

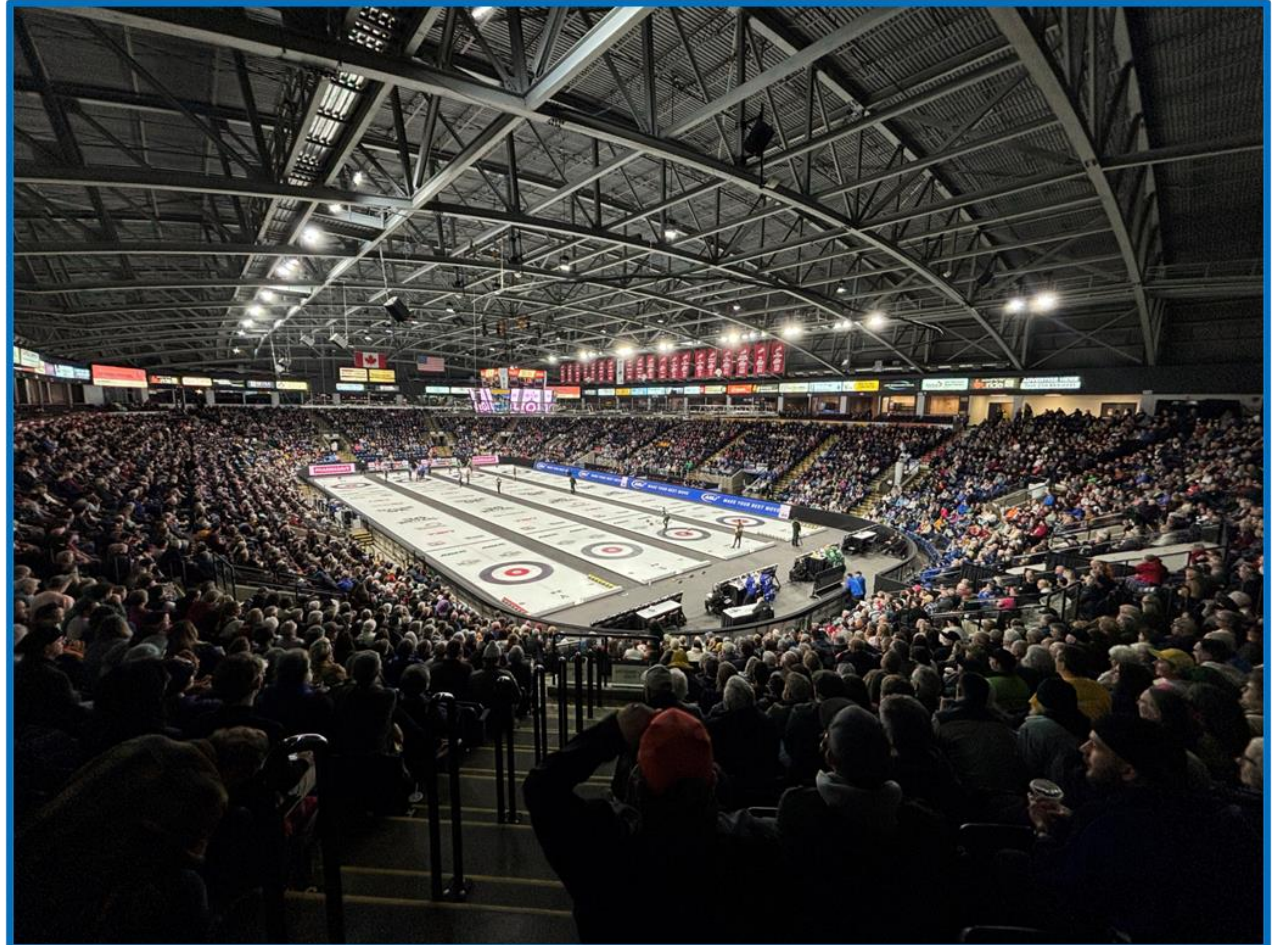


2025 Montana's Brier Impact Report

June 16, 2025

Montana's Brier - Objectives

- Economic Stimulus
- Community Profile
- Hosting Capacity
- Community Appeal
- Direct Gain



