

2024 ANNUAL REPORT



EDMONTON
DESTINATION MARKETING
HOTELS LTD.

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A scenic view of the Edmonton skyline, featuring a variety of high-rise buildings and a mix of architectural styles. In the foreground, a wooden park bench with a metal frame sits on a paved path, casting a shadow. The background shows a lush green park with trees in autumn foliage, and a residential area with houses and a church steeple is visible between the park and the city.

MESSAGE FROM THE CHAIR

A Year of Many Highs and Some Lows

2024 was a tremendous year for Edmonton Destination Marketing Hotels as we continued to expand and promote our consumer marketing brand and develop meaningful partnerships to increase our impact and connection within our community.

However, 2024 was also a tragic year for our organization with the devastating loss of our Executive Director, Peter Ogilive, who lost his battle with cancer in early October. At this time, I would like to personally thank the staff of EDMH, Angela Boon, Joan Currie and contractor Trish Greaney, for their dedication and resilience in seeing EDMH through this past year. I would also like to thank my fellow board members who stepped up during this tumultuous time to take on more responsibility without hesitation or complaint. Thank you to everyone.

We are proud that Edmonton is known internationally as a world-class choice for various activities and experiences, and we are dedicated to creating further prosperity for our city and our member hotels.

Some of 2024's highlights were:

Q1: JANUARY TO MARCH 2024

- Finalized the Strategic Plan for 2024-2026. EDMH faces a multitude of possibilities when it comes to directing and allocating its resources. The Strategic Planning session highlighted two priorities:
 1. Maintain and grow memberships. This means developing valued services, building partnerships/MOUs with major event producers, and marketing and communicating what EDMH can do and deliver for its members.
 2. Building the Brand/Reputation. EDMH must be seen as a champion for its members. Thus, operating with integrity, transparency, and consistency is paramount. At the same time, EDMH continues to build status by participating in decision-making processes with public and private partners to develop current and new events and facilities that will attract tourism and business.
- In the first quarter, EDMH also developed a guide for consensus-based decision-making, an operational manual, and a Director's Handbook.

These were designed to provide structure to EDMH's operational management and guidance on issues and situations that the board of directors, hotel members representing EDMH, and staff may face during their work for EDMH.

- A new two-year agreement was signed with the Oilers Entertainment Group to enhance EDMH's visibility and provide strategic outreach to benefit EDMH members. This partnership is the foundational pillar of our EDMH Marketing Positioning Strategy, which the Marketing Committee and the Board of Directors support. This positioning strategy has allowed EDMH to market its consumer brand, Edmonton's Best Hotels, to grow to new revenue generation levels after the pandemic.
- Q1 saw the first knowledge that regulations could come into effect, holding all DMOs to the same standards and ensuring that all funds coming in as a DMF are being used for marketing purposes. This culminated in Q4, with the Government of Alberta requesting input from EDMH through a proposal process. Legislation outcomes are expected in the fall of 2025.

EDMH worked with AHLA, the Calgary Hotel Association, to determine its input.

- In Q1, EDMH moved to support Explore Edmonton's request for financial support to create two dedicated sales roles focused on engaging with every sector and targeting new business from Canada and the United States to support the client once the event was won.

Q2: APRIL TO JUNE 2025

- Q2 brought in a whirlwind of events and promotional rollouts. Our Annual General Meeting was held on April 18th, followed by Volleyball Canada Nationals on May 15-26, Rendezvous Canada on May 14-17, and The Edmonton Tourism Awards on June 7, 2024.
- Destination Activations were provided for Rendezvous Canada 2024, Volleyball Canada Nationals 2024, and the Edmonton Oilers Stanley Cup Playoffs. These included complimentary elevator wraps, floor decals, and popup banners. The Volleyball Canada Nationals also featured a guest contest. Volleyball Canada Nationals carried an estimated economic impact of \$48.9 M. Rendezvous Canada estimates that the tourism impact will be \$90 million.

- Q2 also brought the NHL Playoffs, creating a buzz in the city that had been unseen for decades. OEG surprised EDMH with over 400 playoff tickets, allowing member hotels to pick up eight tickets for their internal teams to enjoy. The NHL finals brought the city a \$179 million boost during the first three rounds of the Stanley Cup Playoffs.
- A digital sign and billboard campaign was launched in and around Edmonton International Airport from March to the end of June.
- Member documentation was updated and filed with Alberta Registries before the 2024 Annual General Meeting.
- Q2 saw the second Edmonton Tourism Awards being held, increasing the number of nominations received and, once again, having a sell-out crowd of 500.
- Destination Canada unveiled its new tourism strategy, "A World of Opportunity," during Edmonton Rendezvous 2024. The plan aims to position Canada as a top 7 global

destination by 2030 and generate \$160 billion in annual tourism revenue by the decade's end.

Q3: JULY TO SEPTEMBER

- The summer was spent preparing for EDMH's upcoming Western window, featuring rolling out plans for the Canadian Country Music Awards (September 14), the Canadian Finals Rodeo (October 2-5) and the Professional Bull Riding Championship Finals (November 8-9).



- August saw the CMEE Toronto sales mission event and the California FAM. Preparations started for the IMEX Las Vegas event as well.
- South Cluster Edmonton Police Service Townhall was held with 32 attendees.
- The Canadian Country Music Awards was held on September 14, 2024, bringing an economic impact of \$13 million to the city. CCMA events included the Songwriters Unplugged sessions, Opening Reception, Legends Show, the Gala Awards, and the CCMA show itself.
- Unfortunately, the summer also brought the Jasper Wildfire Emergency. On July 22, twenty thousand people were safely evacuated from the park. 358 structures, including Maligne Lodge, were lost in the coming days. EDMH responded by providing the latest news items (from TIAA, Parks Canada, Government of Alberta, Government of Canada) on the Edmonton Best Hotels website. It also offered guestroom availability and compassionate rates and listed which hotels had employment opportunities for displaced tourism sector workers.
- EDMH staff held their annual strategic planning meeting in September to prepare for 2025.
- The CFR Hotel Lobby contest was launched and was judged by the 2024 Rodeo Queen, Jackie Sweeney of CISN Radio and Angela Boon, EDMH Member Services Director.
- Research commenced to raise the DMF fee for 2025 to remain competitive with the Calgary Hotel Association.
- EDMH welcomed Hampton Inn & Suites Edmonton/Sherwood Park, increasing EDMH membership by 121 guestrooms in the Downtown Cluster.
- Meetings with David Goldstein, Deputy Minister of Tourism & Sport, the Calgary Hotel Association, and Explore Edmonton regarding upcoming DMF legislation were held.
- On World Tourism Day in September, the Government of Canada announced over \$4 million in new funding for Alberta's tourism sector. The investments aim to help small businesses, not-for-profit organizations, and

communities showcase their attractions and draw more visitors. Investments included \$500K to Explore Edmonton, which will showcase rodeo culture and authentic Indigenous experiences in conjunction with Farmfair International and Canadian Finals Rodeo.

Q4: OCTOBER TO DECEMBER

- Peter Ogilvie passed away on October 5, 2024. Emergency measures were taken to advise the board, members, partners, suppliers, and friends, among other matters.
- Canadian Finals Rodeo, October 3-5, 2024. October opened with the return of the Canadian Finals Rodeo for its 50th season. EDMH hotels activated their lobbies and hosted many CFR events. EDMH members enjoyed the Rodeo after its Q3 Cluster meeting. CFR week featured a Chili cook-off, pancake breakfast, country music, and a cattle drive downtown Edmonton. EDMH hotels saw a boost in occupancy and energy. The Canadian Finals Rodeo generated a \$32 million economic impact.
- Professional Bull Riding Finals, November 8-9, 2024, saw a 22% increase in attendance over 2023.
- Submitted the Destination Management Fund legislation proposal to the Government of Alberta. We are expected to receive news on impending legislation in the fall of 2025.
- The Annual call for volunteers for the Member Services, Marketing and Safety Advisory committees was conducted.
- A callout for members to sign up to be considered for the Go West and Meet Week sales missions was held.
- Members Event: The Rogers Place Skate event was held. As part of the OEG sponsorship contract, a Holiday Season member skate was held at Rogers Place in early December to benefit all members. Plans are underway to host this once again in Q4 2025.
- Legal: Trademark filings were completed to register the tradename Edmonton Destination

Marketing Hotels and to trademark the acronym EDMH.

- The City of Calgary approved new rules and licensing around short-term rentals in their city, including a moratorium on new licenses when city occupancy rates are low. Short-term rentals will also be taxed at a non-residential rate to help level the playing field between STRS and hotels. EDMH is keeping a close eye on the STR landscape in Alberta.

2024 was a tremendously busy year for EDMH staff, board, committees, and members. Again, thanks to everyone who kept the train on the tracks through the best and worst times.

Yours truly,

A handwritten signature in dark ink, appearing to read 'Steve Beaton', with a long, sweeping horizontal stroke extending to the right.

Mr. Steve Beaton
CHAIR, BOARD OF DIRECTORS
EDMONTON DESTINATION MARKETING HOTELS

IN MEMORY OF

PETER OGILVIE

MAY 2, 1972 – OCTOBER 5, 2024

Peter lost his courageous fight with cancer and passed away, surrounded by his loving family, on Saturday, October 5, 2024. Peter leaves behind his wife, Cathy, and son, Noah, as well as his parents, siblings, and many other family and friends.

Peter was a unique individual, and his absence leaves a void that can never be filled.

Peter was a national-class sprinter, a two-time member of the Canadian Olympic Games Team (1992 & 1996 Olympics), and a Canadian Record Holder (junior men's 200 meters) held for 31 years.

The Olympian spirit ran deep within Peter's DNA. He was courageous and unafraid to take risks, setting the gold standard for everything he did.



Although Peter was a gifted, elite athlete, his most significant and transformative professional accomplishments came from various sports and business leadership roles.

From 2005 to 2014, Peter's leadership of Athletics Alberta was a period of unparalleled growth. His significant impact established Athletics Alberta as a highly regarded provincial sports organization across Canada.

In 2012, Peter founded TrackTown Canada and created and developed the Edmonton International Track Classic, one of North America's leading international one-day invitational events. It was ranked as one of the top 30 meets worldwide for five years running. Peter was also the driving force behind attracting and successfully delivering the 2015 Pan American Junior Athletics Championships to Edmonton and the 2016 Canadian Olympic and Paralympic Trials. He also shepherded the successful bid to host the 2020 World Athletics U20 Championships, which sadly were canceled due to the COVID-19 pandemic. As a result of hosting these international competitions in Edmonton, the National Track League was born, which provides up-and-

coming Canadian athletes with an opportunity to compete against some of the best athletes in the world. The National Track League ultimately became the National Track & Field Tour, with the Edmonton competition earning World Athletics Continental Tour Silver status.

