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Olympic Qualification Event

Kelowna | December 4 – 18, 2025



curling

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All you need to know about the Olympic Qualification Event (OQE)

- **Official Event Name:** Olympic Qualification Event 2025
- **Overview:** This international curling event is the final opportunity for teams to qualify for the 2026 Winter Olympics in Milano–Cortina, Italy.
- **Dates & Venue:** December 4–18, 2025 at the Kelowna Curling Club
- **Participating Nations:** Teams from the USA, China, Japan, South Korea, France, Germany, Spain, Australia, and more will compete. (Canada is not competing, as they have already qualified.)
- **Broadcast:** The event will be televised internationally, showcasing Kelowna to a global audience.
- **Economic Impact:** Estimated at \$3.2 million in direct and indirect spending.



All you need to know about the Olympic Qualification Event (OQE)

The final two Olympic spots in each discipline will be determined at this event.

Competitions: The event will feature three separate competitions:

- Women's Curling qualifier, 4-11 December, 2025
- Men's Curling qualifier, 4-11 December, 2025
- Mixed Doubles qualifier, 12-18 December, 2025

Event Flow

- Most event days feature 2-3 draws, each lasting 2-3 hours long.
- Check out the official draw schedule for draw times.



How to leverage the event

Engaging with the event has several benefits:

- **Drives traffic.** Event attendees are more likely to visit businesses actively engaging with them during the event
- Can **introduce your business to the local community**, potentially attracting new customers who may be discovering you for the first time
- **Enhances the visitor experience**, increasing the likelihood of turning first-time visitors into loyal, repeat visitors



Bring the event to life

Welcome Athletes and Fans:

- Use sandwich boards or window signage to greet visitors and curlers.
- Consider displaying international flags or curling imagery for visual appeal.

Theme your offerings: Add event-inspired touches to your menus, tours, drinks, or experiences.

- Breweries, wineries, cideries, and distilleries: Create a limited-edition beer, wine, or cocktail celebrating the event.
- Restaurants: Feature a Curling or Olympic Qualifiers Menu or menu item.

Decorate: Set up a curling-themed display in your lobby or storefront.



How to leverage the event

- **Offer Discounts or Specials** for event attendees – Ex: Show your ticket and get a free order of fries, a discount, an exclusive offering, etc.
- **Pre-Event or Post-Event Meals:** Offer quick bites for those rushing to the event or a relaxed setting for after
- Make sure you're **promoting anything you do:**
 - Use social media to promote your activations
 - Use sandwich boards outside your business or window displays to grab attention
 - Share with Tourism Kelowna to help amplify the message



Examples of the Montana's Brier



Thank you!

TOURISM KELOWNA

Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the *tr̓x̓w̓úlaʔx̓w̓* (land), that is the unceded and traditional territory of syilx Okanagan peoples, the original stewards of these lands and to whom we give thanks to as our hosts

