

CASE STUDY:

NESS CREEK CULTURAL AND RECREATIONAL SOCIETY

Funding Program: Tourism Saskatchewan Community Experience Cluster Program

Project Details

For two weekends in the summer of 2021, Ness Creek offered their festival experience on a much smaller scale. Each capsule weekend offered a packaged experience that included: accommodations (camping, canvas cottage or cabin) outdoor activities, arts and culture activities, culinary experiences (3 meals/day featuring local ingredients and suppers that included wine and beer pairings) a grand outdoor concert featuring Saskatchewan and Canada's best in original music.

Products Developed:

The **market-ready package** with a **single point of purchase** called Nesscape Mini Breaks was launched in July of 2021.

Price per person

Weekend pass + Camping **\$299**

Weekend pass + Canvas Cottage **\$399**

Weekend pass + Cabin **\$499**

Weekend pass included: Access to all activities + Meals + Entertainment

Project Timeline



Metrics



Total Guests
252



Revenue Generated
\$86,993



Investment Generated
\$150,882



Tourism Saskatchewan Funding
\$7,250



ROI for project
55%



Five Year Projection:
ROI 275%,
Provincial Tax
\$26,097

About Ness Creek Cultural and Recreational Society

The Ness Creek Cultural and Recreational Society (NCCRS) started by developing and operating the Ness Creek Music Festival. The festival offers live music by musicians from across Saskatchewan, Canada, and around the world. Over 3,000 people attend the annual festival in northern Saskatchewan to enjoy Indie, Roots, and Folk music. The festival is also a hub for artists and other cultural activities.

Comments

- "Overall response to the Nesscape Mini Breaks was phenomenal" – *Kerri Fisher, Festival Manager*

Conclusion

- NCCRS met their sales targets over the two weekends that Nessapes Mini Breaks was offered.
- NCCRS was able to use the program funding to hire a tourism consultant who helped create, develop and price a new product that offered the same features of the big music festival in an intimate setting.