

THE POWER OF TOURISM

2025 TOURISM LETHBRIDGE REPORT



TOURISM 
Lethbridge

Tourism is more than just travel - it's a powerful economic driver that strengthens communities, supports local businesses, and enhances the quality of life for residents. According to our partners at Travel Alberta and Destination Canada, Lethbridge continues to see the benefits of a thriving tourism sector.

In 2025, total visitor spending in Lethbridge decreased by 0.7% compared to 2024. However, total trips taken increased by 9.5%

Source: Destination Canada estimated spend, LASR and Environics Analytics. Trips refer to total visits taken by travellers, regardless of length of stay

Research indicates that communities with strong tourism economies can benefit from lower residential property taxes, improved transit and recreational infrastructure, and a more dynamic local business environment. Investing in tourism means investing in a stronger, more vibrant Lethbridge for everyone.

To accompany our current four-year strategic plan, Tourism Lethbridge is aligning its focus and goals to 4 Key Pillars or, as we see them, our pillars of good.

For every project we begin, every partnership we form, every piece of work we take on, we will ask ourselves how our work connects back to these 4 Pillars of Good. What we do will be given context and tied to our strategic plan by these actions.



BE A GOOD HOST



BE A GOOD ALLY



TELL A GOOD STORY



DO GOOD WORK



GROWING THE VISITOR ECONOMY - BE A GOOD HOST

Visitor spending in Lethbridge remains relatively stable year over year. While accommodations saw a slight dip this year, increases in Food & Beverage and Recreation & Entertainment helped offset the change.

Hotels

Hotel occupancy is one of the strongest indicators of a thriving visitor economy; it reflects the number of people choosing to stay, explore, and spend in our community. Higher occupancy means more tourism dollars flowing into local businesses, restaurants, and attractions, reinforcing the vital role tourism plays in our city's economic success.

	OCCUPANCY	ADR	REVPAR
2025	58.1%	\$131.59	\$76.63
2024	61.4%	\$127.13	\$78.48
2023	52.5%	\$123.39	\$64.75
2022	53.9%	\$117.17	\$63.09

Average Daily Rate (ADR) reflects the average price paid for occupied rooms. **Revenue Per Available Room (RevPAR)** measures the revenue generated per available room.

Source: CBRE Hotels' Trends in the Hotel Industry National Market Report

Airport



Total arrivals in 2025

13,540 Source: YQL Lethbridge Airport

- January was the busiest month with 1,240 arrivals
- Total passengers: 28,235 (arriving and departing)

Business Development

A thriving visitor economy is built on a strong foundation of tourism businesses that support and sustain it. In 2025, Lethbridge's tourism sector continued to support a diverse range of businesses playing a vital role in welcoming visitors and driving economic growth.

Tourism Businesses

585 Source: Tourism Industry Association of Canada. Note that this is from "TourismCan" a new, broadly-recognized resource.

Events

Events attract out-of-town guests who spend money on accommodations, dining, shopping, transportation, and attractions, which directly benefit our community.

2025 VISITOR ATTRACTING EVENTS (ESTIMATES)		
EVENTS	ATTENDEES	OUT-OF-TOWN ATTENDEES
912	587,862	83,536

This year our city generated approximately \$14 million in economic impact from events supported by Tourism Lethbridge. **\$14,000,000** Approximate economic impact

Tourism Lethbridge tracks event impact using data from event organizers and continually refines its methods to ensure accurate measurement.



Some high impact events that generated measurable visitor spending:

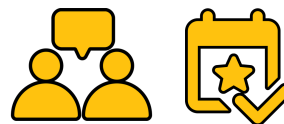


Visitor Development

Strong relationships drive a strong visitor economy. In 2025, Tourism Lethbridge actively engaged with industry partners, event organizers, and decision-makers across Travel Trade, Business Events, and Sport Tourism. Through strategic participation in trade shows, sales missions, hosted buyer programs, and industry events, we strengthened Lethbridge's position as a premier destination for hosting.

Events attended **14**

Qualified leads **55**



A qualified lead is an event opportunity with defined dates, estimated attendance, and alignment with Lethbridge's capacity and strategic priorities. Many 2025 market engagements are targeting events scheduled for 2027-2030, and beyond. Outcomes from this year's sales activity will be realized over future fiscal years.



