

Going Places

Saskatchewan's Tourism Industry Newsletter

Summer 2019

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TOURISM
Saskatchewan
CANADA

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news and information from Tourism
Saskatchewan and the province's
tourism sector. You will find
information on partnership
opportunities, upcoming events,
education and training programs,
research and more.

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SaskSecrets sports new look

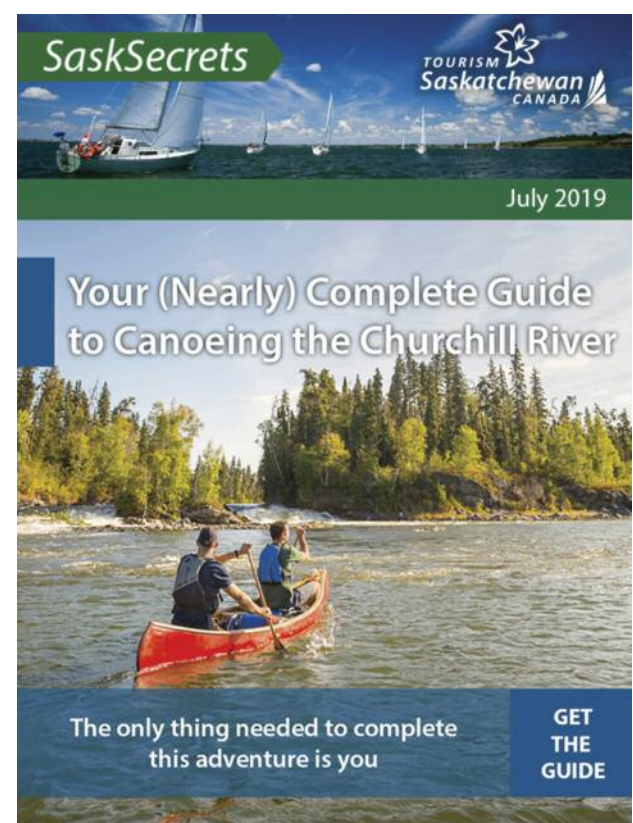
After a brief hiatus, *SaskSecrets* is back in circulation and looking better than ever. Tourism Saskatchewan refreshed its long-standing consumer e-newsletter to be more visually appealing across a range of devices.

Feature stories showcase Saskatchewan's remarkable travel experiences. The redesign is based on research that examined successful models and identified themes and topics most relevant to key travel markets.

Striking imagery and captivating titles seize attention. Embedded links connect readers to the full stories posted on TourismSaskatchewan.com.

Additionally, each issue features two Travel Offers that promote authentic product offerings to entice visitors. Operators are welcome to submit Travel Offers for consideration in upcoming issues of *SaskSecrets*. Email your offer to information.updates@tourismsask.com.

SaskSecrets is distributed quarterly to more than 26,000 subscribers. To receive *SaskSecrets* in your inbox, fill out a subscription form at TourismSaskatchewan.com/sasksecrets.





MESSAGE FROM THE CEO

Tourism is one of the world's largest economic sectors. According to the World Travel & Tourism Council (WTTC), the industry experienced 3.9 per cent growth in 2018, higher than the 3.2 per cent growth in the global economy.

Saskatchewan has an abundance of tourism resources, and the potential for tourism growth is limited only by the imagination.

Offering more than 4,000 products and services, our industry is a strong collective voice for bringing awareness about the benefits of a vibrant tourism sector and a prosperous visitor economy.

It is helpful to understand the difference between the two terms. Tourism generally relates to activities undertaken by people travelling to and staying in places away from home. Visitor economy is a broader concept, defined by the WTTC as "any direct, indirect and induced economic activity resulting from visitors' interactions with their destination."

These interactions include shopping, dining, purchasing tickets to events, cultural activities and performances, booking stays in unique accommodations and participating in authentic experiences that a destination offers.

Focusing on the visitor economy broadens the conversation. Businesses that have never considered their part in the picture suddenly see the connection. They begin to recognize the widespread benefits of investing in and developing quality visitor experiences. They see the importance of pride of place and giving travellers countless reasons to explore the community, purchase local products and make remarkable discoveries.