In 2018, Peter took on the role of Executive Director of Tennis Alberta, where he continued to increase Alberta's sports sector capacity. He redesigned Tennis Alberta's tournaments, created the annual Edmonton Women's Open, and re-vamped the Alberta Open into the organization's leading annual branded event.

In February 2021, Peter accepted the role of Executive Director for Edmonton Destination Marketing Hotels Ltd. (EDMH). In Peter's words, "serving as EDMH's Executive Director was his dream job." With EDMH, Peter was given the freedom and resources to create and implement strategic initiatives to attract tourism to the City of Edmonton. To that end, Peter was instrumental in building meaningful and tangible strategic partnerships with Explore Edmonton, YEG: Edmonton International Airport, and the Oilers Entertainment Group. Together, they brought the JUNOS and the Canadian Country Music Awards to

Edmonton, the Tim Hortons NHL Heritage Classic, the Canadian Finals Rodeo, and many other large-scale destination events. Peter's optimism was contagious, and under his uplifting leadership, EDMH saw its membership rise 20 percent despite the industry sector struggling back from the economic impacts of the pandemic. It was also Peter's brainchild to create the Edmonton Tourism Awards, designed to celebrate success, leadership, and innovation in Edmonton's Tourism industry and has enjoyed two consecutive sell-out years.

In honour of Peter's brilliance and creativity, the Edmonton Tourism Awards has established The Peter Ogilvie Tourism Innovator Award, which also carries a \$3,000 bursary for its winner to use in a professional development program of their choice.

His colleagues at EDMH lovingly referred to him as Mr. Sparkles. Anyone who knew Peter was privileged. He was a wellspring of brilliant ideas, enthusiasm, and positivity. He always led with encouragement, humility, and kindness. He was a good man in all its meaning and implications, and we are all richer for having known him. We shall miss him deeply.

In honour of Peter's brilliance and creativity, the Edmonton Tourism Awards has established The Peter Ogilvie Tourism Innovator Award, which also carries a \$3,000 bursary for its winner to use in a professional development program of their choice.

BOARD OF DIRECTORS



Steven Beaton
CHAIR



Grant Rice
VICE CHAIR



Max Semionov
TREASURER



Kiran Vashisht
SECRETARY



Jennifer Vantuil
MEMBER AT LARGE



Joumana Ghandour
MEMBER AT LARGE



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MARKETING ADVISORY COMMITTEE

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OF MARKETING
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Four Points Edmonton
West & Element by Westin
West Edmonton

Cheryl Rose
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West Edmonton

SOUTHSIDE

Laura Ternan
Campus Tower Suites Hotel

Holly O'Neill
Delta by Marriott
Edmonton Centre Suites &
Delta Hotels by Marriott
Edmonton South
Conference Centre

MEMBER ADVISORY COMMITTEE

EDMH DIRECTOR
OF MEMBER
SERVICES
Angela Boon

DOWNTOWN

Holly O'Neill
Delta by Marriott
Edmonton Centre Suites &
Delta Hotels by Marriott
Edmonton South
Conference Centre

WESTEND

Siddharth (Sid) Kalgutar
Sandman Hotel Group

SOUTHSIDE

Beth Mossop
Campus Tower Suites Hotel

VALUES

- Accountability
- Integrity
- Collaboration
- Stewardship
- Transparency



VISION

We see Edmonton as western Canada's premier hospitality destination, known internationally as a world-class choice for a wide variety of activities and experiences that create further prosperity for the city and our member hotels.



MISSION

Every day we will act with integrity and professionalism to make smart, strategic investments, hold our partners accountable and drive sustainable growth that delivers measurable results for our member hotels.



STRATEGIC OBJECTIVES



To maintain, engage and grow our membership.



To assure the long-term sustainability of our organization.



To drive room-night revenue through strategic investment.



To seek innovative initiatives that will drive tourism to Edmonton.

WHO WE ARE

We are a non-profit organization comprised of a group of destination-marketing professionals with a united goal to promote tourism and drive hotel stays for our member hotels.



WHAT WE DO

We manage a significant marketing budget that's funded through a 3% fee on hotel stays charged by our members. Our job is to strategically manage this fund to increase tourism and to promote Edmonton domestically, nationally and internationally.



HOW WE OPERATE

We operate as an independent, non-profit organization that invests in strategic tourism initiatives directly, and in collaboration with key partners. We are highly accountable and provide a measurable return on investment for our member hotels, and the City of Edmonton.



WHY EDMH MATTERS



EDMH is an independent, industry-led voice that proudly represents more than 50 hotels comprising 73% of all hotel beds in Edmonton.



Since 2013 EDMH has invested over \$64 million in partner-agency initiatives.



EDMH represents immediate, leading indicators of challenges & successes generated by our economy and city marketing activities.



In 2023 EDMH generated over \$252.1 M in total economic benefits for the city.



EDMONTON'S *Best* HOTELS

EDMONTON'S BEST HOTELS HIGHLIGHTS IN 2024

1

EDMONTON'S BEST HOTELS "WESTERN WINDOW"

The Western Window is EDMH's internal name for the following series of Western-themed events we experienced in 2024:

Canadian Country Music Awards, September 14

The Canadian Country Music Awards were held on September 14, 2024, and had an **economic impact of \$13 million on the city**. Several CCMA events preceded the awards evening, including the Songwriters Unplugged sessions, which many EDMH members signed up for, an Opening Reception at City Hall, and the Legends Show.



Canadian Finals Rodeo, October 2-5

The Canadian Finals Rodeo returned to Edmonton for its 50th season. CFR week featured a Chili cook-off, pancake breakfast, country music, and a cattle drive in Downtown Edmonton. EDMH joined the festivities with Destination Activation activities, including elevator wraps and floor decals. It also held a Best CFR Lobby



contest in which several hotels participated to win cash prizes. The Canadian Finals Rodeo generated a \$32 million economic impact.

Some key stats include:

42,000

TICKETS SOLD

2,094

5-PACK SEATS
SOLD

14,000

HOTEL
BOOKINGS

30

SPONSORS

123

RODEO WEEK
PARTNERS

1,455

VOLUNTEER
HOURS

5,000

JOB

Professional Bull Riding Finals, November 8-9



The PBR Canada Cup series is the Premier Bull Riding Tour in Canada, and events are held in top Canadian

markets. The series brings the world's best bull riding to millions of Canadian fans via live events and on TSN. The 11-stop tour culminates at the Finals in Edmonton. Edmonton's Best Hotels is featured on TSN during the full tour. In 2024, the tour attracted 72,915 people in attendance over 16 live performances. Edmonton's Best Hotels TV commercial aired over the entire tour and was shown 393 times.

For the Finals, held November 8-9, Edmonton's Best Hotels was recognized as the presenting sponsor. Among the many promotional benefits received, Edmonton's Best Hotels logo was featured on the Champion's cheque at the PBR finals, on digital and non-digital arena signage, and received national television exposure on TSN, including two PBR Canada Final commercials.

The PBR Finals in Edmonton broke their attendance record, **selling 15,015 tickets for two performances, 22% higher than in 2023.**

EDMONTON TOURISM AWARDS 2024

EDMH celebrated its second annual Edmonton Tourism Awards with another **sell-out crowd of 500 guests**. This event is EDMH's signature community outreach program and continues to elevate its prestige and brand awareness in Edmonton's tourism industry sector.



The second annual Edmonton Tourism Awards luncheon was held Friday, June 7, 2024, at The Westin Hotels to a sell-out crowd of 500.

The number of nominations and sponsorship support increased.

A television ad campaign was run to encourage nominations and, following the awards, to acknowledge winners.

18 Award winners and 23 finalists, for 41 tourism sector organizations, were celebrated and recognized that day.

We aim for the event to be a sell-out again, so please ensure you purchase your tickets at www.edmontontourismawards.com. Early bird prices are in effect until April 30, 2025.

3

YEG: EDMONTON INTERNATIONAL AIRPORT BILLBOARD CAMPAIGN

On March 4, 2024, Edmonton's Best Hotels launched a **promotional campaign around Edmonton International Airport**. The campaign included digital advertising inside the airport and billboard advertising on Gateway Blvd. A billboard was also located in West Edmonton. The campaign ran until June 30, 2024. This campaign was part of the promotional benefits of the MOU with YEG: Edmonton International Airport, which provides 50% off on digital and billboard advertising.



4

DESTINATION ACTIVATION

In 2024, EBH stepped up its Destination Activations program to include more significant events.

Volleyball Canada Nationals (Citywide) (May 15-26)

In 2024, 42 EDMH hotel members participated by displaying elevator wraps (or pop-up banners) and floor decals. In addition, EDMH ran a guest contest whereby one guest staying at each of EDMH's guest hotels (42) could win a \$175 gift certificate for merchandise from Volleyball Stuff.

Rendezvous Canada (Host Hotels) (May 14-17)

Ten EDMH Host Hotels received elevator wraps, floor decals, and pop-up banners. Rendezvous guests also received a branded Edmonton's Best Hotels guest gift.

Canadian Country Music Awards (Host Hotels) (September 14)

Four EDMH Host Hotels received elevator wraps, floor decals, and pop-up banners.

Canadian Finals Rodeo (Citywide) (October 2-5)

Forty-five EDMH hotels received YEGHAW elevator wraps, floor decals and pop-up banners, and seven acting as host hotels received CFR-specific branding.

Professional Bull Riding Finals (Host Hotels) (November 8-9)

Two host hotels received elevator wraps, floor decals and pop-up banners with PBR-specific branding.

EDMONTON'S BEST HOTELS, SOME KEY ANALYTICS

Rewards bookings remained on par with 2023, with

2,168 REWARD BOOKINGS *generating* **4,533** ROOM NIGHTS *for* **\$776,940** IN REVENUE = **4%** REVENUE INCREASE **149.3%** ROI

The Rewards program's key messaging was changed in December, and thus far, 2025 results show a strong trend in increased bookings.



34%↑

353,801 ON
DECEMBER 31, 2024



21.7%↑

90,808 ON
DECEMBER 31, 2024



34%↑

27,300 ON
DECEMBER 31, 2024



36.7%↑

26,800 ON
DECEMBER 31, 2024



25.5%↑

8,744 ON
DECEMBER 31, 2024

The number of contest entries received over nine contests was 114,080, slightly up (0.6%) from 2023 for the same number of contests (9).

**A NOTABLE
UNEXPECTED
HIGHLIGHT
FOR 2024**

OEG AND THE NHL PLAYOFFS

OEG provided over 400 Playoff tickets for members on a surprise complimentary basis. Each of our member hotels was offered eight tickets. For most, it was an experience of a lifetime.



