



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





Thank you