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

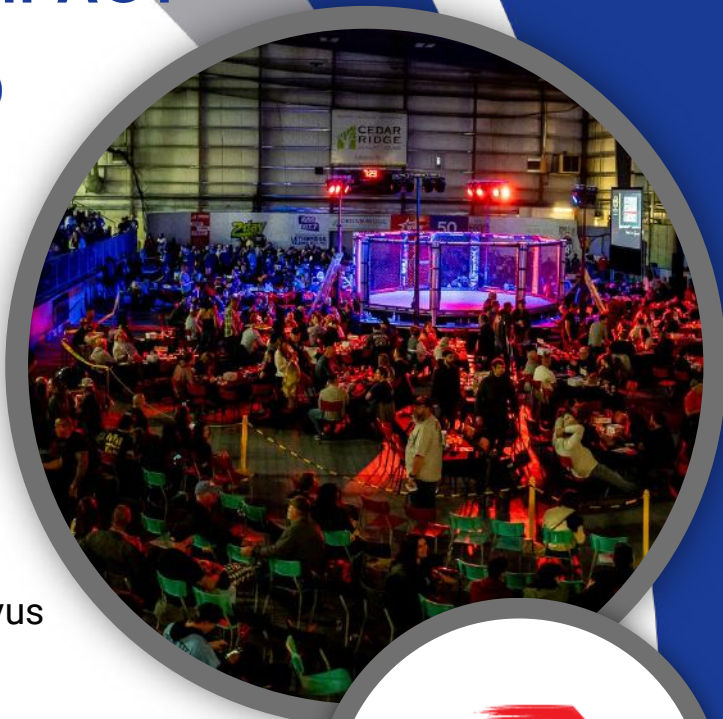


\$130,714

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kodiak ACAC Cross Country PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:
Todd Caughlin | Lethbridge Polytechnic

The following analysis details the projected economic impact of the ACAC Cross Country meeting that took place in Nicholas Sheran Park, Lethbridge.

120 participants took part in the one day meeting and 90 were from out of town. The races were watched by 300 spectators, 50 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$17,247

of which,

\$14,394

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$12,854

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Bridge City Brawl 3 PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on December 20th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Bridge City Brawl 3 event held at the VisitLethbridge.com Arena on September 28th 2024.

The report is based on a one day event that brought 17 participants and 600 spectators to Lethbridge. 10 participants and 200 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$36,453

of which,

\$31,015

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$28,714

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Pronghorn August/September PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Sept 27th 2024 by:
Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of nine soccer and one rugby match that were played at the Community Stadium, Lethbridge during August and September 2024.

702 participants took part in the events and 327 were from out of town. The events were watched by 1,602 spectators, 402 from out-of-town. The out of town participants stayed in Lethbridge for one night while attending the event.

The projected total economic impact generated by the event for the province of Alberta



\$125,164

of which,

\$106,114

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$94,699

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kodiak September Soccer PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 9th 2024 by:
Todd Caughlin | Lethbridge Polytechnic

The following analysis details the projected economic impact of eight soccer matches that were played at the Servus Soccer Centre Outdoor Field, Lethbridge during September 2024.

420 participants took part in the matches and 180 were from out of town. The matches were watched by 1,000 spectators, 250 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$58,233

of which,

\$48,751

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$43,281

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Hurricanes September PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 29th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of two pre-season and two regular season matches played at the VisitLethbridge.com Arena in September 2024.

184 participants took part in the matches and 92 were from out of town. The matches were watched by 8,252 spectators, 398 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$57,614

of which,

\$47,936

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$43,178

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Q4

October - December

Contents

[Q4 - October to December 2024](#)

[2024 Pronghorn Soccer and Rugby](#)

[2024 PPW Nightmare Before Halloween](#)

[2024 Logan Boulet Memorial Hockey](#)

[2024 Pronghorn Softball Exhibition](#)

[2024 Bridge Bolt Speed Skating](#)

[2024 LPSA Single-Disc Tournament](#)

[2024 Kodiak October Matches](#)

[2024 Lethbridge Hurricanes October](#)

[2024 LMHA U15AA Showcase](#)

[2024 Ringette Fall Bridge Battle](#)

[2024 PPW Autumn Anarchy](#)

[2024 ASAA 4A Provincial Volleyball](#)

[2024 LMHA U18AA Tournament](#)

[2024 Winter Soccer Chinook Cup](#)

[2024 Frozen Fest](#)

[2024 LMHA U15 T1 Tournament](#)

[2024 Lethbridge Hurricanes November](#)