YEAR OVER YEAR ANALYTICS

2019 – 2024

ANALYTICS CATEGORY	JAN 1 – DEC 31, 2019	JAN 1 – DEC 31, 2020	JAN 1 – DEC 31, 2021	JAN 1 – DEC 31, 2022	JAN 1 – DEC 31, 2023	JAN 1 – DEC 31, 2024
DEALS						
Number of Deals Offered	10	15	13	Only offered 1, 2, 3, Pick Your Rewards program	Only offered 1, 2, 3, Pick Your Rewards program	Only offered 1, 2, 3, Pick Your Rewards program
Total Deals Sold	99	612	202	1,753	2,645 (↑51%)	2,501 (↓-5%)
Total Deals Cancelled	8	82	34	228	374 (↑64%)	333
Net Deals Sold	91	530	168	1,535 (↑813.6%)	2,271 (↑48%)	2,168 (↓-4%)
Number of Hotel Nights	134	872	344	3,325 (↑895.5%)	4,772 (↑43.5%)	4,533 (↓-5%)
Value of Hotel Nights sold	\$17,005.06	\$111,427.78	\$42,446.21	\$470,107 (↑1,007.5%)	\$745,981 (↑58.6%)	\$776,940 (↑4.1%)
Total 3 Night				570	677 (↑18.7%)	692 (↑2.1%)
Total 2 Night				596	917 (↑54%)	863 (↓-6%)
Total 1 Night				369	677 (↑83.4%)	613 (↓-9.9%)

ANALYTICS CATEGORY	JAN 1 – DEC 31, 2019	JAN 1 – DEC 31, 2020	JAN 1 – DEC 31, 2021	JAN 1 – DEC 31, 2022	JAN 1 – DEC 31, 2023	JAN 1 – DEC 31, 2024
Most Popular Deal	Shopping card; holiday shopping; stay 2 nights, get 2nd night 50% off; and west end dining deal. Each of these deals sold 55 of the 99 deals sold (55%) with an average of 14 deals each	Bestselling deals representing 77% (410 of 530) of the 2020 deals sold, offered \$75 to \$100 per night inclusions up to a maximum of 3 nights. 120 deals were in line with 2021 rewards per night	In six months, deals booked surpassed deals booked in 2019 and surpassed deals booked in 2021 which had the same value of rewards per night	Prepaid master cards, ultimate dining and ESSO gas cards	Prepaid master cards	Prepaid master cards
Total Cost of Booking Rewards				\$240,014	\$334,425 (†39%)	\$311,625 (↓-7%)
Net ROI				\$230,093	\$441,556 (†92%)	\$465,315 (†5.2%)
ROI %				95.87%	123% (†77%)	149.3% (†21.1%)
Number of Bookings Downtown Cluster				273	457 (†67%)	369 (↓-19%)
Number of Bookings Southside Cluster				681	866 (†27%)	800 (↓-7.6%)
Number of Bookings West End Cluster				581	948 (†63%)	999 (†5.3%)
INSIDER SUBSCRIBERS						
Number of Subscribers	5,594	7,911	13,605 (†72.9%)	38,934 (†186.17%)	74,594(†91.5%)	90,808 (†21.7%)
Average Open Rate	30% (Industry avg. 17.6%)	34% (Industry avg. 17.6%)	24.84% (Industry avg. 27.69%)	24.19% (↓2.6%)	28.34% (†16%)	35.91% (†26.7%)
Average Click Rate	3.6% (Industry avg. 2%)	4.8% (Industry avg. 2%)	2.8% (Industry avg. 3.8%)	2.82% (†0.7%)	2.72% (↓3.5%)	2.64% (↓-2.9%)

ANALYTICS CATEGORY	JAN 1 – DEC 31, 2019	JAN 1 – DEC 31, 2020	JAN 1 – DEC 31, 2021	JAN 1 – DEC 31, 2022	JAN 1 – DEC 31, 2023	JAN 1 – DEC 31, 2024
WEBSITE						
Users	50,204	46,250	78,805 (↑70.3%)	285,153 (↑261.8%)	263,684 (↓7.5%)*	353,801 (↑34.1%)
Total Sessions	61,485	62,106	100,443 (↑61.7%)	387,312 (↑285.6%)	314,086 (↓19%)*	433,446 (↑38%)
Desktop vs. Mobile	Mobile Users: 30,606 Desktop Users: 11,373 Tablet Users: 8,250	Mobile Users: 43,010 Desktop Users: 19,096	Mobile Users: 55,401 (70.3%) Desktop Users: 19,964 (25.3%) Tablet Users: 3,561 (4.5%)	Mobile Users: 65.4% (↓6.9%) Desktop Users: 28.1% (↑11.06%) Tablet Users: 6.34% (↑40.8%)	Mobile Users: 79% (↑20.7%) Desktop Users: 18.29% (↓32.7%) Tablet Users: 2.9% (↓54%)	Mobile Users: 73.6% Desktop Users: 21.6% Tablet Users: 4.6%
Total pageviews	135,120	206,259	246,127 (↑19.3%)	1,242,679 (↑404.8%)	488,094 (↓60%)	580,839 (↑19%)
Average Session Duration	1:17 minutes	2:04 minutes	1:24 minutes (↑39.0%)	1:67 minutes (↑43 seconds)	1:25 minutes (↓42 seconds)	1.14 min (↓-8.8%)
Average Bounce Rate	69%	43%	34.65% (19.4% improvement)	17% (↓17.65%)	51.15% Now called Engagement	46.13% (↓-9.8%)
Channels Driving Engagement	Direct and Social	Direct and Paid Search	Direct and Paid Search	Direct, Paid Search, Social and Email (social and email played bigger role in 2022)	Direct, Social and Email	Email, Social, Direct
Engagement by Gender & Age	30.7% male/ 69.3% female, 25-54	37.9% male/ 62.1% female, 25-44	29.74% male and 29.73% female, 25 - 54 (of what Google can track)	46.48% male/ 53.49% female, 25-55	42% male/ 58% female, 25-64	41.26% male/ 58.73% female, 25-64

*Decrease is directly attributable to EE not providing a direct link promotional campaign as it did in 2022

ANALYTICS CATEGORY	JAN 1 – DEC 31, 2019	JAN 1 – DEC 31, 2020	JAN 1 – DEC 31, 2021	JAN 1 – DEC 31, 2022	JAN 1 – DEC 31, 2023	JAN 1 – DEC 31, 2024
OWNED SOCIAL MEDIA						
Facebook Followers	unknown	1,918	2,844 (↑926) (↑48%)	8,904 (↑213.08%)	20,000 (↑125%)	27,300 (↑34%)
Instagram Followers	unknown	689	1,608 (↑919) (↑84%)	8,646 (↑437.68%)	19,600 (↑126%)	26,800 (↑36.7%)
Twitter Followers (as of Sept 1/22)				3,334 (↑47.45%) (started Q3)	6,964 (↑109%)	8,744 (↑25.5%)
CONTESTS						
Number of Contests Ran	4	5	6	8 (↑2)	9 (↑12.5%)	9 (same as 2023)
Total Number of Entries in Contests	8,076	2,394	18,666 (↑679.6%)	21,342 (↑14.33%)	113,305 (↑430%)	114,080 (↑0.6%)



MEMBER SERVICES

TOP 5 MEMBER SERVICES HIGHLIGHTS IN 2024

1

EDMH continued on its path of membership growth in 2024, welcoming **two new member hotels**. TownePlace Suites Edmonton South joined In April and Hampton Inn by Hilton Sherwood Park was welcomed in July. We are so happy to have both of these hotels join our ranks further growing our South and Downtown clusters and adding two more great options on Edmonton's Best Hotels.

This year held many memorable occasions to get **our members engaged and personally connected with EDMH**, our community and our partners including:

- Two Edmonton Police Service Town Halls alongside Edmonton Community Services' Safe & Healthy Communities Team which helped our front line staff feel empowered in difficult situations.
- The CFR Lobby Decorating contest, which brought out the creative and competitive spirit of hotel staff highlighting everything from short films to chili and caesars to livestock to CFR memorabilia. It was all we hoped for and then some – what a way to welcome CFR Home.
- The Member's Skate on Edmonton Oilers home ice at Rogers Place. What an incredible opportunity this was to share with our families as we experienced the rush of walking down the Oilers tunnel onto the ice, skating where our favourite players do and sitting on the team bench. Warming up in Studio 99 was the icing on the cake.

3

As Rendezvous Canada came to Edmonton, **EDMH helped our members shine.** Working within RVC's planning committee, we coordinated communication to all host hotels, hosted an information session, facilitated on property activations and more. As well, we provided all RVC guests with locally made cookies as an in room welcome gift to add another layer of sweetness to their stay. RVC was extremely successful and we're confident that our Travel Trade team will see increased bookings because of the effort that went into hosting this event.

4

Relationship building was a big focus in 2024, with many connections made with local Tourism operators at various stages of product development. The Tourism Operator Spotlight was introduced into our Members Newsletter as a means of connecting our hoteliers with operators interested in partnering. This included Yesterday's Auto Gallery, Rural River Rentals, Alberta Food Bike Tours, Delavoye Chocolatiers and more.

5

Member sentiment was surveyed in Q2, providing valuable feedback for our team. 95% of respondents said that EDMH quarterly Cluster meetings are very valuable or extremely valuable. 100% of respondents said that they were very likely or extremely likely to recommend EDMH membership to other hoteliers/ownership groups. We are very proud of these results and **will continue to focus on engagement and communication with our members** to ensure that we continue to provide the information, benefits and results that are important to you all



**ENTERPRISE
PARTNERSHIP
HIGHLIGHTS**

OILERS ENTERTAINMENT GROUP HIGHLIGHTS 2024

BY THE NUMBERS

OILERS

- Pre/Regular Season » **50 Home Games**
- Playoffs » **12 Home Games** (+11 watch parties)

OIL KINGS

- Regular Season » **34 Home Games**

LIVE & EVENTS

- **64** (including concert and sporting events)

ICE DISTRICT

- **ICE Plaza » 46 events** (Oilers playoff parties, Canada Day, NYE, Chiseled, Immersive Cinema Experiences, Private Rentals, Community Programming, CFR etc.)
- **Fan Park » 89 event days** (Ice Climbing World Championships, Community Programming, BOMFest, ICE District Carnival, Oilers playoff parties, FIBA 3x3, Punk In Drublic, Oktoberfest, CFR)

HIGHLIGHTS OF 2024

CCMA AWARDS

For the first time in 10 years, the Canadian Country Music Awards returned to the province's capital city for the 42nd iteration of the annual celebration of Canadian Country music excellence. The award show itself was a massive success!



17 SOLD-OUT SHOWS

Another busy concert season! Sold-out performances from Zach Bryan (x2), Bruce Springsteen, Evanescence, Avril Lavigne, the return of UFC and more helped to account for over 230,000 sold tickets.

2024 OILERS PLAYOFF RUN

The Edmonton Oilers took us to the Stanley Cup Finals against the Florida Panthers only to be defeated by them in the last moments of Game 7. Once again, the team captivated the entire city (and region) with sold-out games and road game watch parties inside Rogers Place. The ICE District Plaza and Fan Park @ ICE District continued to become the outdoor place to be for all games with around 200,000 fans coming down to take in the action on the outdoor screens.





