

Press Release

FOR RELEASE:  
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## **Lethbridge Secures Alberta Fire Chiefs Conference for 2028!**

Tourism Lethbridge is thrilled to announce that Lethbridge will be the host of the Alberta Fire Chiefs Conference in 2028. The arrival of such a high-profile event to Lethbridge is a significant achievement resulting from strategic and collaborative efforts spearheaded by Tourism Lethbridge's Business Events Advisory Committee, which has been diligently working on a comprehensive plan to attract high-profile events, such as the Alberta Fire Chiefs Conference and Trade Show to our city.

"We are excited to bring the Alberta Fire Chiefs Association Conference to Lethbridge in 2028. The city's commitment to excellence in hosting major events and its welcoming community made it the ideal choice for our conference. We look forward to a successful and impactful event," said Chief Randy Schroeder, President of Alberta Fire Chiefs Association.

Concerted efforts to secure this conference began at the Canadian Meetings and Events Expo (CMEE) in Toronto, where initial contact was made with the conference organizer in August 2023. In June, a Familiarization (Fam) Tour in Lethbridge was organized, bringing event organizers to experience the city firsthand. This tour was critical to showcasing the overall hospitality that Lethbridge offers.

Kelly Legris, the consultant and organizer of the Alberta Fire Chiefs Conference and Trade Show, emphasized the importance of these Fam Tours. "These tours are crucial in selecting the best possible location for our event. Seeing the venue spaces, experiencing the local attractions, and meeting the community firsthand were key factors in our decision to choose Lethbridge."

Business events, meetings, and conferences are a focus for Tourism Lethbridge in growing Lethbridge's Tourism Industry and economy due to the high-value economic impact these events provide to host cities. These events significantly benefit hotels, restaurants, attractions, shopping, and more, making them a vital component of strategic planning and economic growth.

"As a city, building a reputation for hosting large conventions and meetings is a long game, but it's one we see an immense amount of benefit engaging in. The economic impact in 2028 from the Alberta Fire Chiefs Conference will be substantial, contributing significantly to our local economy," said Dominika Wojcik, Senior Director of Communications at Tourism Lethbridge. "Our economic multiplier estimates the 3-day event will generate approximately \$315,000 dollars in economic impact for our city. This achievement highlights our city's appeal as a destination for major events and conferences."

Additionally, Lethbridge successfully secured the Government Finance Officers Association (GFOA) conference for 2025, which is estimated to bring close to \$500,000 in economic impact to the city. These achievements are a testament to the diligent efforts of the Tourism Lethbridge team and their commitment to showcasing the best of what Lethbridge has to offer.

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Tourism Lethbridge, in collaboration with the Business Events Advisory Committee, continues to build and strategize a comprehensive plan aimed at attracting more high-profile business events to the city. This includes our recent attendance at the CMEE Conference earlier this month, where the team has already begun building a list for the next FAM tour, tentatively scheduled for later in 2024.

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For media inquiries, please contact:

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**About Tourism Lethbridge:**

Tourism Lethbridge is dedicated to promoting the city of Lethbridge as a premier destination for visitors and events. As the Destination Management Organization (DMO) for Lethbridge, we work through strategic partnerships and innovative marketing to boost the local economy and enhance the visitor experience.

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