

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 for details about sponsorship and
exhibitor opportunities.**

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