

Southwest Saskatchewan Regional Profile of Canadian Visitors

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

1.44 million
total visits
in 2019

\$208 million
in total visitor
spending

2.3 nights
average length
of stay

Visitor Characteristics



Average Household Income
\$122,422



Median Household Maintainer Age
53 years old



Family Status
44% are couples without children
at home



Diversity
6.8% identify as Indigenous
10.5% belong to a visible minority group



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



Average Visitor Spend in Region
Overnight visitors spend \$229 per visit
Same-day visitors spend \$93 per visit

Top Visitor Activities

1



Sightseeing

2



National or
provincial park

3



Camping

4



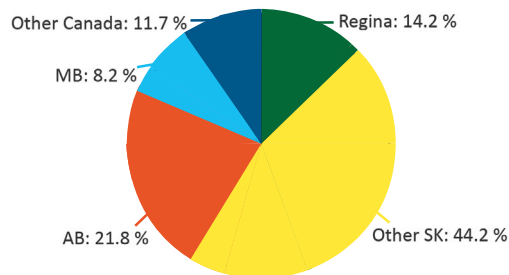
Historic Site

5

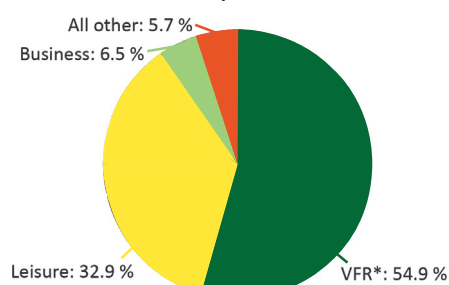


Summary of Overnight Visits to Region

Visitor Origin

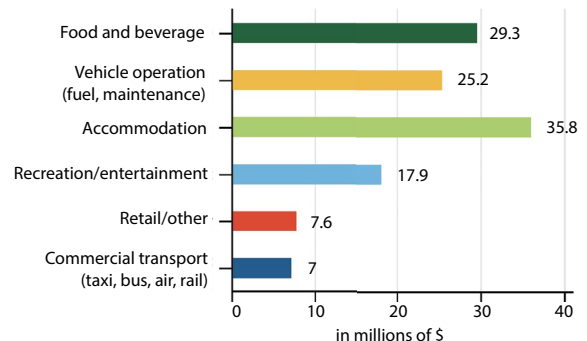


Main Purpose of Visit



*Visiting friends and relatives

Total Spending by Category



Accommodation Preference

