

2025 Canadian Curling Trials Special Events Advisory

Committee



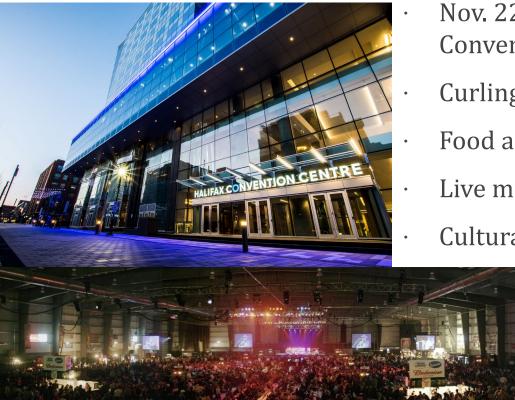
Event Details - Curling

- November 22-30, 2025 Scotiabank Centre
- This event will decide Canada's two 4-person teams for the 2026 Winter Olympic Games in Italy
- Canada's top 8 female and 8 male teams
- · 20-22 draws Round Robin/Playoffs





Event Details - Patch



- Nov. 22-30, 2025 Halifax Convention Centre
- Curling's Party Place
- Food and Beverage
- Live musical entertainment
- Cultural experiences



Economic Impact – Saskatoon Trials 2021

The competition was enjoyed by 107,144 spectators and was watched by over 5 million Canadians over the course of over 60 hours of coverage on live television over the course of the event.



Total economic impact \$12.7 million

** Statistical data provided by the Canadian Sport Tourism Alliance (STEAM model)



Economic Impact – Halifax Projections 2025

- Expected attendance 120,000
- 12,000 room nights (Curling Canada 1,720 room nights)
- 14 event days (competition, set up, tear down)
- · 300-400 volunteers
- 60 hours of live television

Projected economic impact **\$13 million**





Additional Economic Benefits

- Host Committee profit sharing with 5 local Metro curling clubs
- Member Association profit sharing
- Canadian Mixed Doubles Trials (Liverpool)
- Canadian Pre-Trails (Wolfville)





HRM Priorities – Communities / Environment



· EDIA Plan

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- Curling Canada's Youth Engagement Program introducing the sport to new and under-represented communities
 - Metro Transit Program





Thank you

