

West 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.

1.27 million
total visits
in 2019

\$145 million
in total visitor
spending

2.8 nights
average length
of stay

Visitor Characteristics



Average Household Income
\$125,964



Median Household Maintainer Age
46 years old



Family Status
52% are families with children
under 15



Diversity
16.1% identify as Indigenous
18% belong to a visible minority group



Trip Type
35% of visitors spent at least
one night in the region



Average Visitor Spend in Region
Overnight visitors spend \$170 per visit
Same-day visitors spend \$84 per visit

Top Visitor Activities

1



Beach

2



Sightseeing

3



Shopping

4



Boating

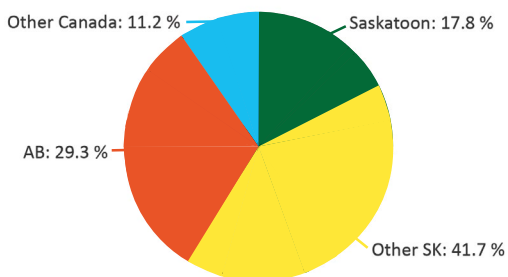
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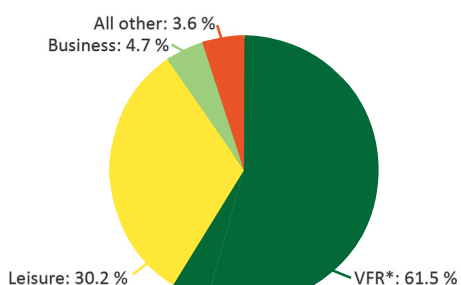
Camping

Summary of Overnight Visits to Region

Visitor Origin

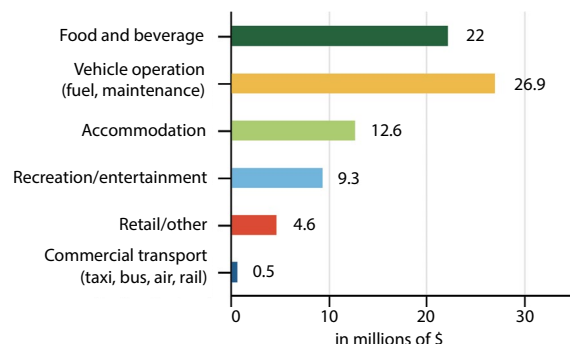


Main Purpose of Visit



*Visiting friends and relatives

Total Spending by Category



Accommodation Preference