2025 Montana's Brier – General Review



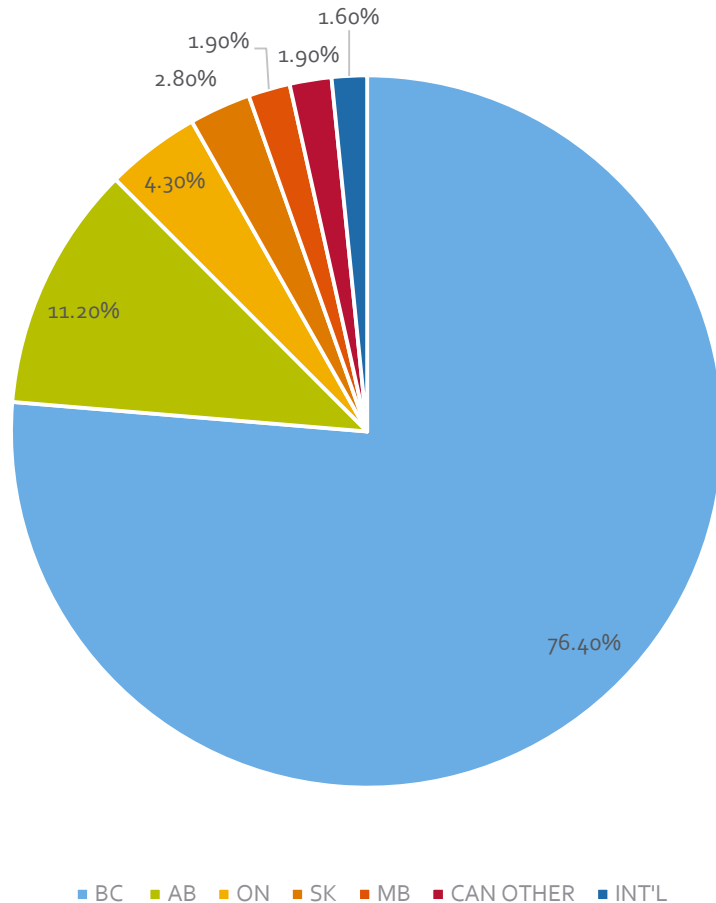
- Increased business in off-season
- Unique experience
- Extensive national media coverage
- Local curling legacy

2025 Montana's Brier – Impact Report



- Destinations International E.I. calculator
- Curling Canada data
- Destination BC
- Social Media Testimonials

