

# Saskatoon

## Regional Profile of Canadian Visitors

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

**2.6 million**  
total visits  
in 2019

**\$541 million**  
in total visitor  
spending

**2.4 nights**  
average length  
of stay

### Visitor Characteristics



**Average Household Income**  
\$117,860



**Median Household Maintainer Age**  
47 years old



**Family Status**  
45% are couples with children  
under 10 at home



**Diversity**  
19.4% identify as Indigenous  
20.4% belong to a visible minority group



**Trip Type**  
44% of visitors spent at least  
one night in the city



**Average Visitor Spend in Region**  
Overnight visitors spend \$321 per visit  
Same-day visitors spend \$125 per visit

### Top Visitor Activities

1



Shopping

2



Sightseeing

3



Business meeting  
or event

4



Sports event

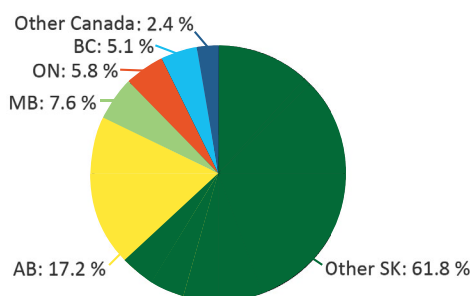
5



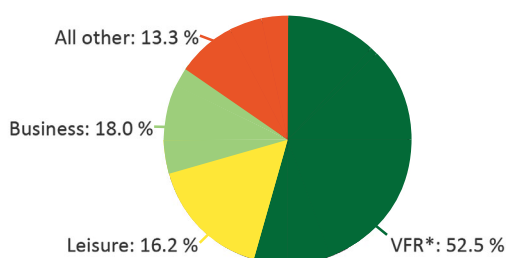
Performance  
or concert

### Summary of Overnight Visits to Region

#### Visitor Origin

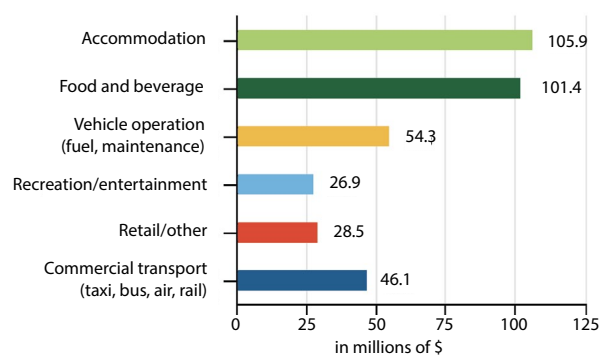


#### Main Purpose of Visit



\*Visiting friends and relatives

#### Total Spending by Category



#### Accommodation Preference

