

2026 Memorial Cup PROJECTED ECONOMIC IMPACT

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

Prepared by



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The following analysis details the projected economic impact of the 2026 Memorial Cup that would be held at the ENMAX Centre, Lethbridge

The event will involve 140 participants, 105 from out-of-town and 5,600 spectators are expected, of which 1,500 will be from out-of-town.

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



\$12,182,816
of which,
\$10,486,455

is for the City of Lethbridge

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



\$9,253,136

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.*