STAKEHOLDER ENGAGEMENT - BE A GOOD ALLY

Supporting Our Partners Through Strategic Hosting

One of the ways Tourism Lethbridge works to be a good ally is by creating opportunities for our partners to connect directly with the people who influence travel decisions. Throughout the year, we hosted a number of media and meeting planner familiarization (FAM) tours, bringing journalists, content creators, and event planners to experience Lethbridge firsthand.

These visits are designed to showcase the destination through the lens of our local businesses and community partners. By introducing media and planners to restaurants, attractions, venues, producers, and experiences across the region, we help them build authentic stories, develop event ideas, and better understand what makes Lethbridge unique.

FAM tours also create meaningful exposure for our stakeholders. Each visit connects visiting professionals with dozens of local operators, allowing businesses to share their products and experiences directly with audiences that can generate future coverage, bookings, and economic opportunities for the destination.

Through these hosted experiences, Tourism Lethbridge helps amplify our partners' work, strengthen industry relationships, and ensure that the stories told about our community are rooted in authentic local experiences.

Media / influencers / planners hosted in 2025

12

Stakeholders involved

30+





BRAND DEVELOPMENT - TELL A GOOD STORY

Visitor Interactions

Every visitor interaction is an opportunity to shape a traveller's experience, provide valuable recommendations, and inspire deeper exploration of Lethbridge. In 2025, Tourism Lethbridge engaged directly with visitors through in-person interactions at the Visitor Centre, travel counselling at key events, and through email and phone calls. These personal connections play a vital role in enhancing the visitor experience, increasing local spending, and strengthening Lethbridge's reputation as a welcoming destination.



Total interactions for 2025 **9,958**

23% vs. 2024

Source: Tourism Lethbridge Visitor Centre Data and Onsite Event Data

Marketing & Communications

Effective marketing and communications are at the heart of growing Lethbridge's presence as a must-visit destination. In 2025, we focused on sharing compelling stories, strengthening our brand, and engaging key audiences through strategic campaigns and initiatives.

SOCIAL MEDIA & EMAIL MARKETING	
TOTAL FOLLOWERS	TOTAL REACH
24,346	4,589,000
25% vs. 2024	462% vs. 2024

EMAIL MARKETING STATS	
OPEN RATE	CLICK RATE
47.1%	4.3%
56% higher than industry average	156% higher than industry average

Source: Mailerlite 2025 industry average report for "Travel".

Explore Lethbridge App

The web app was built to be a resource for visitors to quickly plan itineraries and tour routes. It's full of listings for local food, businesses, attractions, and more, with users able to earn rewards when they "check-in".

2025 EXPLORE LETHBRIDGE APP USAGE		
UNIQUE USERS	REGISTERED USERS	NOT FROM LETHBRIDGE
6,883	372	71.7%



Total views for 2025 **37,055**

TourismLethbridge.com

In 2025, 77% of our website traffic came from visitors outside Lethbridge (2.75% over last year). Patterns shifted this year due to the redesign and launch of our new website in Q2 of 2025.

Fewer people are clicking through to websites because AI tools now provide answers directly on the search results page. Because of that, we're changing how we write our content so that AI tools can easily find and display our information.

2025 TOURISMLETHBRIDGE.COM STATS	
TOTAL PAGEVIEWS	TOTAL USERS
309,712	77,380
22% vs. 2024	26% vs. 2024

2025 REFERRALS TO OTHER SITES	
TOTAL REFERRALS	DAILY REFERRAL AVERAGE
15,144	41.5
43% vs. 2024	

Expanding Lethbridge's Reach

In 2025, Tourism Lethbridge gained traction in news and social media, reinforcing the city's position as a must-visit destination. Our earned media efforts played a key role in amplifying our brand, generating awareness, and driving engagement across multiple platforms. **Nine** press releases were issued during the year.

MEDIA COVERAGE	
TOTAL MEDIA MENTIONS	TOTAL REACH OF COVERAGE
352	333,900,000
↑ 32% vs. 2024	↑ 140% vs. 2024



AVE for 2025 \$3,095,000

AVE is "Advertising Value Equivalent", or the approximate monetary value for media coverage.

