

Restart Marketing Strategy

In 2020, the COVID-19 pandemic affected the tourism industry on a global scale. Travel declined or abruptly halted, particularly across international borders. Saskatchewan's tourism operators have seen a significant drop in revenue as a result. In 2021, with the rollout of vaccines and the end of the pandemic in sight, travel is once again set to resume. Tourism Saskatchewan's two-year Restart Marketing Strategy, beginning in April 2021, envisions a way forward to a rejuvenated tourism industry. While much remains unknown, it is time to step toward the best possible future: Saskatchewan's "Roaring Twenties of tourism".

Goal

Lead Saskatchewan's tourism industry through recovery from COVID-19 to a place that is better than it was before the pandemic.

Tourism Saskatchewan will build a strong marketing foundation to work towards a new, value-driven future for tourism that engages new markets and is supported by residents. Over the next two years, Tourism Saskatchewan will:

- Evolve and refresh the brand
- Differentiate regional brands
- Refine target market segments
- Identify and develop strong niche markets
- Develop and implement an industry competitiveness program

The Four Objectives

DEFENCE – "The Right Prescription"

1. Ensure that industry has enough income to survive and remain sustainable, especially in sectors of concern:

- Outfitting industry
- Hotel and hospitality sector
- Business travel
- Events and sports tourism
- Airports and air access

2. Repair damage to affected industry sectors wherever possible

OFFENCE – "Saskatchewan's Roaring Twenties"

3. Create a strong marketing foundation

4. Activate Saskatchewan's marketing network (resident advocacy, niche market influencers, brand partnerships and earned media relations/public relations)

Saskatchewan's six strategies

DEFENCE

1. Encourage travel in advance of the U.S. and international borders opening
2. Identify and act on opportunities to help affected sectors recover
3. Partner to support the recovery of the domestic and U.S. flight market

OFFENCE

4. Take pre-emptive action and use scenarios to guide decisions
5. Focus on passionate communities in the domestic, U.S. and international markets
6. Set a strong marketing foundation

Target Markets

Target markets will shift during this strategy as research and brand evolution is completed.

- **2021:** Target the geographic markets that are permitted to travel, focusing on local and regional travellers – our bread and butter.

- **2022:** Build Saskatchewan's reputation and awareness in niche and passionate markets within geographic audiences.