[2024 Pronghorn November Basketball](#)

[2024 Kodiak November Matches](#)

**CLICK THE EVENT
NAME TO JUMP
DIRECTLY TO THE
STEAM PAGE FOR
THAT EVENT**

2024 Q4

October - December

Contents

[2024 PPW Christmas Chaos](#)

[2024 University Ringette Challenge Cup](#)

[2024 LMHA U11/U13 Tournament](#)

[2024 Lethbridge Hurricanes December](#)

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NAME TO JUMP
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STEAM PAGE FOR
THAT EVENT**

Sport Tourism Impact Quarterly Report

Q4 - October to December 2024

This report provides an analysis of the economic impact of:

- **66** sporting events,
- **11** different sports,
- hosted by **11** organizing committees,
- at **10** different venues in Lethbridge, Alberta

from October to December 2024.

*updated February 14th, 2025

A total of **6,439** individuals, consisting of athletes, coaches, managers and technical officials, participated in these events. The events attracted a total of **62,028** unique spectators with **9,091** individuals travelling from out of town.

The projected total economic impact generated by the events

- **\$4,107,618** for the province of Alberta
- of, which, **\$3,480,776** is for the city of Lethbridge

The projected economic output for Lethbridge generated by new money spent is **\$3,122,054**



2024 Pronghorn Soccer and Rugby PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Oct 21st 2024 by:
Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of five soccer and one rugby match that were played at the Community Sports Stadium, Lethbridge during October 2024.

359 participants took part in the matches and 171 were from out of town. The matches were watched by 624 spectators, 156 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$52,514

of which,

\$44,350

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$39,203

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 PPW Nightmare Before Halloween PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on December 20th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Nightmare Before Halloween event held at the Fritz Sick Centre Arena on October 19th 2024.

The report is based on a one day event that brought 12 participants and 220 spectators to Lethbridge. 7 participants and 20 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$4,333

of which,

\$3,657

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$3,314

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Logan Boulet Memorial Hockey PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 6th 2025 by:
Sean Gillam | Lethbridge Minor Hockey
Association

The following analysis details the projected economic impact of a three day tournament held between October 18th and 20th.

138 participants took part in the event and 115 were from out of town. The games were held at the CFC Ice Arena in Lethbridge and were watched by 220 spectators, 183 were from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$99,736

of which,

\$84,971

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$75,967

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Pronghorn Softball Exhibition

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Dec 16th 2024 by:

Logan Chin | University of Lethbridge Softball

The following analysis details the projected economic impact of the softball exhibition tournament two day softball event hosted by the University of Lethbridge Softball team between October 18th and 20th, 2024.

The report is based on a softball exhibition that brought two teams from USA to Lethbridge.



The projected total economic impact generated by the event for the province of Alberta



\$34,037

of which,

\$28,652

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$25,795

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

1. The spending of out-of-town visitors while they attend the event;
2. The expenditures of the event organizers in producing the event; and
3. Capital construction costs that are directly attributed to hosting the event.



2024 Bridge Bolt Speed Skating PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Dec 31st 2024 by:
Jenna Low | Lethbridge Speed Skating Club

The following analysis details the projected economic impact of the two (2) day Bridge Bolt Speed Skating event that took place on Saturday and Sunday October 26th and 27th, 2024.

The event was held at the Cavendish Farm Centre and saw 140 participants and 250 over the weekend. 105 participants and 195 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$58,241

of which,

\$49,668

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$44,562

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LPSA Single-Disc Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Nov 24th 2024 by:

Tanner Marcer | LPSA

The following analysis details the projected economic impact of the disc golf singles tournament that took place at the LPSA Campus disc golf course on October 26th.

The report is based on a one day disc golf that brought 80 participants to the LPSA Campus disc golf course, Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$6,204
of which,
\$5,420

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$4,484

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kodiak October Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Nov 19th 2024 by:
Todd Caughlin | Lethbridge Polytechnic

The following analysis details the projected economic impact of three soccer, two basketball and two volleyball matches that were played at the Servus Soccer Centre Outdoor Field and the Val Matteotti gymnasium, Lethbridge during October 2024.

