

Saskatchewan

Regional Profile of Canadian Visitors



This profile summarizes the characteristics and travel behaviours of visitors to 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.

11.5 million
total visits
in 2019

\$2.47 billion
in total visitor
spending

2.7 nights
average length
of stay

Visitor Characteristics



Average Household Income
\$122,685



Median Household Maintainer Age
46 years old



Family Status
46.9% are couples with
children under 10 at home



Diversity
15.9% identify as Indigenous
21.9% belong to a visible minority group



Trip Type
37% of visitors spent at least
one night in the province



Average Visitor Spend in Region
Overnight visitors spend \$289 per visit
Same-day visitors spend \$124 per visit

Top Visitor Activities

1



Shopping

2



Sightseeing

3



Camping

4



Beach

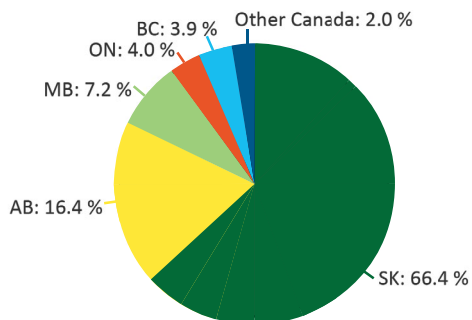
5



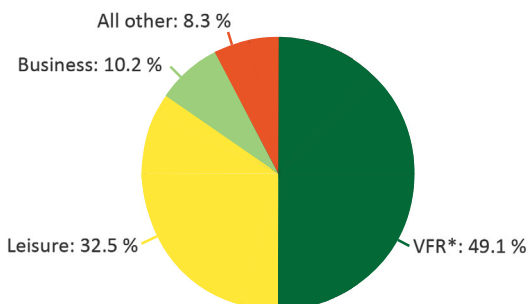
Boating

Summary of Overnight Visits to Region

Visitor Origin

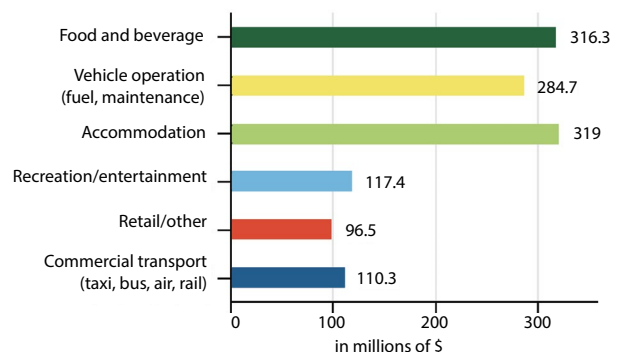


Main Purpose of Visit



*Visiting friends and relatives

Total Spending by Category



Accommodation Preference

