

# **SPOHO** **XPERIENCE**<sup>TM</sup>

REGINA · OCTOBER 29-30, 2025

## **Regina Wins Bid to Host Spo Ho Xperience™ 2025**

**November 26, 2024 (Ottawa, Ontario)** - Canada's newest emerging sport tourism industry event is heading to Regina, Saskatchewan in 2025. The Spo Ho Xperience™ Event Planning Team and the Regina Hotel Association are pleased to announce today that Spo Ho Xperience™ (SPOHOX25™) will take place on October 29-30, 2025, at The Hotel Saskatchewan and Mosaic Stadium.

2025 marks the third edition of the exclusive Spo Ho Xperience™ event, an unrivaled, interactive, boutique gathering of sport hosting industry professionals. Previous editions of the event were held in Ottawa, Ontario (2023) and Charlottetown, Prince Edward Island (2024). The event draws together a curated group of sport event rights holders, tourism professionals, event management firms and suppliers/vendors from the sport hosting industry to encounter cutting-edge ideas, discover new partnerships, and immerse themselves in forward-focused experiences that elevate their sport hosting game.

The event is projected to generate over half a million dollars in economic impact for the City of Regina.

"Regina is thrilled to host Spo Ho Xperience™ 2025," said Mayor Bachynski. "We look forward to extending our signature prairie hospitality to sports organizations, tourism agencies and sport hosting professionals from across Canada and the United States. I'm confident this will spark new event hosting opportunities for Regina."

"We are very pleased to bring SPOHOX™ to Saskatchewan," said Gary Curgin, Sport Travel and Event Management Consultant and one of the event co-chairs. "We know our attendees will be pleasantly surprised to see how Regina fully embraces sport tourism and creates a hospitable and seamless event experience for sport event organizers. A local flavour will be applied to the educational components of the event, the social events, and the venue site visits which will all demonstrate why Regina should be at the top of your list when it comes to choosing an event hosting partner. Prepare to be wowed by our SPOHOX25™ hosts in Regina."

"Regina is proud to welcome Spo Ho Xperience™ 2025," said Sandra Jackle, President and CEO of the Regina Hotel Association. "We are excited to showcase our exceptional hospitality to sports organizations, tourism agencies, and event experts from across Canada and North America. Hosting the Xperience™ will position Regina to welcome and inspire future opportunities to host sports events and championships in our city."

An important element of SPOHOX™ in 2025 is a hosted buyer program designed to offer a fully funded attendee experience at SPOHOX™ for pre-qualified sport event organizers/event rights holders. Applications for the program will be accepted online at [www.SpoHoXperience.ca](http://www.SpoHoXperience.ca) starting in February and event invitations will be extended starting in March.

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### **About Spo Ho Xperience™**

Spo Ho Xperience™ is a boutique-style event that attracts DISRUPTERS, CHANGEMAKERS and FORWARD THINKERS in the sport hosting industry. Attendees are carefully curated to create an atmosphere of creative thinking and innovative approaches to sport hosting, the fastest growing segment of the tourism industry in Canada with over \$7.4 billion in annual spending by domestic and international visitors (as calculated in 2019).

### **About Tourism Regina**

Tourism Regina, a branch within the City of Regina administration, leads the marketing of Regina as a tourist destination and promotes the development and growth of the City's tourism industry. Tourism Regina is focused on attracting day and overnight visitors to the City, by promoting family friendly attractions, and being the best event hosts in Canada. Our mandate is to increase tourism revenues (including hotel occupancy, flights purchased, and visitor spend in market) by supporting industry in the development and delivery of remarkable experiences.

### **For more Information:**

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