ICE DISTRICT



The **Plaza** continues to be a hub for downtown development and

activation, hosting hundreds of thousands of guests for Oilers playoff parties, holiday celebrations, plus many other festivals and events throughout the year. Highlights from 2024 included Canada Day celebrations, Immersive Cinema nights, PBR bull riding, and CCMA red carpet festivities. In a final goodbye to 2024, we hosted NYE in the ICE District with country music star Dawson Grey playing host to over 4,500 fans as downtown Edmonton lit up to ring in 2025.

The **Fan Park @ ICE District** grew with playing host to a variety of different events including: Oktoberfest, BOMFEST (electronic dance music festival), Punk In Drubric (punk rock music festival), FIBA 3x3 Basketball, ICE District Carnival, Oilers playoff watch parties, plus community activations throughout the year with our Edmonton Oilers Community Foundation. We'll look to continue to develop the annual events while also enhancing programming on the site starting in 2025.

2025

We look to continue to build on the past years' success in live entertainment and events as we head into 2025. To date, we've confirmed 54 events with many more contracted but not yet announced. The next year will continue to put our city on the national stage with the hosting of Edmonton's 1st ever PWHL game in February. On top of a full music schedule in the fall, we'll also see the return of CFR.

Outside of Rogers Place, we'll continue to put a strong focus on growing our events at ICE District, in both the Fan Park and Plaza, through music festivals, sporting events, and community activations. Continuing to attract guests to Edmonton while working to activate

and revitalize our downtown will be a priority. As we head into 2025, we'd like to say thank you to EDMH for your partnership and continued support in bringing world-class events to Edmonton.



EDMONTON INTERNATIONAL AIRPORT HIGHLIGHTS 2024

Edmonton International Airport (YEG) has a vision of more flights to more places, connecting the world to our region. This vision drives YEG to continuously seek new opportunities and partnerships that better our community through increased air access. YEG greatly values its partnership with Edmonton Destination Marketing Hotels (EDMH) to help achieve this.

INCREASED SEAT CAPACITY

YEG is reflecting on a year of growth and transformation. In 2024, it welcomed 7.92 million passengers, reaching 97% recovery from pre-pandemic passenger volumes and a 5.6% increase over 2023. In 2024, YEG grew its collection of non-stop destinations by adding Atlanta, Georgia and announcing new 2025 service to Chicago, Illinois; Houston, Texas; and Salt Lake City, Utah.


Transborder passenger growth experienced a 28% increase over 2023, while International traffic increased by 7.5% and Domestic remained steady, with 1% growth.

Airline partners continued to grow year over year seat capacity from YEG to existing non-stop destinations including Denver (+92%), Ottawa (+49%), Montreal (+41%), Seattle (+41%), and Amsterdam (+19%) among other North American destinations.


2024 »



7.92M
PASSENGERS



1%
DOMESTIC
TRAFFIC



28%
TRANSBORDER
TRAFFIC



7.5%
INTERNATIONAL
TRAFFIC

FUTURE ROUTE DEVELOPMENT

In 2025, KLM will celebrate 10 Years of service between Edmonton and Amsterdam and continues to grow in Edmonton with up to six times weekly service peaking in June. With increasing demand for non-stop transatlantic routes to Edmonton, YEG remains committed to pursuing new non-stop routes to Europe including Frankfurt and London. In support of establishing new routes, YEG led business and tourism development missions with key partners including EDMH to Atlanta with WestJet. These missions included a focus on continuing to attract inbound tourism to Edmonton and the region.

YEG is also preparing for new routes to the US set to launch in 2025, including Houston and Chicago with United Airlines, and Salt Lake City and Chicago with WestJet. These key hubs not only offer enhanced business connectivity but drive the potential for increased inbound visitation.

INVESTING IN OUR REGION

Several landmark projects that enhance both infrastructure and the overall passenger experience were delivered in 2024. Among the notable

achievements was the completion of a critical infrastructure project that saw the reconstructed Departures Roadway open just in time for the holiday travel season.

Edmonton Airports, which includes Edmonton International Airport (YEG) and Villeneuve Airport (ZVL), recently completed an extensive Economic Impact Study that revealed the airports' economic output rose to \$4.9 billion in 2023. New developments and increasing passenger numbers contributed to this jump from the pre-pandemic output of \$3.2 billion. Edmonton Airports supports more than 21,000 jobs and continues to drive economic prosperity for the Edmonton Metropolitan Region and beyond.

DEDICATED TO OUR PARTNERSHIP

YEG values our continued partnership with Edmonton Destination Marketing Hotels, and looks forward to our continued work in welcoming more visitors to Edmonton and growing the visitor economy. Together we can build upon new and existing routes to facilitate the movement of high value visitors to our region.

EXPLORE EDMONTON HIGHLIGHTS 2024

EDMONTON NAMED **TOP 10 CITY** IN LONELY PLANET'S BEST IN TRAVEL 2025:

On October 23, 2024, Edmonton was recognized as a Top City in Lonely Planet's prestigious Best in Travel 2025, a global accolade that highlights the world's most exciting destinations for the year ahead. This once-in-a-lifetime recognition showcases Edmonton's diverse communities, rich history, and vibrant sport and culture scene, cementing its status as a must-visit destination.

Best in Travel 2025 marks Lonely Planet's 15th edition of its annual guide, featuring 30 must-visit destinations worldwide. Chosen through nominations from Lonely Planet's global network of experts, the list celebrates cities that offer unique and unforgettable travel experiences. Edmonton's downtown revitalization, cutting-edge sports

and entertainment venues, and commitment to Indigenous cultural experiences were key factors in its selection. Highlights include immersive experiences at Fort Edmonton Park and Métis Crossing, reflecting the city's leadership in truth and reconciliation.

Explore Edmonton is proud to share this incredible achievement with Edmonton Destination Marketing Hotels (EDMH) members, whose support has helped elevate the city's profile on the global stage. This recognition provides an exciting opportunity to further showcase Edmonton as a premier travel destination, and we look forward to continuing this momentum together.

A large indoor event space, likely a convention center, with a stage and a large audience. The stage features a large screen on the left displaying a presentation with a 'Summary' slide and three circular icons. A speaker is at a podium on the right. The audience is seated in the foreground, many holding up phones to record. The ceiling is high with many hanging lights.

BUSINESS EVENTS

POWERING EDMONTON'S VISITOR ECONOMY THROUGH BUSINESS EVENTS

Explore Edmonton takes pride in attracting impactful business events, meetings, and conferences that are essential to our city's visitor economy. Representing 40 per cent of all tourism spending, business travelers are recognized as one of the highest spending visitor groups. Business events are a cornerstone for Edmonton's hotels, convention centers, venues, event planners, and transportation services. They fuel growth and innovation across the city, driving significant room night opportunities and delivering a substantial total economic impact.

Representing 40 per cent of all tourism spending, business travelers are recognized as one of the highest spending visitor groups.






Explore Edmonton is proud to attract numerous business events, meetings and conferences.

Booking pace for Economic Impact has now exceeded 2019 levels from \$37M EI to \$42M EI in 2024. Below are some of the business events our team was proud to host and secure in 2024:

Major Business Hosted in 2024

- » Jehovah's Witnesses – National Event
- » Canadian Hydrogen Convention
- » Carbon Capture Canada
- » Upper Bound 2024
- » Institute of Electrical and Electronics Engineers Conference on Intelligent Transportation Systems
- » First Nations Financial Management Board FNLTW7 Alberta
- » International Bear Association Conference
- » Society of Obstetricians and Gynecologists of Canada Annual Clinical & Scientific Conference:
- » Canadian Society of Safety Engineering Professional Development Conference
- » Canadian Institute of Planners 2024 Joint Annual Conference

2024 BUSINESS EVENT STATS

-  Total Direct Economic Impact » \$70.1M
-  Total Room Nights Contracted » 34,996
-  Total Events Hosted » 94
-  Total Site Visits Hosted » 36
-  Total Future Events Secured » 35
-  Total Jobs Supported » 16,000
-  Full Year Average EDMH ROI » 4.8

Major Business Secured in 2024

- » Canada Wide Science Fair 2026
- » 2025 Western Retail Lumber Association Building & Hardware Showcase
- » The Wildlife Society 32nd Annual Conference 2025
- » FYi Eye Care 2025 AGM
- » Boston Pizza International Leadership Meeting 2025
- » Canadian Hydrogen Convention 2025
- » National Gathering of Elders
- » Innovate Canada

EVENT HIGHLIGHTS

MCI Canada's Senior Management Meeting (August):

In August the Business events team hosted MCI (Management Concepts Inc.) Canada's Senior Management Meeting. MCI is a global organization that manages and organizes events, conferences and exhibitions. There were eleven (11) people in attendance, our destination was chosen as we are the 2nd largest indigenous population in Canada and the group was interested in immersing themselves in the culture with activations and an experiential visit to Metis Crossing. This was a business development opportunity to showcase Edmonton to MCI for future business events.

Edmonton Ambassador Network:

The Edmonton Ambassador Network (formerly Legacy Council) is a program aimed at bringing business events to the city by leveraging the expertise of local champions. The network works with professionals from various sectors, including academia, research, and business, to help attract and host events that highlight Edmonton's strengths, particularly in areas like artificial

intelligence, health & life sciences, agriculture, and energy.

Ambassadors play a key role in this initiative, helping identify event opportunities, providing connections, and supporting bid proposals. They also serve as mentors and advocates, promoting Edmonton as an ideal destination for conferences and other business events. In return, ambassadors are recognized for their efforts in growing the city's profile as a hub for innovation and research

More to follow on the relaunch of this program that supports the work the business development team does and potential to expand into an organization-wide ambassador network.

Innovate Canada 2024

Explore Edmonton Corporation had the distinct privilege of hosting Destination Canada Business Events signature event, Innovate Canada, where we showcased Canada's agribusiness expertise and sustainable innovation to an influential global audience.

Agribusiness is one of Edmonton's key economic sectors, driving advancements in sustainable

agriculture, food processing, plant-based proteins, and fermentation technologies. As a city pioneering innovation in these fields, Edmonton provided an ideal backdrop for the event's focus on agribusiness.

Attendees were treated to exclusive, behind-the-scenes experiences that underscored Edmonton's leadership in agribusiness innovation and its capacity to host high-impact industry events. Key highlights included:

- **InnoTech Alberta:** Demonstrating its role in enabling value generation and accelerating commercial development through access to world-class expertise and industrial-scale facilities. InnoTech's contributions to transitioning technologies into actionable innovations were a focal point for attendees.
- **Alberta Food Centre:** Showcasing its efforts in fostering the growth and commercialization of food, beverage,

and ingredient companies that serve both Canadian and global markets.

- **FARMFAIR INTERNATIONAL's 50th Anniversary:** A milestone celebration of one of Canada's premier agriculture and livestock showcases. Highlights included Innovation Alley, where ag-tech innovators presented cutting-edge tools designed to scale operations,



enhance productivity, and champion sustainable practices.