332 participants took part in the matches and 157 were from out of town. The matches were watched by 1,250 spectators, 295 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$61,783

of which,

\$51,664

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

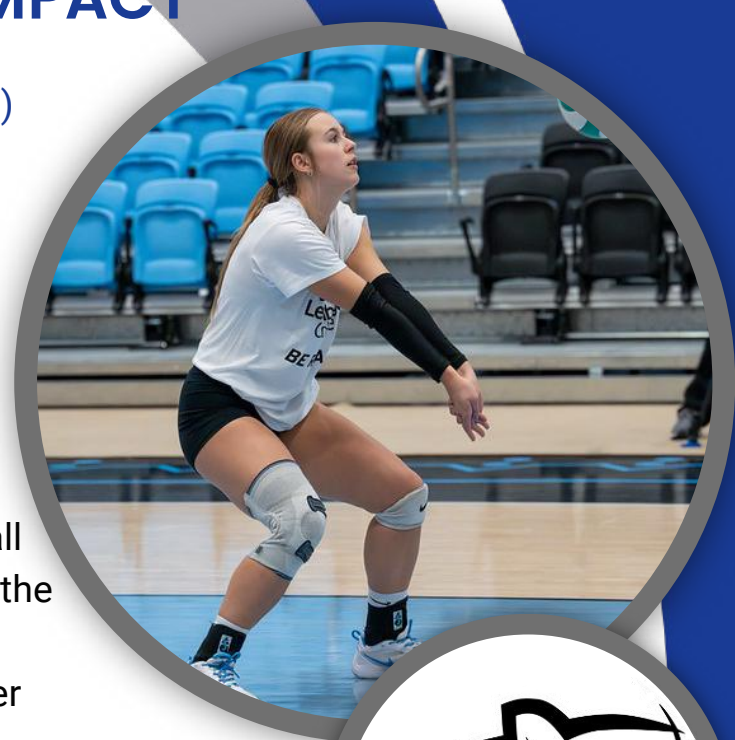


\$45,967

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Hurricanes October PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Nov 14th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of six regular season matches played at the VisitLethbridge.com Arena in October 2024.

276 participants took part in the matches and 138 were from out of town. The matches were watched by 15,402 spectators, 755 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$114,412

of which,

\$95,597

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$85,809

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U15AA Showcase PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 6th 2025 by:
Sean Gillam | Lethbridge Minor Hockey
Association

The following analysis details the projected economic impact of a three day tournament held between November 8th and 10th.

120 participants took part in the event and 105 were from out of town. The games were held at the CFC Ice Arena in Lethbridge and were watched by 190 spectators, 158 were from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$85,937

of which,

\$73,056

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$65,695

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Ringette Fall Bridge Battle

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 12th 2025 by:
Kelly Dinsmore | Lethbridge Ringette

The following analysis details the projected economic impact of the annual three day tournament held between November 15th and 17th.

825 participants took part in the event and 600 were from out of town. The games were held at the CFC, Henderson and Labor Ice Arenas in Lethbridge.

The projected total economic impact generated by the event for the province of Alberta



\$544,654

of which,

\$463,622

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$416,846

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Autumn Anarchy PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on December 20th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Autumn Anarchy event held at the Fritz Sick Centre Arena on November 16th 2024.

The report is based on a one day event that brought 10 participants and 200 spectators to Lethbridge. 1 participant and 20 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$2,775

of which,

\$2,379

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$2,135

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 ASAA 4A Provincial Volleyball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Dec 4th 2024 by:

Gordon Vatcher | Lethbridge Collegiate Institute

The following analysis details the projected economic impact of a three-day tournament that brought twenty four teams to Lethbridge. Matches were played at High School gyms and the Lethbridge Polytechnic.

404 participants took part in the matches and 355 were from out of town. The matches were watched by 800 spectators, 600 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$337,921

of which,

\$284,760

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$255,358

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U18AA Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 6th 2025 by:
Sean Gillam | Lethbridge Minor Hockey
Association

The following analysis details the projected economic impact of a three day tournament held between November 22nd and 24th.

184 participants took part in the event and 161 were from out of town. The games were held at the CFC Ice Arena in Lethbridge and were watched by 290 spectators, 242 were from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$128,015

of which,

\$108,881

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$97,413

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Winter Soccer Chinook Cup

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 24th 2025 by:
Steve Dudas | Lethbridge Soccer Association

The following analysis details the projected economic impact of a three-day tournament that brought teams to compete in the annual U10 - U17 non-boarded indoor tournament held at the Servus Sports Centre, Lethbridge.

936 participants took part in the matches and 558 were from out of town. The matches were watched by 1,404 spectators, 837 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$437,117

of which,

\$369,919

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$331,208

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Frozen Fest PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 22nd 2025 by:
Marnie Gunnlaugson | Lethbridge Skating Club

The following analysis details the projected economic impact of a one-day Star 1 -3 Figure Skating competition that was held at the CFC Ice Arena, Lethbridge.