September 27 is World Tourism Day, declared by the United Nations World Tourism Organization (UNWTO). The theme this year is *Tourism and Jobs: a Better Future for All*. The UNWTO has compiled a comprehensive fact sheet on the subject of tourism employment. To read the full document, visit wtd.unwto.org. In the meantime, here are just a few points to consider:

- Tourism's role in job creation is often undervalued. This is despite the fact that tourism generates 10 per cent of world jobs.
- Tourism is a major source of employment because of its labour-intensive nature and the significant multiplier effect on employment in related sectors. It is estimated that one job in the core tourism sector creates about one-and-a-half additional or indirect jobs in the tourism-related economy.
- Micro, small and medium-sized enterprises are the major job creators in tourism . . . around half of tourism employees work in enterprises of fewer than 10 people, while three-quarters work in enterprises of fewer than 50 people.
- Tourism creates jobs in rural and remote areas, not only directly, but indirectly through the preservation and restoration of traditional activities. Often, it is one of the few viable economic sectors in these areas.

Nearly 64,000 Saskatchewan residents work in tourism-related jobs, accounting for 11.2 per cent of total employment in the province. Three out of five people working in tourism are in full-time positions, and the industry offers rewarding employment and business opportunities in rural areas, as well as in our cities.

Mary Taylor-Ash

Tourism and jobs provide focus for World Tourism Day

The United Nations World Tourism Organization (UNWTO) observes World Tourism Day annually on September 27. The occasion brings awareness to the tourism industry's "social, cultural, political and economic value." Each year has a different focus, and the theme for 2019 is *Tourism and Jobs: a better future for all*.

The following is from the official World Tourism Day 2019 message issued by UNWTO Secretary-General Zurab Pololikashvili:

Tourism can help us build a better future for everyone. Around the world, the tourism sector is leading source of employment, supporting many millions of jobs and driving economies forward, both at the local and the national level.

At the same time, it is a catalyst for equality and inclusivity. In many places, tourism employment gives women, young people and those living in rural communities the chance to support themselves and their families and to integrate more fully into wider society.

The true potential of tourism, both as a creator of jobs and as a driver of equality and sustainable development, is only just being realized. Providing decent work opportunities and contributing to developing professional skills are at the heart of this. Well managed, the continued growth of our sector will encompass countless opportunities and allow tourism to live up to its global social responsibility to leave no one behind.

Read the full message and learn more about World Tourism Day at wtd.unwto.org.

Saskatchewan increasingly attracts U.S. anglers and hunters



Episode of The New Fly Fisher filmed at Cree Lake Lodge in August



Wild Fish Wild Places on location with Tobin Lake Trophy Adventures in August

Saskatchewan continues to gain recognition in the United States as a premier destination for hunting and fishing. This is demonstrated by a 16 per cent increase in hunting and angling licence sales to U.S. visitors in the past five years. Growth aside, the province taps only a fraction of potential U.S. outdoor enthusiasts.

These visitors are Saskatchewan's highest-yield travellers. They stay longer and spend more time in the province than any other group of U.S. travellers. According to Destination Canada, 8 per cent of U.S. out-of-state travellers would consider basing an entire vacation around fishing and hunting.

Who are they?

The average age of hunters and anglers from the U.S. is 51 years old, and 94 per cent are male. In comparison, 78 per cent of Canadian hunters and anglers are male and average 41 years old.

While Baby Boomers (born 1945-1964) make up over 40 per cent of U.S. hunters and anglers, Generation X (born 1965-1980) and Millennials (born 1981-2000) account for the most growth in licence sales.

Where are they coming from?

Border states (Montana, North Dakota) are the largest markets for angling licences, despite a

slight decline in sales between 2017-2018. Growing interest is evident in Midwestern states, particularly Iowa and Illinois.



Top Ten Angling States by Licence Sales Volume

Hunting licence sales have increased in nearly all U.S. states. Hunters are more likely to travel further distances, evident by significant sales growth in long-haul states like Texas, Louisiana, Tennessee, California and North Carolina.



Top Ten Hunting States by Licence Sales Volume

Tourism Saskatchewan undertaking new research study on U.S. hunters

In 2015, Tourism Saskatchewan commissioned comprehensive research on U.S. angling

markets. The results informed a targeted marketing strategy to attract interest and visitors.

