

EDMONTON CHRISTMAS MARKET GROUP TICKETING



GIFT YOUR EMPLOYEES
HOLIDAY MAGIC



Highlights

2024
EDMONTON
CHRISTMAS
MARKET

X
2024

BY THE NUMBERS

INCREASED CLICK RATE BY 362.7%

1.7 MILLION
ENGAGEMENTS **REACH**

\$1.2 SPENT ON
ADMISSION &
EXPERIENCES, **SOLD OUT**
MILLION **BOOTHES** DWELL
TIME 2.5 H

FOOD & BEV \$539,000 **CONSUMER SPEND**

AVERAGE SALE OF
\$19 PER CUSTOMER

41,000 PATRONS

\$5 MILLION **ECONOMIC RECORD**
CONSUMER SPEND **IMPACT SALES WEEK #3**
ON LOCAL BRANDS

175 UNIQUE VENDORS

30% TRANSFER RATE ON TICKETS

BETWEEN NOV 28 TO DEC 15.

Despite record-low temperatures, freezing rain, and a challenging economy, the 2024 Edmonton Christmas Market welcomed over 41,000 patrons. The third week of the festival broke records for both attendance and sales.

SHOP, SIP, EAT, PLAY & GIVE.



ECM 2024



SIP

Sherbrooke Liquor and Blindman Brewing collaborated to deliver a standout beverage experience at the Edmonton Christmas Market. Over 12,000 drinks—both alcoholic and non-alcoholic—were served through the curated bar program, adding warmth and cheer to every corner of the festival.



SHOP

In just 14 days, the vendor market generated over \$5 million in local spending, directly supporting Alberta's small businesses and creative entrepreneurs



EAT

ECM showcased 14 local concession vendors in 2024, up from 9 the previous year. Across just 14 days, these culinary partners generated a combined \$539,000 in gross sales, feeding both festival-goers and the local economy.

PLAY

With 160+ performances and 75+ local artists engaged, the Edmonton Christmas Market brought the spirit of the season to life on every stage. More than \$200,000 was invested into Edmonton's arts scene, supporting musicians, performers, and cultural groups.



GROUP TICKETS: PRIVATE GROUP PACKAGE

PERFECT FOR LARGE TEAMS, FAMILIES, CLUBS, & PRIVATE CELEBRATIONS

Treat your group to an unforgettable holiday outing with a curated Edmonton Christmas Market Experience. Enjoy the magic together—with delicious food, warm drinks, carousel rides, and fast-track entry included.

PREMIUM GROUP EXPERIENCE

Adults: \$66.95 per person

Kids (6–17): \$50.95 per person

Kids 5 & under: Free

- General Admission (entry time selected by group at time of booking, subject to availability)
- Fast-Track Entry
- 2 Food Tickets per guest (Kids 6-17 and Adults only)
- 2 Drink Tickets per guest (Kids 6-17 and Adults only)
- 1 Carousel Ride (free for Kids 17 and under)



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STANDARD GROUP EXPERIENCE

Adults: \$45.95 per person

Kids (6–17): \$29.95 per person

Kids 5 & under: Free

- General Admission (entry time selected by group, subject to availability)
- Fast-Track Entry (Skip the Line)
- 1 Food Ticket per guest (Kids 6-17 and Adults only)
- 1 Drink Ticket per guest (Kids 6-17 and Adults only)
- 1 Carousel Ride (free for Kids 17 and under)





CORPORATE PACKAGE: FESTIVE ACCESS PROGRAM



A FLEXIBLE HOLIDAY EXPERIENCE FOR A BUSY TEAM

Not every holiday celebration needs to happen in a boardroom. With the Edmonton Christmas Market Corporate Package, you can give your team access to a festive experience they can enjoy on their own schedule.

Purchase General Admission tickets for your staff, or give them access to a custom discount code to redeem tickets directly. No food, drink, or extras—just the Festival in all its seasonal glory: lights, entertainment, shopping, and the joyful energy of the city coming together.

We also offer Buy Now, Pay Later options and discounted rates for larger orders, making it easy for you to plan ahead, reward generously, and stay on budget.

Easy to distribute. Easy to enjoy. A small gesture with a big impact.

CORPORATE PACKAGE INCLUDES:

Adults: \$25

Kids (6–17): \$15.95

Kids 5 & under: Free

- General Admission (entry time selected by employee at time of booking, subject to availability)
- Carousel Ride or Train Ride
- Fast-track admission
- Branded Ticket Portal
- Unique Purchase Code
- Buy now, Pay Later options available
- Volume pricing incentive

Let's Connect



**WE'RE EXCITED TO COLLABORATE WITH YOU!
DON'T SEE AN OPTION THAT FITS YOUR
ORGANIZATION?**

**PLEASE REACH OUT TO OUR GENERAL
MANAGER, DANICA KOLLER, TO EXPLORE HOW
YOU CAN GET INVOLVED WITH THE EDMONTON
CHRISTMAS MARKET.**

Contact Danica Koller
Phone 780 - 862 - 2172
Website www.yegxmasmarket.com
Email manager@yegxmasmarket.com