200 participants took part in the event and 150 were from out of town. Frozen Fest attracted 400 spectators, 300 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$39,351

of which,

\$32,522

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$29,872

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U15 T1 Tournament PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 26th 2025 by:

Sarah Burton | Lethbridge Minor Hockey
Association

The following analysis details the projected
economic impact of the three day tournament that
was held at the CFC Ice Arena, Lethbridge
between December 6th and 8th.

184 participants took part in the event and 161 were from
out of town. The tournament attracted 290 spectators, 242
from out-of-town.

**The projected total economic
impact generated by the event
for the province of Alberta**



\$128,015

of which,

\$108,881

is for the City of Lethbridge

**The projected direct and indirect
economic output generated by the
event for the city of Lethbridge is**



\$97,413

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Hurricanes November PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Nov 14th 2024 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of three regular season matches played at the VisitLethbridge.com Arena in November 2024.

138 participants took part in the matches and 69 were from out of town. The matches were watched by 8,970 spectators, 481 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$63,242

of which,

\$52,575

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

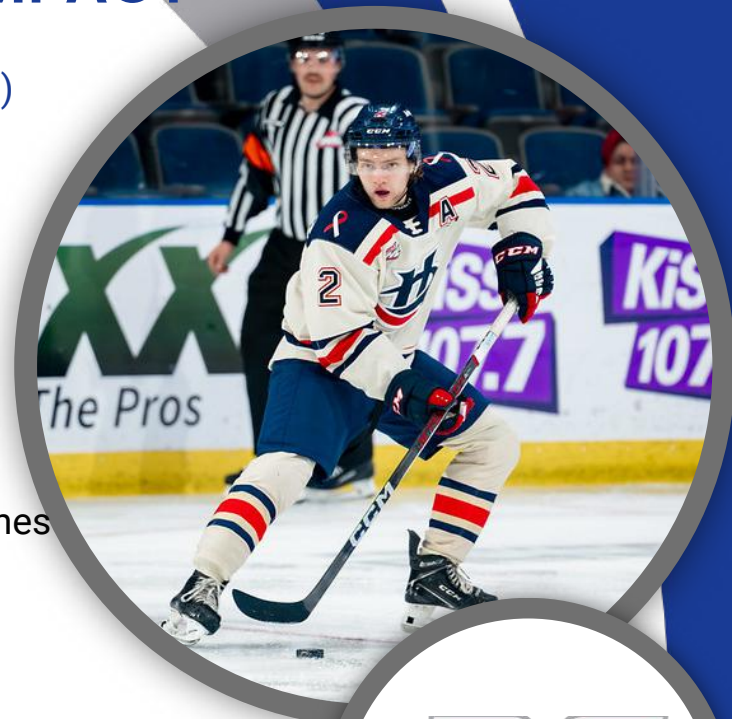


\$47,443

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

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- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Pronghorn November Basketball PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Dec 19th 2024 by:
Taylor Penney | University of Lethbridge

The following analysis details the projected economic impact of Pronghorn basketball matches against teams from the University of Regina and Mount Royal University held over two weekends.

152 participants took part in the matches and 70 were from out of town. The matches were watched by 2,660 spectators, 666 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$153,205

of which,

\$128,744

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$115,816

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Kodiak November Matches

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 20th 2025 by:
Todd Caughlin | Lethbridge Polytechnic

The following analysis details the projected economic impact of Kodiak games in basketball and volleyball during November 2024.

560 participants took part in the matches and 260 were from out of town. The matches were watched by 3,100 spectators, 515 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$151,394