In the months ahead, U.S. hunting markets will be examined in a research study led by Tourism Saskatchewan, in partnership with the Saskatchewan Commission of Professional Outfitters.

Shifting demographics, consumer demands and methods for accessing information influence consumer purchase decisions. To plan a strategy for targeting U.S. hunters, it is essential to understand the needs and expectations of the growing segment of younger hunters.

The proposed study will address the following:

- Perceptions of Saskatchewan as a hunting destination and how it compares to others
- Saskatchewan's competitive advantages
- Hunting trip preferences and expectations
- Reasons for not visiting Saskatchewan and factors that might motivate a future hunting trip to Saskatchewan
- Path to purchase
- New geographic markets for expansion

For more information about the project, contact Amy McInnis at 306-787-2199, amy.mcinnis@tourismsask.com.

Tourism Statistics and Research section featured on Industry.TourismSaskatchewan.com

Tourism Saskatchewan is committed to providing industry partners with high quality data and insights. This research helps to enhance the effectiveness of marketing and destination development activities in the province.

A new section on Industry.TourismSaskatchewan.com is dedicated to providing industry with timely information and reports that highlight tourism

and industry trends, regional tourism activities, labour force statistics, and the results of primary and secondary research projects conducted both internally and by external research partners.

Visit industry.tourismsaskatchewan.com/tourism-statistics-and-research often and use the tools and reports provided to inform business decisions.



MESSAGE FROM THE CHAIR

Tourism Saskatchewan's work in 2019-2020 is guided by four strategic priorities:

1. Market Saskatchewan's tourism experiences and stories
2. Strengthen Saskatchewan's tourism experiences
3. Improve destination competitiveness
4. Nurture an internal culture focused on excellence

Each priority has clearly defined strategies, key actions and measurements. Essentially, the organization follows a road map. There is built-in flexibility to adapt to challenges along the way or embrace new initiatives that are on track with our goals.

As mid-year approaches, it is gratifying to report on the launch of the ten-year Destination Development Strategy for the province. Assembling the strategy took more than a year. Tourism Saskatchewan valued the opportunity to work with TEAM Tourism Consulting and tap into knowledge and expertise that has driven successful destination and experience development projects worldwide. Industry consultation was also important and I want to thank all who participated in the process.

The strategy's title, *Delivering on the Promise*, echoes a commitment that is top-of-mind for tourism operators and stakeholders who are serious about growing tourism in Saskatchewan. It is imperative to fully deliver on the promises made to travellers – to not just meet, but exceed their expectations for unique, authentic travel experiences and for quality service at every stage in their journey.

Implementation of strategy recommendations begins with the roll-out of two application-based pilot programs: the Destination Experience Development Program and the Tourism Product Diversification and New Market Development Program. As the titles suggest, these initiatives support investment in enhancing tourism products, diversifying experiences and positioning Saskatchewan to appeal to lucrative travel markets.

For information about the Destination Development Strategy and related pilot programs, turn to page 11. The application intake period is October 1-November 15, 2019.

People are curious about new projects, but an impressive makeover can grab attention, too. Tourism Saskatchewan recently refreshed its consumer e-newsletter, *SaskSecrets*, to be more visually striking and reflect stories that resonate with key markets. *SaskSecrets* has a subscription base of nearly 26,000 and is an influential marketing tool. Read about the renewed *SaskSecrets* on page 2.

Details about another new initiative, the *I Heart Tourism* influencer, are on page 12. Tourism Saskatchewan welcomed Amanda Ruller to her new role in June. The campaign showcases people who work in tourism and the rewarding career and business opportunities that are available. It is important to bring profile to these stories and spread the word that tourism offers fulfilling employment and diverse opportunities for entrepreneurs.