- **Culinary Excellence:** Edmonton's vibrant culinary scene was on full display with curated experiences at Rig Hand Distillery, Bündok, and Rge Rd. The culinary journey culminated in the Edmonton Signature Event at the Art Gallery of Alberta, featuring a dinner spotlighting five of Edmonton's finest local food and beverage innovators: The Little Potato Company Ltd, Token Bitters, Prairie Gardens, Meuwly's, and NAIT (Northern Alberta Institute of Technology). This exceptional dinner was masterfully crafted by Edmonton Convention Centre's Executive Chef Serge Belair.

Driving the Future of Agribusiness

Innovate Canada 2024 reinforced Edmonton's role as a global leader in agribusiness innovation. By hosting this landmark event, Explore Edmonton Corporation showcased the city's unique capabilities and value as a destination for agribusiness events.

Through collaboration, innovation, and excellence, Edmonton continues to drive the future of agribusiness and strengthen its position as an ideal location for high-impact global events.

We were also featured here in this article:

[How Innovate Canada 2024 Cultivated Global Agribusiness Leadership in Edmonton - Boardroom](#)



SPORT & CULTURE

A YEAR OF BOLD HOSTING AND LASTING IMPACT

In 2024, Edmonton proved once again why it's a premier destination for sport and cultural events. With world-class venues, a dedicated volunteer base, and a commitment to sustainable, meaningful events, we welcomed the world while creating lasting legacies.

And here, the main event isn't just reserved for the men. Edmonton proudly championed women's sports, elevating female athletes from grassroots to global success. From paying homage to the Edmonton Grads legacy through the WNBA hosting to celebrating our homegrown talent during FIBA 3x3 Women's Series, we continue to lead the way. From action sports to Volleyball Nationals and the Canadian music awards, we took on ambitious events—delivering bold experiences that exceeded expectations. None of this would be possible without our strong partnerships.

The Sport & Culture team secured **\$182 M in total economic impact, surpassing our goal for 2024, and supported a total of over 46,000 jobs.**

The Sport & Culture team saw a total of 40 events in our pipeline that we secured or supported on in 2024.

In 2024, the following 15 events were secured for Edmonton:

- » 2024 ISBHF Legends World Ball Hockey Championships
- » 2024 Alberta Indigenous Games and Masters Alberta Indigenous Games
- » 2024 WNBA Game
- » 2024 Canada Soccer PDP Nationals
- » 2025-2028 Canadian Swimming Open
- » 2025 Canadian Wrestling Championships
- » 2025 UIAA Ice Climbing World Cup
- » 2025 Canadian Half Marathon Championships

2024 OVERALL TEAM STATS

-  Total Direct Economic Impact » **\$182 M**
-  Total Room Nights Contracted » **56,810**
-  Total Events Hosted » **40**
-  Total Site Visits Hosted » **10**
-  Total Future Events Secured » **15**
-  Total Jobs Supported » **46,000**
-  Full Year Average EDMH ROI » **6.5**

- » 2025 Native Hockey Alberta Provincial Championships
- » 2025 North American Cup Series Sport Climbing
- » 2025 Diving Canada Junior Elite Nationals
- » 2025 FIBA 3x3 World Tour & Women's Series
- » 2025 Alberta Indigenous Games and Masters Alberta Indigenous Games
- » 2025 PWHL Takeover Tour
- » 2026 CWBL National Championship

MAJOR EVENT HIGHLIGHTS IN 2024

UIAA Ice Climbing World Championship:

The first UIAA Ice Climbing World Championship event ever held outside of Europe took place in the Fan Park @ ICE District on February 16-18, 2024. The prestigious event brought in roughly \$6.1M in total economic impact.

With the success of 2024's event, Edmonton has now established itself as a proven host in the global climbing space and will also host the UIAA Ice Climbing World Cup in addition to an international sport climbing event in 2025.

Volleyball Canada Nationals:

The 2024 Volleyball Canada Nationals held May 15-26, 2024 at the Edmonton EXPO Centre, showcased 1,264 teams competing on 56 courts. The event attracted over 15,500 athletes, 2,500 coaches, 350+ officials, and 23,000 spectators, resulting in approximately 33,000 room nights. With a 30% increase in participation from 2023, it became the largest Nationals to date, generating an impressive \$28.9 million in direct economic impact for Edmonton.

To elevate the athlete experience, a special U18 party was organized as a memorable farewell for youth aging out of the program, allowing them to celebrate this milestone together and create lasting memories.

Red Bull Soapbox Race:

For only the 3rd time ever on Canadian soil, Edmonton hosted the 2024 Red Bull Soapbox Race on June 22, 2024. Hundreds of groups from across Canada entered in their non-motorized creations for a chance to ride down a custom course built on Queen Elizabeth Park Road. Our world-class River Valley was on full display for the world to see, with roughly 30,000 spectators on-site and over 460 participant applications, remarkably boasting the largest registration numbers in the event's history.

Canadian Country Music Awards:

The CCMA Awards, held at Rogers Place on September 14, 2024, attracted a sold-out crowd of 13,000 with 55% of award show attendees coming from 80km and further, marking the highest spectator turnout in CCMA history.

During Canadian Country Music Week, we collaborated with local partners to create a neon sign honoring k.d. lang's induction into the Country Music Hall of Fame. This was the first time a non-historical figure was featured in the museum and the unveiling was complete with a special appearance by k.d. lang.

In collaboration with Vignettes, we created unique assets like denim knolls, pockets, a "red carpet," a guitar case stage, and a Stetson chandelier, displayed at key locations including the Edmonton International Airport and the Edmonton Convention Centre.

Lastly, to boost event visibility, we also teamed up with CBRE to boost installing custom decals on downtown business towers, including elevator wraps and floor decals.

YEAR OF BASKETBALL

2024 FIBA 3x3 World Tour & Women's Series/ Hoop City Invitational

For the second year in a row, Edmonton played host to North America's only FIBA 3x3 World Tour stop, paired with the FIBA 3x3 Women's Series. Team Canada, led by local legends Katherine and Michelle Plouffe, captured the victory on home

soil, with hundreds of youth also partaking in the 2024 Hoop City Invitational 3x3 tournament in the shadow of the professionals.

2024 WNBA Canada Game

Edmonton played host to only the second ever WNBA game held on Canadian soil, as the Seattle Storm and Los Angeles Sparks met in a sold-out preseason clash at Rogers Place on May 4, 2024.

Wihkwêntôwin School court refresh: A partnership between Sport Edmonton, NBA Canada, Explore Edmonton, the Edmonton Public School Board, and the City of Edmonton resulted in the rejuvenation of this well-used community basketball court, with local Indigenous artist Rashelle Campbell designing and installing an eye-catching WNBA-inspired mural. This court will now provide a space for the next generation of basketball stars to learn the game and hone their skills.

2024 U SPORTS Women's Basketball Championship

For the first time since 2001, the University of Alberta served as host for the U SPORTS Women's Basketball Championship, which saw the nation's top 8 teams compete for a national title at the Saville Community Sports Centre.

Explore Edmonton in collaboration with Sport Edmonton, the City of Edmonton, and Edmonton Public Schools, proudly unveiled the new Grads court at John A. McDougall School, honoring the legendary Edmonton Grads. Designed by local artist Pete Nguyen, the court features the Grads' logo and pays tribute to each player while reflecting the school's spirit.

ADDITIONAL HIGHLIGHTS FOR 2024

2030 GAY GAMES BID

The Federation of Gay Games bid process has had a profound and lasting impact on Edmonton, strengthening our ties with the local 2SLGBTQ+ community. By collaborating with community members, the bid team fostered trust, allyship, and integrity, earning deep respect within the community. This effort has not only enhanced Edmonton's local image but has also positioned the city on a global stage as a welcoming and inclusive destination for diverse sports and cultural events, including those with their own distinct championships.

Through this process, Edmonton demonstrated that it is a safe and supportive space for 2SLGBTQ+ individuals to visit, participate in sports, and celebrate their identities. The experience also provided valuable insights into the unique requirements of the Federation of Gay Games' bidding process, offering critical and insightful learnings that will be applied to a future bid for 2030.

MAJOR SPORT STRATEGIC FRAMEWORK

The Major Sport Strategic Framework, developed in partnership with the City of Edmonton, serves as

a long-term guide for attracting and hosting sports events through to 2030. Rooted in the Sport and Cultural Attraction Plan, the framework ensures consistency in the types of events Edmonton seeks to attract, helping to shape a distinct identity for the city that resonates with both residents and visitors. It emphasizes three key criteria for event selection: economic benefits, reputational enhancement, and social impact. Additionally, the framework prioritizes inclusivity and innovation by focusing strategically on women in sport and action sports. This approach positions Edmonton as a leader in the sports event industry, reinforcing its status as a dynamic and forward-thinking city.

IF FORUM

In October 2024, our team attended the IF Forum, a prestigious three-day, in-person event held in the Olympic Capital of Lausanne, Switzerland. Tailored exclusively for International Sport Federations, the forum provided Edmonton with a rare and invaluable opportunity to engage directly with international event clients as the sole destination represented. During the event, we delivered a compelling presentation highlighting Edmonton's unique advantages as a premier sport event host, leaving with numerous promising event leads and strengthened connections.

RVC 2024: CANADA'S LARGEST TOURISM MARKETPLACE

RVC 2024 brought the world to Edmonton May 27 – 30, 2024

\$6 M

TOTAL EI

4,357

HOTEL ROOM
NIGHTS

1,582

DELEGATES

47,000+

B2B APPOINTMENTS
ON THE MARKETPLACE
FLOOR

RESULTING IN...

\$90M

IN **TOTAL EI** OF
BUSINESS FOR
CANADA

394

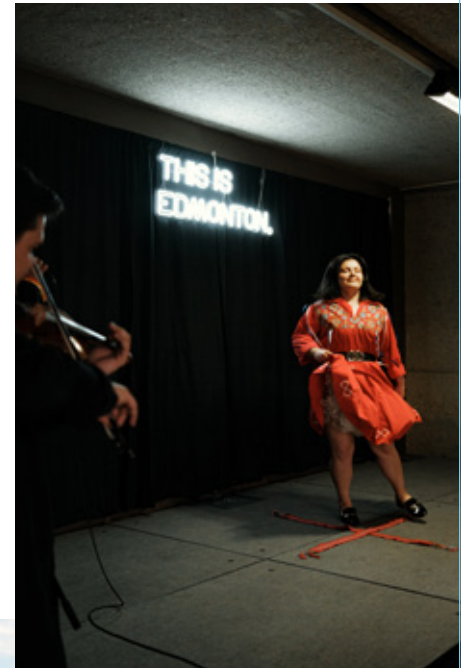
TOURISM BUYERS
FROM **25 COUNTRIES**

23

INTERNATIONAL MEDIA
REPRESENTATIVES

934

CANADIAN SELLERS



Attendee feedback was
outstanding:

94%

OVERALL
SATISFACTION SCORE

96%

BUYER
SATISFACTION SCORE



A Defining Moment for Edmonton's Tourism Industry

Hosting Rendez-vous Canada (RVC) 2024 was a landmark achievement for Edmonton, reinforcing the city's global presence and positioning it as a premier travel destination. As Canada's signature international tourism marketplace, RVC 2024 brought together travel trade professionals from around the world, providing an unparalleled platform to showcase Edmonton's vibrant culture, diverse experiences, and world-class hospitality.

