

# SPORT EVENTS CONGRESS

## 2025 HOST CITY ANNOUNCEMENT



**Calgary** BLUE SKY CITY

*Fairmont*  
PALLISER

**BMO** CENTRE  
STAMPEDE PARK • CALGARY • CANADA



[www.sporttourismcanada.com](http://www.sporttourismcanada.com)

HOUSE OF SPORT • 2451 RIVERSIDE DRIVE • OTTAWA • ON • K1H 7X7

**[OTTAWA, ON, September 12, 2024]** – Sport Tourism Canada (STC), in partnership with Tourism Calgary, is delighted to announce that Sport Events Congress 2025 will be take place at the BMO Centre at Stampede Park in Calgary from March 18-20.

2025 will mark the 24<sup>th</sup> edition of STC’s Sport Events Congress (SEC25). It will bring together more than 300 national and provincial sport event rights holders, tourism professionals, event management firms, venues and suppliers from the fastest growing segment of Canada’s tourism industry. The annual conference for stakeholders from the sport tourism sector always features an outstanding lineup of speakers, engaging content, interactive displays and networking activities. Whether you are attending SEC for the first time, or a Congress-veteran, delegates of SEC25 can look forward to unique and memorable experiences in Calgary.

“We couldn’t be more thrilled to bring our flagship event to Calgary in 2025! STC’s mission is to increase Canada’s capacity to attract and host sport tourism events. SEC plays an integral role in that process, bringing together key players from the sport tourism industry to exchange valuable knowledge and expertise that fosters innovation and success in sport hosting. Tourism Calgary presented an outstanding bid! And with its world-class venues and track record of hosting over 50 sporting events annually, Calgary will be a terrific partner! 2025 also marks Sport Tourism Canada’s 25<sup>th</sup> anniversary. We look forward to working with all our partners, Tourism Calgary, the BMO Centre and the Fairmont Palliser hotel to make next year’s Congress truly memorable for all our delegates,” said Sheena McCrate, CEO, Sport Tourism Canada.

“We are beyond excited to welcome SEC25 to Calgary,” said Carson Ackroyd, Senior Vice President of Sales with Tourism Calgary. This is an incredible opportunity to demonstrate the unparalleled hospitality this city offers to the groups we aim to host. Calgary’s venues, accommodations, attractions, and visitor services are already preparing unforgettable experiences for the SEC25 delegates and we’re looking forward to showing off the undeniable love of sport that’s so deeply rooted in our community.”

Early bird registration for SEC25 will launch in late October.

## About the Sport Tourism Canada and its SEC25 Partners

**Sport Tourism Canada** (STC) is a non-governmental, member-based, capacity building, not-for-profit organization that promotes sport tourism as a grassroots economic and social development initiative at the community level. STC services over 300 members across Canada, including 125 municipalities, 150 national and provincial sport, multi-sport and major games organizations and a variety of other sport and tourism industry partners. STC aims to increase Canada's capacity to attract and host sport tourism events by: establishing Canada as a preferred sport tourism destination; enhancing the image and profile of the sport tourism industry; facilitating networking, educational and communication opportunities; developing and facilitating access to industry tools; building investment in sport tourism from the public and private sectors; and coordinating research and data collection of activity within the sport tourism industry. Sport tourism is the fastest growing segment of the tourism industry in Canada with over \$7.4 billion in annual spending by domestic and international visitors.

**Tourism Calgary** is the official destination management organization for Calgary's tourism industry. For more than 60 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally, and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, conventions, and events, and activates the city by fostering the growth of shareable, memorable experiences. In 2023, Calgary saw an estimated 8.4 million visitors and a resulting visitor spend of \$2.9 billion.

The **BMO Centre** at Stampede Park is located on the Southeast corner of downtown in the heart of Calgary's emerging cultural and entertainment district. The BMO Centre is Canada's second largest convention centre and part of the Calgary Stampede Park, which hosts the world-famous Calgary Stampede, The Greatest Outdoor Show on Earth.

The **Fairmont Palliser** is Calgary's premier hotel – a regal icon of Canadian history. Step inside the grandest of lobbies to experience the unmistakable opulence at the heart of one of the best luxury hotels in Calgary. Fairmont Palliser has been welcoming guests for over 100 years, garnering praise for its plush accommodations, exceptional dining, and impeccable service. Fairmont Palliser is conveniently situated in the heart of Calgary's downtown area, within easy reach of the most exciting shopping, cultural venues, and attractions like Calgary Tower and Calgary Zoo.

**Interested in shining a spotlight on your business or organization at STC's  
2025 Sport Events Congress? Contact us at  
[SEC-CES@sporttourismcanada.com](mailto:SEC-CES@sporttourismcanada.com) for details about sponsorship and  
exhibitor opportunities.**

**For more information contact:**

Sheena McCrate, CEO  
Sport Tourism Canada  
T: 709-691-4644  
E: [smccrate@sporttourismcanada.com](mailto:smccrate@sporttourismcanada.com)  
W: [sporttourismcanada.com](http://sporttourismcanada.com)

Reid Bilben, Executive Director, Sport, Culture & Major Events  
Tourism Calgary  
T: 403-700-6574  
E: [reidb@tourismcalgary.com](mailto:reidb@tourismcalgary.com)  
W: [visitcalgary.com](http://visitcalgary.com)

Raphael Daguzan-Garros, Account Supervisor, Conferences & Events  
Inventa Brand Experience  
T: 778-883-7392  
E: [SEC-CES@sporttourismcanada.com](mailto:SEC-CES@sporttourismcanada.com)  
W: [inventaworld.com](http://inventaworld.com)