

City of Prince Albert

ECONOMIC IMPACT REPORT

2025 SPORT AND CULTURE







INTRODUCTION

Sport and culture are important contributors to Prince Albert's economy and community growth. Beyond providing recreation, entertainment, and opportunities for community connection, these sectors attract visitors, support local businesses, create jobs, and generate economic activity across the region. Major sporting events, cultural festivals, conventions, and Prince Albert Raiders games bring thousands of visitors to the city each year, benefiting hotels, restaurants, retailers, and tourism operators.

This report highlights the economic impact generated through events supported by the Destination Marketing Fund (DMF) and the ongoing contribution of the Prince Albert Raiders. Together, these activities demonstrate how investments in sport and culture deliver measurable returns for Prince Albert and area.

In 2025, DMF-supported events generated more than $23.1 million in economic impact, while the Prince Albert Raiders contributed an additional $12.8 million through operations, tourism, employment, community investment, and event hosting. Combined, these activities generated nearly $36 million in economic impact, reinforcing the role of sport and culture as key drivers of tourism, economic development, and community growth in Prince Albert.

> ***The nearly $36 million generated through events and Prince Albert Raiders operations highlights the significant value that sport and culture bring to our economy, our businesses, and our community. – Jody Boulet, Executive Director of Operations, City of Prince Albert***

MEASURING ECONOMIC IMPACT

Economic impact estimates in this report are based on recognized methodologies used by leading tourism and sport organizations across Canada. To ensure consistency and credibility, economic impacts are calculated using a combination of established models and industry reporting tools.

For international and major events such as the WBSC Men's Softball World Cup Finals, impacts are calculated using Sport Tourism Canada's STEAM (Sport Tourism Economic Assessment Model), which measures the direct, indirect, and induced economic benefits generated by visitor spending. The economic impact of the Prince Albert Raiders is based on the Canadian Hockey League's Economic Impact Assessment, which evaluates the organization's contribution through operations, tourism, employment, community investment, and related activities.

For regional, provincial, and national events, economic impacts are estimated using methodologies provided by Tourism Saskatchewan, which apply visitor spending, attendance, and accommodation data to calculate local economic benefits. Together, these approaches provide a reliable estimate of the economic activity generated by sport, culture, and event tourism in Prince Albert.