Beyond the immediate economic impact generated by hosting over 1500 of delegates, the event fostered critical relationships with international tour operators, travel buyers, and industry leaders, paving the way for sustained growth in visitation, investment, and business development. By securing RVC 2024, Edmonton demonstrated its ability to host large-scale tourism events while reinforcing its reputation as a dynamic and forward-thinking destination.

The success of RVC 2024 will have a lasting ripple effect, driving increased tourism interest and business opportunities well into 2025, 2026, and beyond. As Edmonton continues to build on this momentum, the legacy of RVC will be seen in the city's expanding global reach, strengthened industry partnerships, and a growing reputation as a must-visit destination for travelers worldwide.



THE WAY FORWARD

2025 is shaping up to be another successful and busy year with some key changes.

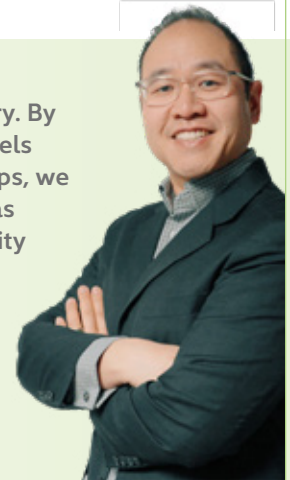
Edmonton Destination Marketing Hotels Welcomes Chris Yeung as Executive Director

The Board of Directors of Edmonton Destination Marketing Hotels (EDMH) is pleased to announce the appointment of Chris Yeung as Executive Director. Chris brings nearly two decades of cross-sector leadership experience, having built a distinguished career in business development, stakeholder engagement, and strategic planning across the hospitality, legal, and financial industries.

Chris's track record of driving innovation and measurable growth makes him uniquely equipped to lead EDMH through its next chapter. He has held leadership roles with global firms and entrepreneurial ventures alike, most notably serving as Senior Business Development Manager at Dentons Canada LLP, where he supported national practice groups and over 200 lawyers while leading transformative marketing and engagement initiatives. Chris has also co-founded and led capital markets firms, securing major investments in Alberta's hospitality sector, and has deep experience navigating change, building high-impact partnerships, and stewarding financial resources with transparency and accountability.

Chris said,

"I am honored to join EDMH at this pivotal time for our city and industry. By collaborating with our member hotels and leveraging strategic partnerships, we can enhance Edmonton's visibility as Western Canada's premier hospitality destination. I look forward to leading initiatives that not only increase occupancy for our members but also showcase the unique experiences that make our city exceptional."



In his new role, Chris will lead the organization's strategic vision, operational management, and advocacy efforts to champion Edmonton as Western Canada's premier hospitality destination. The Board looks forward to the dynamic leadership Chris will bring to our members and stakeholders as we continue to invest in growth, excellence, and collaboration across the region's tourism and hospitality landscape.

Chris started Monday, April 7, 2025.

- The **Government of Alberta will announce Destination Management Legislation** in the latter half of the year. The legislation will hold all DMOs in Alberta to the same standards and ensure that all funds coming in as a DMF are being used for marketing purposes. This is great for Alberta's tourism sector and all of Albertans.

- **New major event sponsorships:**

Agreements have been signed with Rockin Thunder inaugural Festival on July 11 and 12, followed by the Great Outdoors Comedy Festival on July 18-20th.

- **Rockin Thunder** is a two-day rock festival, the first of its kind in Edmonton. It features artists Def Leppard, Joan Jett & the Blackhearts, Queensryche, Bret Michaels, Toque, Weezer, Stone Temple Pilots, The Trews, Sam Roberts Band, and Default. The festival is expected to attract between 20,000 and 25,000 people per day. Pre-sales are showing strong out-of-town visitor sales. EDMH believes this event will create city-wide occupancy. The event will be held at the former Edmonton racetrack.

- **The Great Outdoors Comedy Fest** will hold five performances instead of three as it did in previous years. It is expecting 30,000 to 35,000 attendees, and ticket statistics show that approximately 56% of attendees are from out-of-town. The festival is held at Kinsmen Park.



- **K-Days, FarmFair International and the EXPO & Edmonton Convention Centre venues.**

EDMH will be looking at a sponsorship agreement that promotes Edmonton's Best Hotels at two of Explore Edmonton's signature events (K-Days and FarmFair International) and its event venues. While not Title Sponsorships, the promotion will be geared to be impactful, for example, broadcasting EBH's TV commercial at K-Day mainstage concerts, and on the digital screens of the EXPO Centre and the Edmonton Convention Centre.

- Edmonton's Best Hotels runs approximately nine annual contests and promotes them via paid social, organic social and radio. In addition to our traditional drive markets, **EBH will advertise in other key markets** such as Kelowna, Kamloops, Fort St. John, Saskatoon, Winnipeg, and Prince George. Contests are the primary driver of increasing e-letter subscribers and social media followers.
- Another new strategic plan to increase Edmonton's Best Hotels brand awareness in non-drive key markets will feature **contracting Influencers from Winnipeg and Saskatoon.**



- There will be **more Oil Derrick showstopper destination activations**. From the NHL playoffs through the fall Rodeo Season, our Showstoppers will be decked out in more locations as we add two more derricks to our inventory.
- **Destination Activations** featuring the provision of elevator wraps, pop-up banners and floor decals are planned for WRLA (held in January of this year), Volleyball Canada Nationals (May 9-25, 2025); Rockin Thunder Music Fest (July 11-12); Great Outdoors Comedy Festival (July 18-20); Canadian Finals Rodeo (October 1-4); FarmFair International (Nov 5-8); and Professional Bull Riding Finals (Nov 11-15).
- Miss Rodeo Canada and Jack Sweeney will join EDMH again this fall to judge our second Annual **CFR Lobby Decorating contest**.
- **Oilers merchandise and ticket assets** will be distributed to member hotels in various ways, including contests and giveaways, giving members unique opportunities to host or gift clients and staff.
- The **EDMH corporate website will be folded into Edmonton's Best Website**, providing a coordinated look and feel and cost and maintenance efficiencies.
- The **Safety Advisory Committee will launch**, providing members with an opportunity to share their guest and property safety concerns and suggestions for improving safety issues.
- An **annual Members Skate** will be held again at Rogers Arena in the fourth quarter for staff and their families. It promises to be even bigger and better than in 2024.



**EDMONTON DESTINATION
MARKETING HOTELS LTD.**

Financial Statements

DECEMBER 31, 2024

INDEPENDENT AUDITOR'S REPORT

To the Members of Edmonton Destination Marketing Hotels Ltd.:

Opinion

We have audited the financial statements of Edmonton Destination Marketing Hotels Ltd. (the "Organization"), which comprise the statement of financial position as at December 31, 2024, and the statements of operations and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2024, and the results of its operations and its cash flows for the year then ended in accordance with the basis of accounting disclosed in Note 2 to the financial statements.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are

independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to Note 2 to the financial statements, which describes the basis of accounting. These financial statements, which have not been, and were not intended to be, prepared in accordance with Canadian accounting standards for not-for-profit organizations, are solely for the information and use of the members of Edmonton Destination Marketing Hotels Ltd. As a result, the financial statements may not be suitable for another purpose. The financial statements are not intended to be and should not be used by anyone other than specified users or for any other purpose.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the basis of accounting disclosed in Note 2 to the financial statements, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free

from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a

material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's

report. However, future events or conditions may cause the Organization to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

MNP LLP

Chartered Professional Accountants

Edmonton, Alberta

April 9, 2025

EDMONTON DESTINATION MARKETING HOTELS LTD.

Statement of Financial Position

As at December 31, 2024

	2024	2023
ASSETS		
Current		
Cash and cash equivalents (NOTE 4)	9,667,516	11,549,746
Accounts receivable	1,398,921	1,409,169
	11,066,437	12,958,915
LIABILITIES		
Current		
Accounts payable and accruals	73,973	536,587
Deferred revenue (NOTE 3)	7,370,446	9,291,535
	7,444,419	9,828,122
Reserve (NOTE 4)	1,492,947	1,492,947
	8,937,366	11,321,069
NET ASSETS		
Share capital (NOTE 5)	9,567	9,429
Surplus	2,119,504	1,628,417
	2,129,071	1,637,846
	11,066,437	12,958,915

Approved on behalf of the Board

signed by "Steven Beaton"

Director

Steven Beaton

signed by "Grant Rice"

Director

Grant Rice

The accompanying notes are an integral part of these financial statements.

EDMONTON DESTINATION MARKETING HOTELS LTD.

Statement of Revenue, Expenses and Surplus

For the year ended December 31, 2024

	2024	2023
Revenue		
Deferred revenue recognized (NOTE 1), (NOTE 3)	10,731,488	9,115,692
Interest income	491,087	564,419
Edmonton Tourism Awards revenue	70,400	62,104
Other recoveries	1,133	3,505
	11,294,108	9,745,720
Direct expenses		
Promotional sponsorship	9,319,686	7,789,068
Advertising media purchase	230,655	209,681
Graphic design/production	205,922	204,432
Trade shows	59,066	24,986
Website	26,133	21,271
Familiarization tour events	8,002	25,609
Entertaining	7,173	13,095
Promotional materials	5,396	21,541
	9,862,033	8,309,683
Excess of revenue over direct expenses	1,432,075	1,436,037

The accompanying notes are an integral part of these financial statements.

EDMONTON DESTINATION MARKETING HOTELS LTD.

Statement of Revenue, Expenses and Surplus...CONTINUED

For the year ended December 31, 2024

	2024	2023
Operating expenses		
Office and administration	432,361	355,475
Advertising	280,466	261,502
Trustee fees	95,185	79,350
Professional fees	92,240	146,826
Membership fees	9,443	12,421
Contracted services	7,320	1,733
Bank charges and interest	6,515	5,752
Insurance	5,174	5,109
Legal fees	3,700	310
Board and committee expenses	3,666	1,310
Professional development	3,187	878
Postage	1,710	952
Automotive	21	–
	940,988	871,618
Excess of revenue over expenses	491,087	564,419
Surplus, beginning of year	1,628,417	1,063,998
Surplus, end of year	2,119,504	1,628,417

The accompanying notes are an integral part of these financial statements.

EDMONTON DESTINATION MARKETING HOTELS LTD.

