NEWS RELEASE
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Canadian Western Agribition 2023 Impacts $116.5 Million on Saskatchewan's Economy

Regina, Saskatchewan – Canadian Western Agribition (CWA) increased the Saskatchewan economy by $116.5 million in 2023, according to a recent economic impact study conducted by Praxis Consulting Inc. This record impact amount is a 20.7% increase from 2022.

"We are incredibly proud of the growth we have witnessed as we transitioned out of the pandemic." Said Shaun Kindopp, CEO of CWA. "The event industry was extremely disrupted, and we couldn't be prouder of the bounce back that CWA has had. We couldn't do this without the support of the industry, community, volunteers, and our staff. We are excited to open our doors to everyone in 52 days!"

CWA saw a significant 19% increase in attendance, totalling 142,800, during the six-day show from November 20-25. This record attendance increased tourist spending to $83.2 million.

"Agribition is a major event for our city and brings visitors from all over the world." Said Jennifer Johnson, Deputy City Manager of Communications, Service Regina and Tourism. "But it's not just about the economic impact. Tourism brings more vibrancy to a community with events like Agribition, and improves the local quality of life for residents. Tourism Regina is thrilled to partner with and promote Agribition because this event generates wealth and well-being for visitors and residents alike."

With CWA having less than 15 year-round staff, 116 part-time and contract staff are added for an average of two to four months per year. Roughly one in every 650 jobs in the Regina area depends directly or indirectly on the event.

Statistic Summary:

- $116.5 million in provincial economic activity
- $69.6 million to provincial GDP
- 1081 jobs in the province
- 212 jobs locally

- $19.6 million in government revenues
    - $10.0 federal, $9.3 million provincial, and $0.36 million municipal
- $998,300 trade show booth sales
- $1.9 million trade show vendor sales
- $2.2 million livestock sales

Full financial details were presented at the AGM on April 17, 2024. Please refer to CWA's 2023 Annual Report.

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Canadian Western Agribition (CWA), *located in Regina, SK, is a premier event, renowned for being the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features a diverse array of livestock and an extensive agribusiness trade show. CWA is a unique blend of agriculture, Indigenous culture, education, and live entertainment, making it a truly immersive experience and an international hub of agriculture excellence. The 53rd edition of CWA will be held on November 25-30, 2024. More details are available at agribition.com.*