of which,

\$128,619

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is

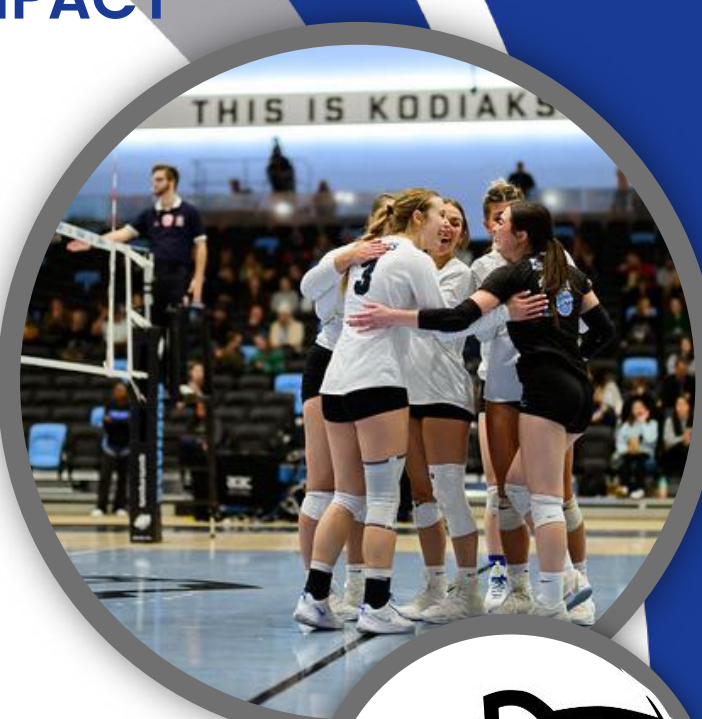


\$113,652

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

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- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 PPW Christmas Chaos PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on December 20th
2024 by:

Kevin Farrell | Pure Power Wrestling

The following analysis details the projected economic impact of the Christmas Chaos event held at the Fritz Sick Centre Arena on December 14th 2024.

The report is based on a one day event that brought 15 participants and 240 spectators to Lethbridge. 6 participants and 20 spectators were from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$4,363

of which,

\$3,702

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$3,350

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

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- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 University Challenge Cup

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 11th 2025 by:
Ellen Leong | Pronghorn Ringette Team

The following analysis details the projected economic impact of the AltaGas University Ringette Challenge Cup that was played at the CFC Ice Arena between December 27th and 31st 2024.

281 participants took part in the tournament and 261 were from out of town. The matches were watched by 519 spectators, 499 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$1,180,329

of which,

\$1,004,869

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$902,751

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 LMHA U11/U13 Tournament

PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Feb 6th 2025 by:
Sean Gillam | Lethbridge Minor Hockey
Association

The following analysis details the projected economic impact of a three day tournament held between December 27th and 29th.

276 participants took part in the event and 207 were from out of town. The games were held at the CFC Ice Arena in Lethbridge and were watched by 635 spectators, 475 were from out of town.

The projected total economic impact generated by the event for the province of Alberta



\$208,918

of which,

\$177,287

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$158,769

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



2024 Lethbridge Hurricanes December PROJECTED ECONOMIC IMPACT

as generated by Sport Tourism Canada - Sport
Tourism Economic Assessment Model (STEAM)

Prepared by



Data provided on Jan 20th 2025 by:
Dylan Thornborough | Lethbridge Hurricanes

The following analysis details the projected economic impact of six regular season matches played at the VisitLethbridge.com Arena in December 2024.

276 participants took part in the matches and 138 were from out of town. The matches were watched by 18,472 spectators, 907 from out-of-town.

The projected total economic impact generated by the event for the province of Alberta



\$127,464

of which,

\$106,100

is for the City of Lethbridge

The projected direct and indirect economic output generated by the event for the city of Lethbridge is



\$95,646

Economic impact (EI) assessments measure economic activity resulting from hosting an event. To produce reliable assessments, Sport Tourism Canada has partnered with the Canadian Tourism Research Institute at The Conference Board of Canada. EI calculates the amount of new money being spent in the host community as a direct result of hosting an event, and then the impact the new monies have on the municipality and province as a whole.

There are three factors considered for the impact numbers:

- 1. The spending of out-of-town visitors while they attend the event;*
- 2. The expenditures of the event organizers in producing the event; and*
- 3. Capital construction costs that are directly attributed to hosting the event.*



THANK YOU TO THE ORGANIZATIONS THAT PROVIDED DATA



Lethbridge Cyclones



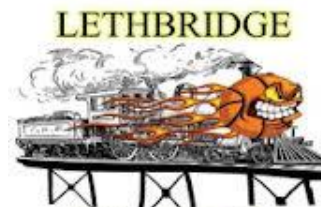
Lethbridge Minor Hockey Association



Thanks to those that provided data



Lethbridge Hurricanes



Lethbridge Wheelchair Basketball Association



Lethbridge Ringette Association



Progressive Fighting Academy



Lethbridge College Students' Association



Canadian Martial Arts Centre





Lethbridge Lacrosse Association



SOUTHERN ALBERTA SKATING ACADEMY



Lethbridge BMX Association





Physical Address 2nd Fl, Nicholas Sheran Arena, 401 Laval
Blvd W, Lethbridge, Alberta T1K 3W7

Mailing Address 110 Columbia Boulevard West, Box 21090,
Lethbridge, Alberta T1K 6X4

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