Statement of Cash Flows

For the year ended December 31, 2024

	2024	2023
Cash provided by (used for) the following activities		
Operating		
Excess of revenue over expenses	491,087	564,419
Changes in working capital accounts		
Accounts receivable	10,248	(207,867)
Accounts payable and accruals	(462,614)	81,470
Deferred revenue	(1,921,089)	(1,565,847)
	(1,882,368)	(1,127,825)
Financing		
Issuance of share capital	244	450
Redemption of share capital	(106)	(127)
	138	323
Decrease in cash resources	(1,882,230)	(1,127,502)
Cash resources, beginning of year	11,549,746	12,677,248
Cash resources, end of year	9,667,516	11,549,746

The accompanying notes are an integral part of these financial statements.

EDMONTON DESTINATION MARKETING HOTELS LTD.

Notes to the Financial Statements

For the year ended December 31, 2024

1. Incorporation and nature of the organization

Edmonton Destination Marketing Hotels Ltd. (the "Organization") is a company limited by shares incorporated on October 23, 2012 under Part 9 of the Companies Act in the province of Alberta. The Organization was formed to continue similar activities of Edmonton Destination Marketing Fund (the "Fund") (a program administered and managed by Edmonton Economic Development Corporation) and is a subsequent program of the Fund under section 5.4 of the Destination Marketing Agreement between Explore Edmonton Corporation and participating hotels.

The Organization receives contributions through its members pursuant to its Amended Articles of Association, Amended Memorandum of Association and provincial funding. Before receiving shares of the Organization, a member executes a Subscription Agreement and covenants to pay the destination marketing fee. The funding is utilized by the Organization to offer services focused on the promotion of tourism through destination travel by tourists, conventions, events and delegate and business travel and film production within Edmonton. This promotion is done through advertising, public relations, media relations, sales, promotional activities, research and associated marketing. The Organization is maintained and operated under the direction of the Organization's Board of Directors.

2. Significant accounting policies

Basis of presentation

These financial statements have been prepared by management in accordance with Agreements between the Organization and its members as described in Note 1. Because the precise determination of many assets, liabilities, revenues and expenses are dependent on future events, the preparation of financial statements for a period necessarily includes the use of estimates and approximations which have been made using careful judgment. Actual results could differ from those estimates. These financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of the accounting policies summarized below.

Cash and cash equivalents

Cash and cash equivalents include cash and cash held in high-interest accounts held with a broker.

Revenue recognition

The Organization records marketing fees, calculated in accordance with the Subscription Agreement, based on representations from the member hotels. Marketing fees received are recorded as deferred revenues until the monies are spent on marketing initiatives as outlined in the Subscription Agreement. The Organization recognizes all other revenue on the accrual basis.

EDMONTON DESTINATION MARKETING HOTELS LTD.

Expenditures

The Organization contributes various amounts to projects as a part of its nature of operations. As the Organization does not have control on how this funding is used after commitment is established, amounts are expensed at the earlier of when the payment is made or the completion of the project.

3. Deferred revenue

Deferred revenue consists of unspent funds that the Fund is required to spend on marketing initiatives as outlined in the Destination Marketing Agreement. Changes in the deferred revenue balance are as follows:

	2024	2023
Balance, beginning of year	9,291,535	10,857,382
Marketing fees reported during the year	8,810,399	7,549,845
Less: amounts recognized as revenue during the year	(10,731,488)	(9,115,692)
Balance, end of year	7,370,446	9,291,535

4. Reserve

The Edmonton Destination Marketing Agreement requires a portion of the funds collected over a three-year term be set up as a reserve fund. The reserve fund is currently held as cash, which has been restricted for use upon the approval of the Board. The corresponding funds are presented as a non-current liability in the statement of financial position.

5. Share capital

The authorized capital of the Organization is as follows:

200 Class A common, voting shares without nominal or par value. The maximum price or consideration for which a Class A common share may be issued for is \$1.

10,000 Class B common, voting shares without nominal or par value. The maximum price or consideration for which a Class B common share may be issued for is \$1.

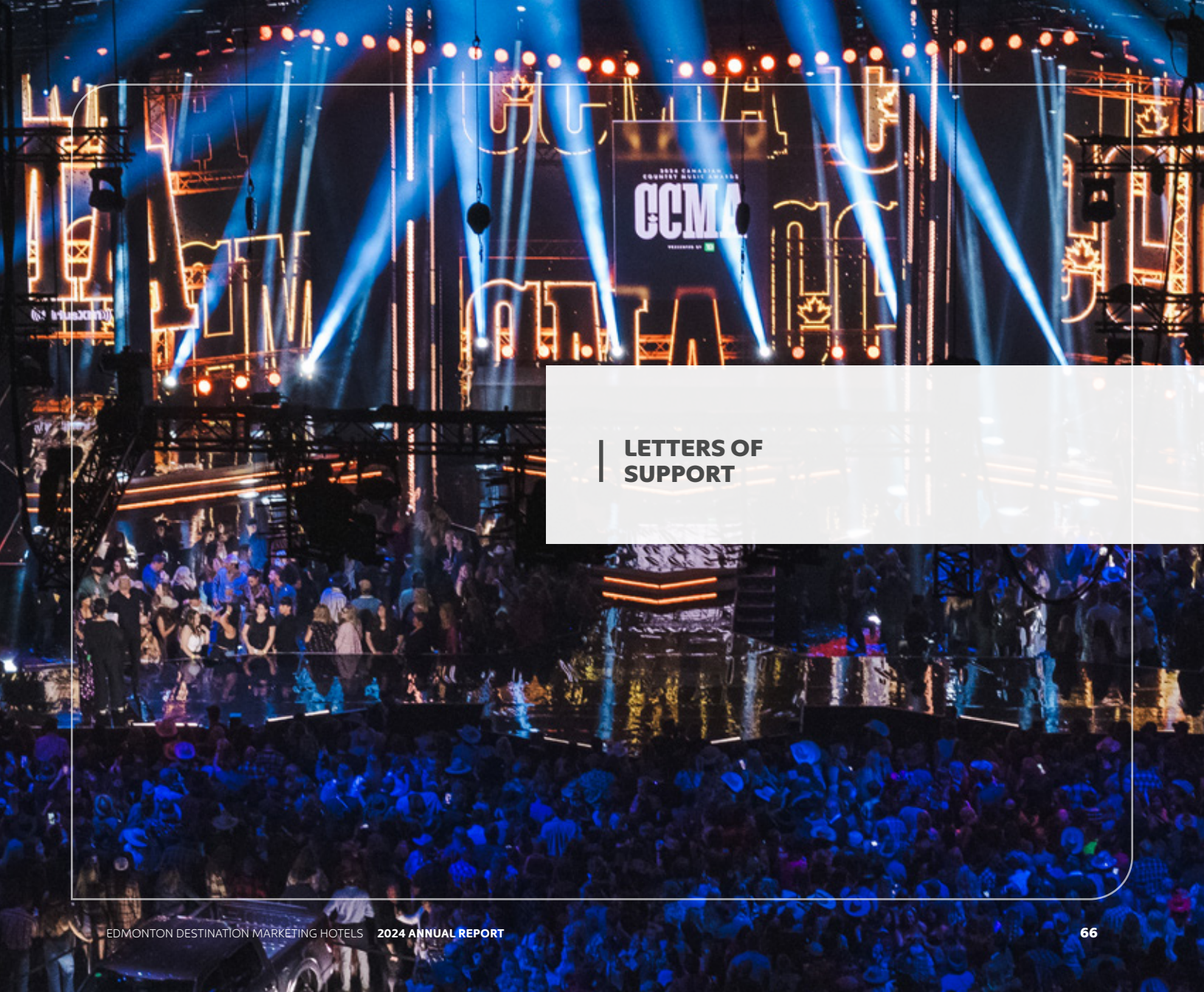
	Class A	Class B	2024	2023
Balance, beginning of year	55	9,374	9,429	9,106
Shares issued	2	242	244	450
Shares redeemed	(2)	(104)	(106)	(127)
Balance, end of year	55	9,512	9,567	9,429

EDMONTON DESTINATION MARKETING HOTELS LTD.

Schedule 1 - Schedule of Revenue and Expenses by Cluster

For the year ended December 31, 2024

	General	Clusters	2024 Total	2023 Total
Revenue				
Deferred revenue recognized	10,716,488	15,000	10,731,488	9,115,692
Interest income	491,087	–	491,087	564,419
Edmonton Tourism Awards revenue	70,400	–	70,400	62,104
Other recoveries	1,133	–	1,133	3,505
	11,279,108	15,000	11,294,108	9,745,720
Direct expenses				
Promotional sponsorship	9,319,686	–	9,319,686	7,789,068
Advertising media purchases	230,655	–	230,655	209,681
Graphic design/production	205,922	–	205,922	204,432
Trade shows	59,066	–	59,066	24,986
Website	11,133	15,000	26,133	21,271
Familiarization tour events	8,002	–	8,002	25,609
Entertaining	7,173	–	7,173	13,095
Promotional materials	5,396	–	5,396	21,541
	9,847,033	15,000	9,862,033	8,309,683
Excess of revenue over direct expenses	1,432,075	–	1,432,075	1,436,037
Operating expenses	940,988	–	940,988	871,618
Excess of revenue over expenses	491,087	–	491,087	564,419
Deferred revenue - beginning of year	9,062,595	228,940	9,291,535	10,857,382
Deferred revenue - end of year	7,156,506	213,940	7,370,446	9,291,535



LETTERS OF SUPPORT



Sports and
Entertainment

300, 10214 104 Avenue NW
Edmonton AB, T5J 0H6

Edmonton Destination Marketing Hotels

Attn: Chris Yeung, Executive Director

Dear Chris,

As we continue to work to enhance event attraction, marketing and promotion for the city of Edmonton, we wanted to take a moment to celebrate and recognize all those who are helping make Edmonton a four-season destination of choice for both leisure and business travelers, and a premier hub for live events.

As a North American leader in Sports and Entertainment, OEG was proud to attract some of the largest events to Edmonton this past year, highlighted by the return of the 2024 Canadian Country Music Awards. The weeklong celebration of Canadian Country music excellence welcomed the entire Canadian Country music industry to our great city and gave us the opportunity to showcase all that we have to offer in arts and entertainment. The event was one of the most successful in recent history for both attendance and viewership numbers and brought an estimated economic impact of nearly \$14 million dollars to Edmonton.

Similarly, this past November, we welcomed back the UFC to Edmonton. This UFC gate was more than double the previous record sporting event, non-hockey event ever in Rogers Place.

One key in these major events, plus the hundreds of others we host annually in Rogers Place & ICE District, is the support we receive from Edmonton Destination Marketing Hotels (EDMH). In addition to our partnership agreements, the EDMH team develops relationships with key event stakeholders and finds unique and effective ways to market and promote events both locally and throughout the region.