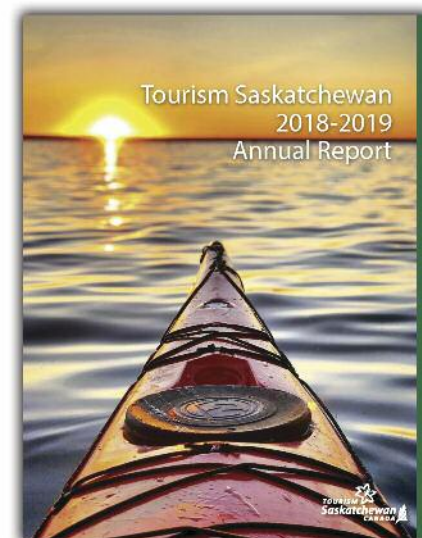
Norm Beug

Tourism Saskatchewan releases 2018-2019 Annual Report

Tourism Saskatchewan's *2018-2019 Annual Report* was tabled in the provincial legislature in July. The report offers an overview of the fiscal year spanning April 1, 2018-March 31, 2019, and includes financial statements for that period. The publication outlines results on committed strategies, actions and performance measures identified in the *Tourism Saskatchewan Plan for 2018-19: On Track*. Information is categorized under four strategic priorities:

- Market Saskatchewan tourism experiences and stories
- Strengthen Saskatchewan tourism experiences
- Improve destination competitiveness
- Nurture an internal culture focused on excellence

The *2018-2019 Annual Report* is a public document and can be viewed on Industry.TourismSaskatchewan.com. To request a printed copy, contact Patti Peesker at 306-787-2420, patti.peesker@tourismsask.com.



Start planning for the Saskatchewan Tourism Awards of Excellence



Saskatchewan Tourism Awards of Excellence recipients and finalists earn their place in the spotlight through their hard work, inspiring leadership and exceptional contributions to Saskatchewan's tourism sector.

The award nomination deadline may be months away, but now is the time to think seriously about award-worthy achievements. These may include your own accomplishments in 2019, or those of industry peers. Either way, completing and submitting award nominations require effort; however, the investment of time and energy delivers positive returns.

The application process helps you to examine your business from different angles, assess its strengths and compare its performance to competitors. Once you have completed the groundwork and have a solid nomination in hand, you can adapt it for other awards and recognition programs.

Qualifying as a finalist or scoring the top honour builds credibility and profile. Customers and peers will take notice of your success.

Engaging employees in the process and acknowledging their role boosts staff pride and builds morale. Accolades give your business an edge when it comes to recruiting and hiring staff.

Visit Industry.TourismSaskatchewan.com for award categories and criteria, or to download a nomination form. The nomination deadline is January 24, 2020.

The Saskatchewan Tourism Awards of Excellence will be celebrated on April 2, 2020 at the Delta Hotels by Marriott Regina.

For more information, contact Nancy Hubenig at 306-787-9844, nancy.hubenig@tourismsask.com.

Award winners reflect on the benefits

"Being a Saskatchewan Tourism Awards of Excellence recipient and finalist helps the Watrous Manitou Marketing Group (WMMG) advocate the importance of tourism. The recognition proves to elected officials that investment in tourism delivers a good return. It shows local businesses the importance of working together.

As for the nomination process – ask for help, whether it means contacting a Tourism Saskatchewan Field Rep or submitting a nomination by committee. Don't give up. Third time was a charm for the WMMG, after being named a finalist twice and now winning in 2019."

- Brendan Manz, Community Development Officer, WMMG

"Winning two Saskatchewan Tourism Awards of Excellence and being nominated twice has put Harvest Eatery and the community of Shaunavon 'on the map.' The profile gives potential guests that extra little push to pick up the phone or hop in the car and explore the province while experiencing businesses that they may not have known about or visited. We proudly display our awards at the front door, which has proven to be a great conversation starter.

Don't wait until the last minute to create your nomination. Allowing ample time to reflect on your accomplishments is a humbling experience that will create pride, but also give you ideas on how to improve. Invite your staff to help you brainstorm so they are a part of the process. The more ideas and supporting material you can gather, the better your nomination will be, and the prouder you and your staff will be of your operation."

- Kristy Thienes, Co-owner, Harvest Eatery

TOP FIVE TIPS FOR COMPLETING AN AWARD NOMINATION

Each year, approximately 80-100 nominations are received for the Saskatchewan Tourism Awards of Excellence. With so many worthy businesses, individuals and events vying for the coveted awards, the award selection committee faces a challenge. Here are some tips for completing a nomination that commands attention and comes out on top.

1. START EARLY

Assembling material that speaks to your accomplishments can take time and involve contacting a number of sources. No one appreciates being approached the day before a deadline and asked to edit a nomination or provide support material. When it comes to drafting the nomination, it pays to be patient and thorough. Start the process well ahead of the deadline, set a timeline and stick to it.