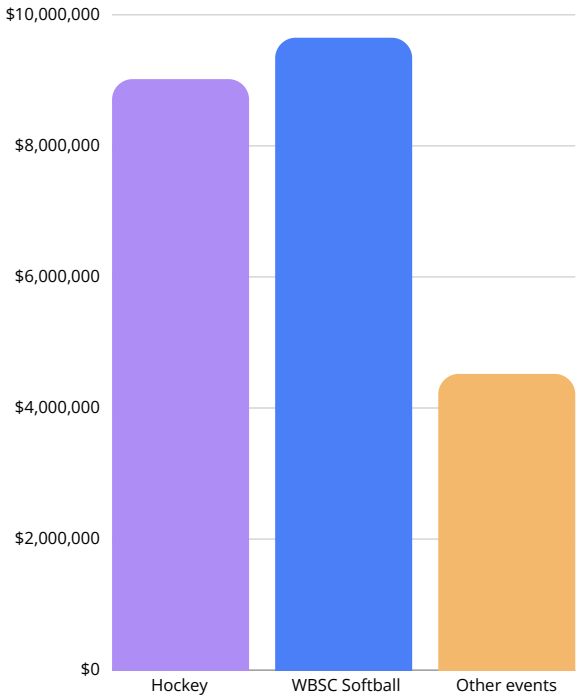


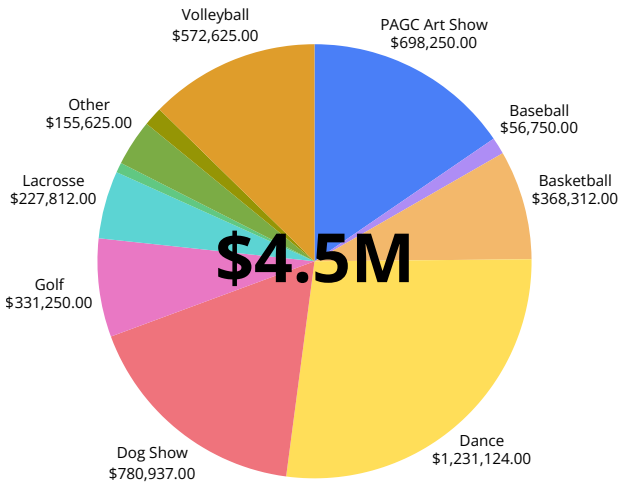
DESTINATION MAKETING FUND

The Destination Marketing Fund (DMF) generated **$23.2 million** in economic impact for the Prince Albert and area economy in 2025. While the WBSC Men's Softball World Cup Finals ($9.65 million) and hockey-related events ($9.02 million) accounted for the largest share, a wide range of smaller sport, culture, and community events also made a significant contribution.

Events including dance competitions, dog shows, the PAGC Art Show, volleyball tournaments, golf events, basketball championships, and other community gatherings generated an additional **$4.5 million** in economic activity. These events brought visitors to Prince Albert throughout the year, supporting local businesses, generating hotel stays, and creating sustained economic benefits across the community.

The results highlight the importance of a diverse event portfolio, which helps drive year-round tourism, strengthens the local economy, and showcases Prince Albert to a broad audience of visitors and participants.







DESTINATION MAKETING FUND HIGHLIGHTS

$23.2M

Economic impact generated

146,490
Non-local visits

19,618
Hotel room nights

$557,400
Invested through the Destination Marketing Fund

56
Regional, provincial, national, and international events hosted





PRINCE ALBERT RAIDERS IMPACT

The Prince Albert Raiders generated an estimated **$12.8 million** in economic impact for the Prince Albert and area economy during the 2023-24 season, according to the Canadian Hockey League Impact Assessment. This impact extends far beyond game nights and reflects the organization's role as a significant contributor to tourism, business activity, employment, and community development.

A large portion of this impact comes from visitors travelling to Prince Albert to attend Raiders games. Out-of-market season ticket holders, corporate suite holders, and single-game attendees generated more than $11.5 million in economic activity. Additional impacts were created through visiting teams staying in local hotels, tourism-related activities, hockey camps, merchandise sales, special events, and spending throughout the community.

Beyond direct economic benefits, the Raiders support local employment, youth sport development programs, community fundraising initiatives, and sponsorships for local sports organizations. The organization also contributes to Prince Albert's long-term growth through former players and alumni who choose to live and invest in the community after their hockey careers.

The Raiders' impact demonstrates how a major junior hockey franchise can serve as both a sports organization and an economic driver, generating year-round benefits for businesses, residents, and the broader regional economy.

> ***The Prince Albert Raiders are far more than a hockey team. They are a year-round economic driver that attracts visitors, supports local businesses, creates employment opportunities, and reinvests in our community. The $12.8 million economic impact demonstrates the important role the Raiders play in Prince Albert's economy and quality of life.***
> ***– Michael Scissons, Business Manager, Prince Albert Raiders***

PRINCE ALBERT RAIDERS HIGHLIGHTS

$12.8M

Economic impact generated for the Prince Albert & Area economy.

$5.76M

Economic impact from out-of-market season ticket holders.

$601,965

Economic impact from opposing teams staying overnight in Prince Albert.

2,000

Youth Supported through local sport partnerships, sponsorships, and development initiatives.

$75,000

Raised for local charities and community organizations.



PARTNER AND VOLUNTEER ACKNOWLEGEMENTS

Behind every successful tournament, championship, festival, and community event is a dedicated team of volunteers. Their time, energy, and commitment help create welcoming experiences for athletes, performers, officials, and visitors while ensuring events run smoothly from start to finish.
Volunteers play a critical role in Prince Albert's ability to host regional, provincial, national, and international events. From ticket taking and event coordination to hospitality, transportation, and venue support, their contributions are essential to delivering high-quality experiences that encourage visitors to return and recommend Prince Albert as a destination.

The economic impacts highlighted in this report would not be possible without the hundreds of volunteers who generously support events throughout the year. Their efforts not only help generate tourism and economic activity but also showcase the community's pride, hospitality, and spirit. Prince Albert's reputation as a premier destination for sport and culture is built on the dedication of volunteers who continue to make a lasting difference in the success of events and the growth of the community

We would like to acknowledge our Indigenous partners: Peter Ballantyne Cree Nation (PBCN), Prince Albert Grand Council (PAGC), Big River First Nation, and English River First Nation.