As we head into 2025, we anticipate one of the busiest entertainment seasons in recent memory. Highlighted by major marquee events like the 1st ever PWHL game in Edmonton this February, 2 sold out shows of Jelly Roll in March and hosting the Canadian Finals Rodeo at Rogers Place in October. We are excited and look forward to seeing our great city thrive as a premier tourist destination for entertainment, leisure and business for decades to come.

Regards,

Mike Strawn
Vice President, Live Entertainment & Events
OEG Sports & Entertainment

April 3, 2025

RE: Edmonton Destination Marketing Hotels Ltd.

Letter of Support

Growing Edmonton's Visitor Economy in Partnership with
Edmonton International Airport

Dear Members of Edmonton Destination Marketing Hotels
(EDMH):

On behalf of Edmonton International Airport (YEG), it is my pleasure to extend our sincere appreciation to Edmonton Destination Marketing Hotels (EDMH) and its members. We strongly support the work of EDMH in its goal to promote tourism to Edmonton and invest in strategic initiatives that help grow Edmonton's vibrant tourism industry, including those with Edmonton International Airport.

The partnership between YEG and EDMH has become a unique example of collaboration between an airport and the accommodation sector in promoting tourism and air service. Over the years, our collaborative work has helped generate inbound visitation from YEG's key markets including Europe, the US and across Canada. The partnership has contributed to

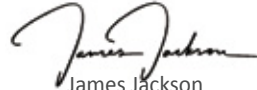
increased seat capacity into Edmonton from key markets across the globe.

As both organizations officially signed a multi-year Memorandum of Understanding in 2023, we have collaborated on key initiatives in support of Edmonton's tourism industry. The partnership recognizes the importance of sustainable funding for air service development as a catalyst in attracting airlines and visitors to Edmonton. EDMH understands that a strong international airport is critical for our region's accessibility and the growth of the visitor economy in Edmonton.

These common principles will continue to strengthen the visitor economy in Edmonton while providing access to visitor markets through increased air service to new and existing destinations.

Thank you, EDMH, for your continuous support of YEG. We look forward to collaborating together into the next year.

Sincerely,



James Jackson

Vice President, Air Service & Business Development

Edmonton International Airport
1, 1000 Airport Road
Edmonton International Airport, AB, T9E 0V3

t. 780 890 8900

c. 780 890 8329

e. info@flyeia.com

w. flyeia.com

Aéroport international d'Edmonton
1000, Airport Road, bureau 1,
Aéroport international d'Edmonton (AB) T9E 0V3

EXPLORE EDMONTON

World Trade Centre
3rd Floor, 9990 Jasper Avenue
Edmonton, Alberta, T5J 1P7

Phone: 780.424.9191
Toll Free: 1.800.463.4667
www.exploreedmonton.com

I am delighted to write this letter in recognition of the invaluable partnership between Explore Edmonton and Edmonton Destination Marketing Hotels Ltd. (EDMH). EDMH continues to be a driving force in promoting our city's events and tourism sector, and its collaboration with Explore Edmonton has significantly contributed to our city's growth as a premier destination for business & sports events and tourism.

Explore Edmonton plays a pivotal role in shaping Edmonton's narrative, enhancing our visitor experiences, and attracting world-class events. EDMH's ongoing support, through key marketing initiatives, has been essential in amplifying our hospitality and tourism efforts.

In 2024, Edmonton's events, supported by Edmonton's Best Hotels, generated over \$284 million in total economic impact. Key events included the CCMA Awards, Alberta Indigenous Games, WNBA exhibition, and the Master Alberta Indigenous Games. Business events, such as the Canadian Hydrogen Convention and the IEEE Conferences also contributed to over 55,000 booked room nights. Additionally, EDMH played a key role in securing signature events, such as the Canadian

Finals Rodeo. As the champion sponsor, EDMH helped bring this event back to Edmonton for the first time since 2018, attracting over 42,000 attendees.

Looking ahead, we are eager to build on this partnership to continue bringing exceptional events and continued visitation to Edmonton. The support provided through EDMH will ensure that these events continue to shine, further solidifying our city's reputation as a top destination for visitors. Together, we are fostering an environment that celebrates Edmonton as a vibrant and welcoming place to live, work, and visit. Thank you for your ongoing partnership and support.

Sincerely,



Arlindo Gomes
Vice President, Business Development and Venue
Management
Explore Edmonton



March 20, 2025

Joan Currie, Director of Marketing
Edmonton Destination Marketing Hotels

Dear Joan,

On behalf of the CCMA Board of Directors, our organization, staff, and Members, I would like to extend our heartfelt gratitude to Edmonton's Best Hotels for their generous support and sponsorship of the 2024 CCMA Awards and Country Music Week, held in Edmonton this past September.

Country Music Week 2024 in Edmonton was an extraordinary celebration, with events and live performances energizing the city. From intimate showcases to large-scale events, Edmonton

came alive with the spirit of country music. The festivities culminated in a sold-out CCMA Awards show broadcast on Saturday, honouring the finest talent in the genre and marking the end of an unforgettable week of music and celebration.

The resounding success of the 2024 CCMA Awards and Country Music Week is a testament to the dedication and passion of organizations like EDMH. Your commitment to supporting and celebrating the arts allowed us to elevate the experience for attendees, highlight the vibrant country music scene, and create lasting memories for artists and fans alike.

Once again, thank you for your invaluable support, generosity, and belief in the unifying power of country music.

Amy Jeninga

PRESIDENT

CANADIAN COUNTRY MUSIC ASSOCIATION



CANADIAN PROFESSIONAL RODEO ASSOCIATION

April 14, 2025

Dear Members of Edmonton Destination Marketing Hotels Ltd. (EDMH)

It is with Great pleasure to be able to write this letter of appreciation and thanks towards EDMH and its members on behalf of the Canadian Professional Rodeo Association (CPRA) and the role EDMH played in the return of the Canadian Finals Rodeo (CFR) to Edmonton.

The CFR called Edmonton home for 44 years and with the closing of Northlands Coliseum our search for a new home landed us in Red Deer in 2018 but with the opportunity to return home to Edmonton came to light the entirety of the city and the community came together to ensure it was successful in its bid with EDMH being near the tip of the arrow and not only being a major advocate but dedicating a lot of hard work and activations to make the city feel the return of the CFR to Edmonton was not just an event in the dirt but through out the city: from decoration contests to activations throughout locations the members of EDMH worked to build the atmosphere that made this feel like the Championship that it is. Both the CPRA and the contestants felt like we were home.

In addition to all of the hard work put into the week but EDMH members we had thousands of hotel room nights between stakeholders, contestants, and personnel, and this is before the fans come into play and I heard nothing but

positives regarding the atmosphere and hospitality provided across the EDMH member hotels. It is amazing how far something as simple as elevator wraps go in making people feel a part of the city and important; just to mention one widespread activation.

I was lucky enough to be asked to speak at the quarterly meeting held at the Westin during the CFR to talk about the role that EDMH played in the CFR's return and also the importance of building a fulsome event around the CFR to create the buzz through the city and I loved to hear some of the a world class concepts locations were incorporating; EDMH members really lead the charge.

The Canadian Professional Rodeo Association would like to thank you and congratulate you on making the CFR's return to Edmonton not only a successful event but a building block on many years to come. It was such a pleasure to work with everyone and I look forward to doing so again in 2025.

Sincerely,

Denny Phipps
CEO

Canadian Professional Rodeo Association

PROFESSIONAL RODEO IN CANADA

272245 Range Road 292, Airdrie, AB T4A 2L5 Telephone: (403) 945-0903 Fax: (403) 945-0936 Email: cpa@rodeocanada.com

Good afternoon, Barnie.

It is with great pleasure that I am able to take a moment to discuss the great partnership that PBR (Professional Bull Riders) Canada has with Edmonton's Best Hotels.

When it comes to putting on a world class event like the PBR Canada National Finals, presented by Edmonton's Best Hotels, it takes a lot of support and hands-on involvement. Edmonton's Best Hotels were key in both areas.

The PBR Canada National Finals is the premiere bull riding event in all of Canada, and the second richest individual PBR Finals across the country. With the support of Edmonton's Best Hotels, we were able to provide a world-class experience for our competitors, staff and fans who not only hail from Canada, but also from nations around the globe, including the United States, Mexico and Brazil. The PBR Canada National Finals is the best-of-the-best, and as such, is an international affair that has established itself as an annual must-attend with the 2024 event attracting more than 15,000 attendees. With the support of Edmonton's Best Hotels, the attendance jumped by 22% compared to 2023.

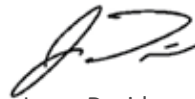
Through the partnership between PBR Canada and Edmonton's Best Hotels, we were also able to include Edmonton's Best Hotels in our nationally televised broadcasts on TSN, with more than 170, one-hour shows airing from March-December. The Edmonton's

Best Hotels brand was featured throughout the entire year's broadcast of the tour through in-show advertising, that served as prominent promotion for the Edmonton area being a top-tier tourist destination. The PBR Canada National Finals, presented by Edmonton's Best Hotels, were a fan favorite, receiving 10 hours of broadcast time on the TSN family of channels in the two weeks following the event.

As we prepare for our 2025 PBR Canada National Finals, we are excited to once again work with the terrific team at Edmonton's Best Hotels. They are top notch and know how to generate excitement and deliver results. With the help of Edmonton's Best Hotels, we look forward to breaking the records we just reset in 2024.

Thank you for your time, and BULL SPEED AHEAD.

Sincerely,



Jason Davidson
General Manager
PBR Canada



PBR Canada
331 Thode Avenue
Saskatoon, SK S7W 1B9
306.821.7911

March 28, 2025

RE: **Edmonton Destination Marketing Hotels**
Letter of Support



On behalf of the Miss Rodeo Canada Board of Directors we want to send our extreme gratitude to EDMH for your generous support in 2024. As a volunteer, non-profit organization it is sponsors that allow us to grow each year.

Since 1955, Miss Rodeo Canada (MRC) has proudly represented the professional sport of rodeo across the country and around the world as an official ambassador to our heritage and western way of life. Miss Rodeo Canada candidates compete for the title through several skill competitions: horsemanship, public speaking, rodeo knowledge, fashion show, personal interview, and display of public and community relations. Each year a new Miss Rodeo Canada is crowned during the Canadian Finals Rodeo in October.

As a public figure, Miss Rodeo Canada's goal at events it to help attract and promote through

means of media, interviews, and support. By being present, interacting with the public she helps to bring a better understanding and following of the sport of rodeo. Our goal is to work with EDMH as a team to bring more rodeo fans to Edmonton for the Canadian Finals Rodeo.

We look forward to building our relationship and help promote Canadian Finals Rodeo in Edmonton to become an annual destination for rodeo fans, new and old alike.

Happy Trails,

Tracy Keith
President
Miss Rodeo Canada

www.missrodeocanada.ca





EDMONTON
DESTINATION MARKETING
HOTELS LTD.

info@edmh.ca

