



HOSTED BY CCT WORLD OF GOLF
SEPT 27-28, 2025

About Us

The Ultimate Travel Showcase

Connect with Adventure-Seekers in Edmonton

Join us at the Edmonton Golf & Adventure Travel Expo, a premier event where the worlds of golf, adventure, culture, and travel converge—bringing together passionate golfers, outdoor enthusiasts, and explorers from Edmonton and beyond.

What to expect:

- 🏌️ Golf Showcase: Engage golf-focused attendees with green-fees, membership deals, lessons from PGA-certified pros, simulator demos, putt-off competitions, and exclusive equipment offers.
- 🌍 Adventure & Travel Exhibits: Discover curated travel experiences, off-the-beaten-path adventures, and expert planning tips from a diverse lineup of global tour operators.
- 🎤 Expert Talks: Be part of engaging panels and presentations—from golf travel packages to multi-sport expedition planning, including Q&A sessions with seasoned travelers, golf instructors, and local golf course owners.
- 💡 Networking & Booking: Connect directly with attendees ready to plan their next golf getaway or outdoor adventure—perfect for lead generation, on-site bookings, and building long-term client relationships.
- 📅 Prime Venue: Hosted at the CCT Golf Centre—featuring 25 exhibitors showcasing major installations and travel-inspired experiences





EVENT OUTLINE

KEY DATES AND TIMES

LOCATION: CCT WORLD OF GOLF

11620 120 ST NW, EDMONTON, AB T5J 2L4

EXPO LOAD-IN DAY AND TIMES

SET UP: FRIDAY SEPT. 26TH 4PM - 8PM

SATURDAY SEPT. 27TH

10AM - 5PM

DAY ONE

SUNDAY SEPT. 28TH

10AM - 3PM

DAY TWO



2025 Year of the Return

What's New for our 2025 Return

Long awaited return

With the impact of 2020 to 2022 now long behind us, the long awaited return of the Edmonton Adventure Travel Expo is here. With the Alberta travel numbers now returning to pre-covid levels our team is ready to bring back Edmonton's ONLY showcase of Adventure Travel

Location, Location, Location

In keeping with our theme of "Off the Beaten Path," we are moving the expo to a location that speaks to that concept. The Alberta Aviation Museum is one of Edmontons' signature historic sites, with a direct connection to the theme of travel. This venue also offers many consumer friendly benefits such as free parking for consumers and exhibitors.

Golfers travel too

In partnership with CCT Golf Centre, we are transforming our traditional expo into a must-visit experience for the golf travel community, a segment that consistently spends \$3,000+ per person per trip.

Why It Matters

- Golf travellers spend 30–50% more than average tourists, positioning them in the high-end tourism segment—and North America leads with nearly half of all global golf tourism revenue.
- They're high-value consumers: golfers spend roughly \$3,250 per international trip—well above the general average .



Exhibitor Feedback

What our past exhibitor said

"The attendees were attentive and spent time at the booth"
"We had really high quality interactions"

- 87%** Number of past exhibitors keen to return to Edmonton
- 100%** Of exhibitors enjoyed the Fall timing of the expo. Was good for upcoming year booking
- 75%** Of exhibitors found the expo price to offer good value of money.



Who is attending?



Audience Snapshot

MALE / FEMALE

55% F : 45% M

AVERAGE HHI

Over 100K per year in average HHI

TRAVEL FREQUENCY

More than twice per year

WHERE DO THEY LIVE

95 % residence of Edmonton

AVERAGE SPEND

Spending on average \$4,000 per person per trip.

Exhibitor Package Options



Package Option A

10 x 10 Booth
6 foot table
2 chairs
Wi-fi access
Free VIP Parking
Two SHOW PASSES

\$1,000



Package Option B

10 x 20 Booth
TWO 6 foot Table
4 chairs
Wi-fi access
Free VIP Parking
Four SHOW PASSES

\$1,800

First 15 exhibitors get 25%OFF



See you in Edmonton

Tanned Minds, Travel For Real

**CLICK HERE TO FILL IN YOUR
ONLINE REGISTRATION FORM**

**Contact: Greg Davis
info@outsidersedge.ca**