Top News Stories

- **Calgary Herald:** Lethbridge flourishes as a hub for Alberta's artisanal food producers
- **Canadian Living:** 11 Canadian Travel Destinations Trending On Airbnb (incl. Lethbridge)



ORGANIZATIONAL SUSTAINABILITY - DO GOOD WORK

Tourism is an economic driver, and strategic investment ensures that our destination remains competitive. In 2025, 75% of our promotional dollars were spent targeting people outside the community, a crucial approach that attracts visitors, fuels local businesses, and generates revenue that benefits residents.

By targeting external markets, we amplify Lethbridge's reach, increasing visitor spending that supports jobs, attractions, and the hospitality sector. Promoting within Lethbridge remains important to increase community advocacy that also extends beyond our city. When residents feel like partners rather than spectators, they become our most effective and authentic sales force.

Our Visitors

2025 VISITOR ORIGIN		
CANADA	USA	INTERNATIONAL
869.1K	18.1K	7.3K
↑ 9.9% vs. 2024	↓ 5.7% vs. 2024	↑ 9.4% vs. 2024

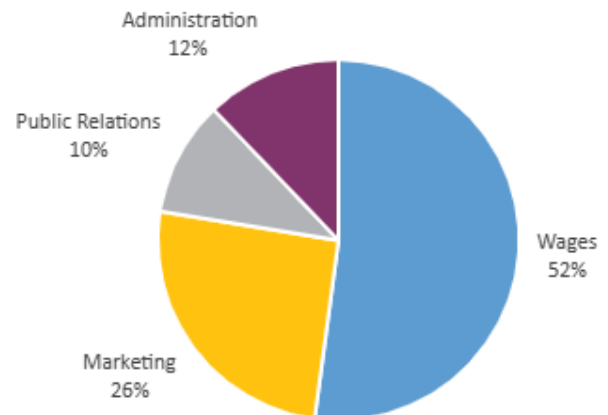
Source: Environics Analytics, Visitor origin reflects total trips taken

Visitor Destination Profiles

- OUTDOOR ADVENTURER** **20.2%**
Daring explorers who seek unknown landscapes and challenges.
- NON-TRAVELLERS** **20.1%**
Prefer staying close to home and are less likely to travel overnight. More motivated by familiar environments & local experiences.
- FUN & SUN FAMILIES** **15.5%**
Cherish relaxation in kid-friendly and affordable destinations.
- SIMPLICITY LOVERS** **15.1%**
Prefer easy travel. Prioritize nature and dining. Loyal to destinations.
- PURPOSE-DRIVEN FAMILY** **4.0%**
Ambitious and conscientious parents who prioritize unique kid-friendly travel.

Source: Environics Analytics

2025 budget:
\$948,834



Promotional dollars spent outside of Lethbridge: 75%



THANK YOU TO ALL OUR PARTNERS

Board of Directors

Jennifer Norsworthy (City of Lethbridge representative), Nimisha Manji, Sarah Amies, Gayle Hiscocks, Richard Westlund, Lane Anderson, Greg Robinson, Michelle Day Miles, Bridget Mearns, Todd Caughlin
Not Pictured: Katie Rabbit-Young Pine, Marie Milsom-Galeana, Mina Church



Major Campaigns & Projects

- Snow Much Love – Economic Development Lethbridge, Lethbridge Chamber of Commerce, Downtown Lethbridge BRZ (and 50 businesses)
- Savour Alberta’s South (60+ restaurants and 70+ local food producers across the region)
- Poker Run – Street Wheelers (160 participants)
- Lethbridge Sport Tourism and Meet In Lethbridge Facility Guides (30 organizations)
- ITA mini Gathering
- VIP Event (32 VIPs attended; issued 15 VIP certificates)
- Business Events Advisory Committee prospecting workshop (11 organizations)

And thank you to the amazing residents of Lethbridge who we serve!

Advisory Committees

- Sport Tourism
- Business Events
- Attractions
- Indigenous Tourism

Industry Partners

- Travel Alberta
- Indigenous Tourism Alberta
- Tourism Industry Association of Alberta
- Tourism Industry Association of Canada
- Destination Canada
- Destinations International

External Partners

HMI Marketing, Paper Crane, SouthernAlberta.com, Larry Marketing, Look Ahead Consulting.

