



## MONCTON, NEW BRUNSWICK

Located at the geographic centre of Atlantic Canada, Moncton offers events a potential audience of 1.5 million people living within a 2.5-hour drive of the city.

With a population of 71,889<sup>1</sup> and a Census Metropolitan Area population of 144,810<sup>2</sup>, Moncton is the fastest growing urban centre in the Maritimes.

Canada's first officially bilingual city, Moncton is proud of its rich and diverse cultural composition, which includes an important Acadian population that makes up approximately one third of its inhabitants; large English, Irish and Scottish communities; Indigenous people; as well as many ethno-cultural groups from various parts of the world.

Today, a large portion of Monctonians are bilingual, enabling Moncton ability to service events in Canada's both official languages to the highest level.

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<sup>1</sup> Statistics Canada, 2016 Census

<sup>2</sup> Statistics Canada, 2016 Census

## Strategically Located

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Moncton's central location in the heart of the Atlantic Provinces is a definite asset for the organization of large-scale events. Located in Westmorland County, in the southeast of the province of New Brunswick, Moncton is easily accessible from all directions, including from Prince Edward Island, Nova Scotia, Quebec and the New England states.

## Access and Transportation

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Roméo LeBlanc International Airport:

- Many airlines, including Air Canada, Westjet and Porter, provide daily service between Canada's major airports and the region.
- More than 100 weekly flights offered.
- The airport is less than a 10-minute drive from the city centre.

Moncton is a key transportation hub of the Maritimes.

Bus service for the Maritimes and several transportation companies located in Moncton

Also accessible by train, although the service is now mainly concentrated on freight and intermodal transport.

## World-class Regional Sporting Hub

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*FIFA Women's World Cup Canada 2015™*

Moncton has earned the title of regional sporting hub, having hosted a number of world-class sporting events including the 2009 Ford World Men's Curling Championships, three regular season CFL games in 2010, 2011 and 2013, the 2012 Canadian Figure Skating Championships, the 2013 Football Canada Cup and the 2013 and 2014 Canadian Senior Track and Field Championships.

Moncton also successfully hosted the IAAF World Junior Track and Field Championships in 2010, welcoming 1500 athletes from 170 countries in world class fashion and earning the honour of having hosted the largest single sporting event in Atlantic Canada to date. The Canadian Sports Tourism Prestige Awards honoured the Moncton 2010 IAAF games as "Canada's International Sport Event of the Year".

Moncton again welcomed the world in 2014 and 2015 as the only Atlantic Canadian City to host the U-20 FIFA Women's World Cup Canada 2014 and the FIFA Women's World Cup Canada 2015™.

Moncton will once again host the world in 2021 when it will welcome more than 3,000 participants from 55 countries for the World Francophonie Games (Jeux de la Francophonie).

## Premier Sporting Venues

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Moncton is home to some of the premier event venues in Atlantic Canada. The Moncton Stadium which opened in 2010 has 8,000 permanent seats, and is expandable to 20,000 via temporary seating. The stadium hosts numerous events during the year including university soccer games, various football games, and numerous track and field events. The stadium has also had the Olympic Flame stay there overnight on November 23, 2009 during the torch relay for the 2010 Winter Olympics.





*2010 IAAF World Junior Track & Field Championships*

**NEW:** The newest piece of infrastructure to be added to the city's roster is the state-of-the-art Moncton Events Centre, officially opening this September. The Centre will be a key event venue for the region welcoming sporting, cultural and professional events of a wide variety of size and scope. With a seating capacity of over 9,000 the new Events Centre will be a venue worthy of hosting many prestigious events.



*Moncton Events Centre – Photo Credit: André Audet Photography*

## Key sporting venues:

### Moncton Event Centre:

Opening September 2018  
 Seating capacity: over 9,000  
 Sports: hockey (NHL-size rink), skating, basketball, other

### Moncton Stadium:

Built in 2010 for the IAAF World Junior Track and Field Championships  
 Seating capacity: 8,089 permanent, expandable to 20,725  
 Sports: track and field, soccer, football  
 Mondo track, synthetic field  
 Adjacent field for throwing disciplines

### CN Sportplexe:

10 ball fields  
 6 soccer fields  
 On the same property as the Superior Propane 4-Ice Centre

### Superior Propane 4-Ice Centre:

4 NHL-size rinks  
 One rink has seating for 2,000 spectators  
 On the same property as the CN Sportplexe

### Synthetic Turf Fields:

Rocky Stone Field: football, soccer; seating for 1,000  
 Harrison Trimble High School Field: a FIFA legacy; football, soccer; seating for 500  
 Bernice MacNaughton High School Field: a FIFA legacy; football, soccer; seating for 500



Moncton boasts several other sports facilities and amenities throughout the city, including additional ball fields, rinks and sport courts.



