

From the Fan Park to the Moss Pit, from hype hubs to watch parties, the city was buzzing with energy, pride, and orange-and-blue everything. Edmonton didn't just host hockey fans. We hosted a moment.

"Edmonton is home to some of the most passionate fans in the country. For the past two months, this excitement and love of hockey was on full display across our city and around the world," said Mayor Amarjeet Sohi. *"Our quest for the Stanley Cup not only infused a sense of pride in our community but had significant economic benefit. Sport tourism is a multi-billion-dollar industry and continues to be a significant strategic opportunity for Edmonton to capture and benefit from the growing market and economic impacts."*

It's more than hockey. It's momentum. The Oilers' run was an opportunity to show the world why **Lonely Planet named Edmonton a top 10 city to visit in 2025**, profiling a city alive with culture, energy, natural beauty and the ability to host major moments on a global scale.

Key Stats:

- The 2025 Edmonton Oilers Stanley Cup Playoffs drove a \$266.7 total economic impact in Edmonton.
- Crowds of up to 30,000 were drawn to Edmonton's downtown on game nights.
- 80,000 overnight stays were recorded in Edmonton.
- There were three fewer Oilers playoff games this year compared to last year, two fewer home games and one less away game.

- Explore Edmonton's marketing campaign resulted in:
 - 1.3 million organic social impressions to date
 - Nearly 65,000 landing page views
 - 10% engagement rate on paid digital marketing campaign ads in Canada
 - Over 10,000 "Our Time" signs distributed within Edmonton, across Canada and all the way to Florida
 - 2 million+ impressions on billboards strategically positioned in Florida

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