

East Central Saskatchewan Regional Profile of Canadian Visitors

This profile summarizes the characteristics and travel behaviours of visitors to West Central Saskatchewan. Visitor characteristics and origin are based on VisitorView data by Environics Analytics. All other information is based on customized tabulations of 2018/2019 Statistics Canada data, using data management principles developed by Galea Corp. and Research Resolutions & Consulting Ltd.

1.59 million
total visits
in 2019

\$197 million
in total visitor
spending

2.6 nights
average length
of stay

Visitor Characteristics



Average Household Income
\$107,196



Median Household Maintainer Age
53 years old



Family Status
18% are lone-parent families



Diversity
27% identify as Indigenous
7.8% belong to a visible minority group



Trip Type
30% of visitors spent at least
one night in the region



Average Visitor Spend in Region
Overnight visitors spend \$189 per visit
Same-day visitors spend \$96 per visit

Top Visitor Activities

1



Camping

2



Beach

3



Boating

4



Sightseeing

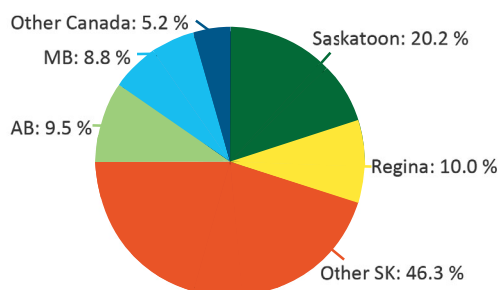
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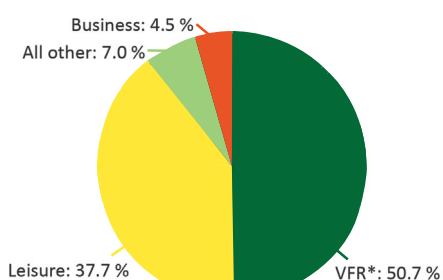
Fishing

Summary of Overnight Visits to Region

Visitor Origin

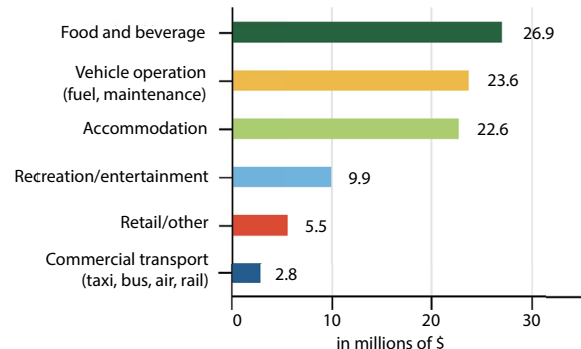


Main Purpose of Visit



*Visiting friends and relatives

Total Spending by Category



Accommodation Preference