2025 Montana's Brier - Attendance



➤ Total 89,108 spectators

➤ BC 76.40%

➤ AB 11.20%

➤ ON 4.30%

➤ SK 2.80%

➤ MB 1.90%

➤ CAN Other 1.90%

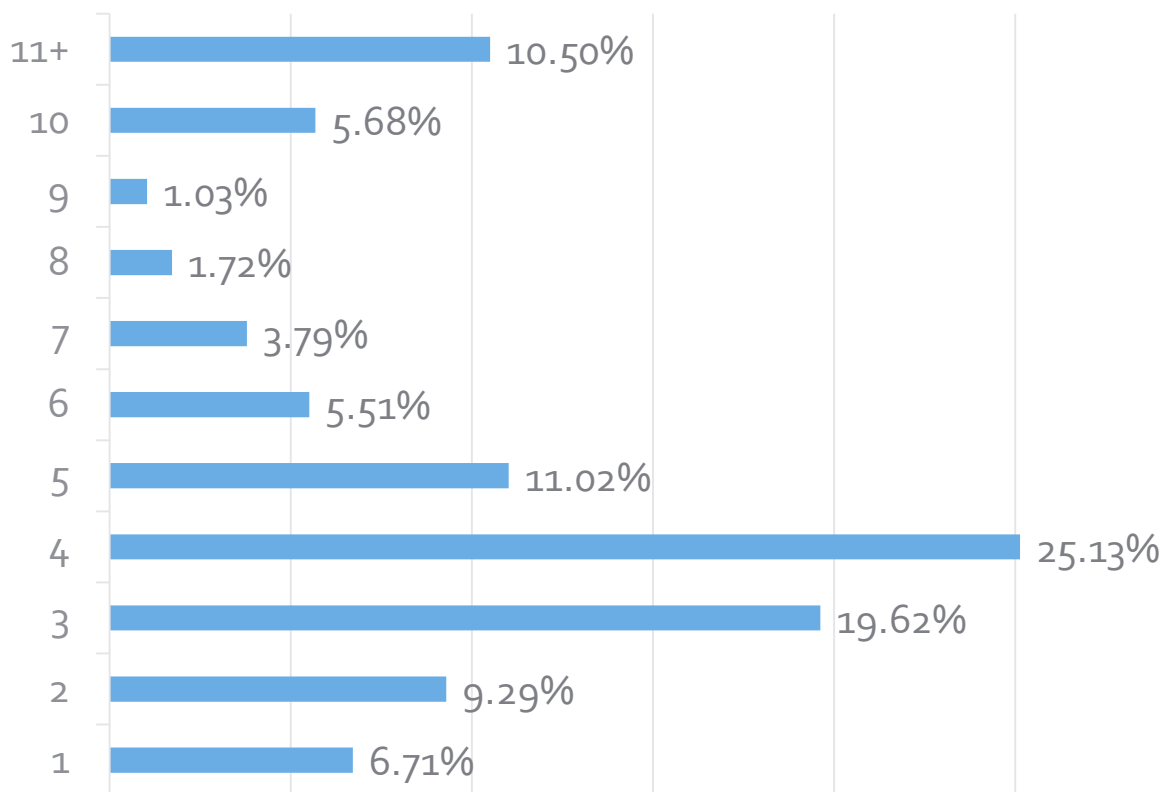
➤ Int'l 1.60%

➤ 26,000 unique people

➤ 36% out-of-town

2025 Montana's Brier – Visitor Stats

Nights stayed in Kelowna



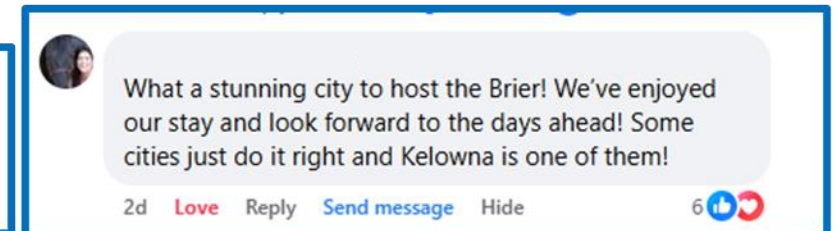
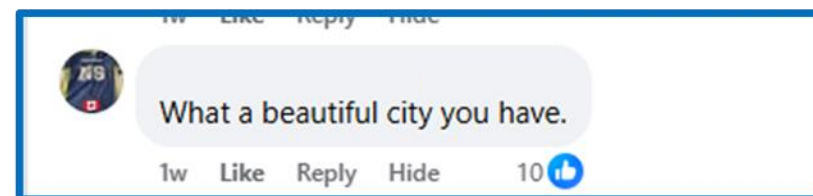
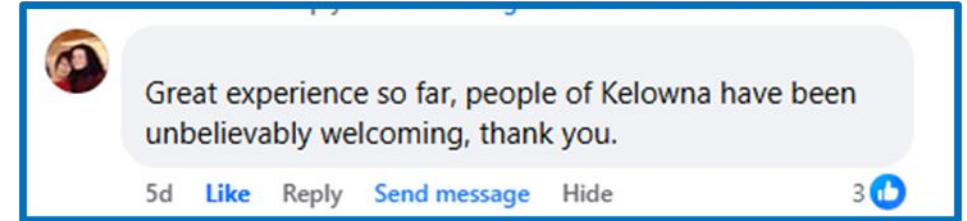
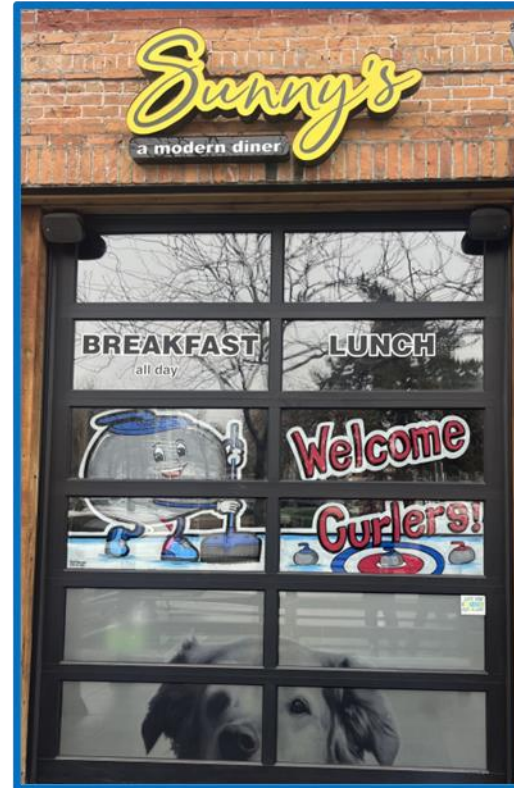
Accommodation Types

- 58.7% Hotel / motel
- 25.6% Friends & family
- 14.8% Short term rentals
- 0.9% Alternative (B&B, Hostels, etc.)

2025 Montana's Brier – Shared Media Value

- Over 4300 articles published (including keywords Kelowna, Brier, & Tourism)
 - Reach of 2.31 billion
 - Dollar value = \$21.25 million
- Kelowna destination ad (TSN) broadcast once per draw (24 draws)
 - 9,469,000 P2+ gross impressions

2025 Montana's Brier –Social Media



2025 Montana's Brier - Legacy



- Host volunteer organization (Kelowna Curling Club)
 - 1.5% net ticket sales
 - Portion of 50/50 sales
- Creation of curling programs (junior, senior, coach development)

2025 Montana's Brier – Economic Impact

	Direct	Indirect/Induced	Total
Business Sales	\$15,200,744	\$7,548,955	\$22,749,699
Jobs Supported	121	42	163
Local Tax	\$95,827	\$6,963	\$102,789
Provincial Tax	\$1,719,820	\$501,987	\$2,221,807
Federal Tax	\$955,781	\$356,481	\$1,312,262

2025 Montana's Brier - Contributors



- Event Services / Major Event Program
- Tourism Kelowna
- Various City Departments
- Community Partners
- Host Committee / Volunteers

Coming Soon



City of Kelowna



Questions?