*2010 Touchdown Atlantic – Regular-season CFL Game*  
*Photo Credit: The Moncton Times and Transcript*

## Moncton Stats

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- Moncton population: 71,889<sup>3</sup>
- Moncton Metropolitan Area population: 144,810<sup>4</sup>
- International Airport only a 10-minute drive from downtown
- More than 2800 hotel rooms in Greater Moncton, with the most competitive rates in the Maritimes
  - Four hotels currently in construction will increase room capacity to more than 3,000
- 32 restaurants within a 5-minute walk from downtown
- 13 top New Brunswick attractions are located in Greater Moncton, or within an hour drive
- Canada's first officially bilingual city
- Unique blend of cultures including a vibrant Acadian community
- Rated #1 cost-competitive city for business in Canada (KPMG)
- Among the shortest commute times in Canada
- Consistently rated as one of the best places to live in Canada
- Home to the largest indoor and outdoor entertainment facilities in Atlantic Canada

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<sup>3</sup> Statistics Canada, 2016 Census

<sup>4</sup> Statistics Canada, 2016 Census

## Some of our many successful events

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*FIFA U20 Women's World Cup Canada 2014*

### International:

- 2015: FIFA Women's World Cup Canada 2015™
- 2014: FIFA U-20 Women's World Cup Canada 2014
- 2012: Canadian Women's Soccer Team – International Friendly versus China
- 2010: IAAF World Junior Track & Field Championships
- 2009: Ford World Men's Curling Championships

### National:

- 2017: U18 Canadian Curling Championship
- 2017: Jeux de la francophonie canadienne
- 2016: Canada Soccer Sport Chek National Club Championships U-14 Cup Boys/Girls
- 2013-2014: Canadian Track & Field Championships
- 2013: Football Canada Cup
- 2012: Canadian Figure Skating Championships
- 2009: CJHL Fred Page Cup (Junior A)
- 2007-2008: CIS Men's Hockey Championship – University Cup
- 2006: CHL Memorial Cup

### Other:

- 2010-2013: Three regular-season CFL games
- 2005-2015: Mega concerts at Moncton's now famous Magnetic Hill Concert Site featuring the Rolling Stones, U2, AC/DC, the Eagles and more (attracting 83,000 fans at once during the Stones' concert in 2005)

### Upcoming Events:

- 2019: Pan American Junior Badminton Championships
- 2020: Canada Soccer Toyota National Championships U-17 Cup
- 2021: International Francophonie Games

See a more comprehensive list of events hosted in Moncton: [Moncton's Event Hosting History](#).



## Community Engagement

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Moncton has developed solid event hosting expertise and experience over the years thanks to its high level of community engagement. There is a strong base of people who enjoy getting involved in large-scale events when they take place in our city, from general volunteers to champions who are willing to play a key volunteer role as part of Local Organizing Committees or other key components of an event.

There is a strong base of dedicated volunteers in Moncton. The City inherited the official database of volunteers from the IAAF World Junior Track and Field Championships in 2010. Today, the database still holds more than 500 trained and certified volunteers. The database has been utilized to engage volunteers for large-scale events held in Moncton such as the FIFA World Women's Cup Canada 2015™ and several others.

Thanks to the many event experiences offered to them, citizen volunteers and event organizers alike have developed important skills, experience and expertise from which future events will benefit in Moncton.

## A Glimpse at Our Festival Life

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Atlantic Nationals Automotive Extravaganza



Acadie Rock Festival



Mosaïq Multicultural Festival



Festival INSPIRE



## Looking to bring an event to Moncton?

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The City of Moncton offers support to Events Rights Holders looking to host an event in Moncton.

Services include:

- Bid development support
- Venue selection support
- Site visits
- [Event Hosting Grant](#)
- Facilitation of contact with accommodation partners
- Volunteer database
- Staff point of contact and liaison role

Find out more about our city's strategic efforts to foster event hosting in Moncton:

[Event Attraction Strategy Summary Report](#)

[Event Attraction Strategy Presentation](#)

## For more information, please contact:

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