2. SELF-NOMINATING IS ENCOURAGED

No one knows your business better than you. Why wait for someone else to nominate you for an award? Review the award categories, and if you see a fit with your own achievements, submit a nomination. And do not limit yourself – you may qualify in more than one category. If you are confident in your work, chances are others recognize the contributions you make to tourism and may be willing to support the nomination.

3. READ THE CRITERIA AND ANSWER ALL OF THE QUESTIONS

Respect the recommended word count. Excessive copy does not impress members of the Award Selection Committee, who serve voluntarily.

Avoid repetition. If you make a clear, convincing point in a relevant section, there is no need to keep bringing it up. Nomination forms are straightforward and sample answers are provided; but if you are still uncertain, email nancy.hubenig@tourismsask.com.

4. CRAFT A CLEAR, CONCISE AND COMPELLING NOMINATION

Be consistent – identify the actual name (ensure correct spelling) of your business, organization or event, and use it throughout the nomination. Proofread your work several times and ask others to review it. If they are confused, chances are the Award Selection Committee may be, too.

Photographs speak volumes. Support your nomination with high-quality images that support the project specific to the category. Nominees may also provide links to YouTube videos, websites and social media pages. Use impressive, compelling online content to boost your chances of earning recognition.

5. HIGHLIGHT FACTS AND ACHIEVEMENTS

Include numbers and statistics that confirm growth or identify achievement. List other awards, tributes or recognition of your successes. Testimonials from satisfied customers also make a convincing argument. The Award Selection Committee can only make decisions based on the information provided in your nomination. Do not assume that knowledge about your business or achievements is common. Provide full details about the project you are nominating.

Content collection adds new photography and video to market Saskatchewan



Top (left to right): Joylab, Saskatchewan Science Centre, Regina; Harbor Golf Club & Resort, Elbow; Glamping Resorts Ltd., Buffalo Pound Provincial Park
Bottom (left to right): Ghostown Blues Bed & Breakfast, Maple Creek; Historic Reesor Ranch, Maple Creek; Hidden Conglomerate Cliffs, Cypress Hills Interprovincial Park

Tourism Saskatchewan's marketing and communications professionals planned and executed a number of content collection trips throughout the spring and summer. Activities included capturing new photography and video, including drone footage, in locations ranging from city hotspots to rural attractions to national, provincial and regional parks.

Planning content collection trips takes into consideration the interests of key travel market segments for Saskatchewan, as well as channels that are most popular with target audiences. Consumer research that measures the persuasiveness of Tourism Saskatchewan's online material also factors in the planning process.

Relationships with social media influencers complements in-house work. In June, Tourism Saskatchewan hosted six social media influencers on a

four-day trip in southwest Saskatchewan. The guests were:

- Saskatchewaner Zane Buchanan (@saskatchewanwanderer, 32,800 Instagram followers)
- Harrison Hall (@harryberry, 8,229 Instagram followers)
- Herry Himanshu (@herry.with.an.e, 11,000 Instagram followers)
- Nikhil Kausha (@nkausha, 3,239 Instagram followers)
- Katee Pederson (@kateepederson, 1,142 Instagram followers)
- Himadry Singh (@himadry, 3,979 Instagram followers)

These influencers shared photographs and messages on Instagram throughout the trip. Months later, they continue to post about their adventures and drive consumers to Tourism Saskatchewan's Facebook and Instagram channels.

Selling Saskatchewan

International travel media and travel trade hosted on FAM tours

Tourism Saskatchewan was active during the summer, hosting international travel media and travel trade on familiarization (FAM) tours. These activities showcased Saskatchewan destinations and experiences that are of interest to key overseas export markets, such as the Germany, the U.K. and China.

A partnership with Destination Canada (DC) positioned Saskatchewan on the tour schedule for several German media representatives and international travel writers.

A German media FAM, titled *Wandering the Wilds of Northern Saskatchewan*, showcased experiences in Missinipe, La Ronge, Prince Albert National Park and Saskatoon. Guests canoed with Churchill River Canoe Outfitters, and were enamored with the stories and insights shared by owner Ric Driediger. Adventure Destinations International treated the visitors to memorable experiences that included guided fishing, viewing ancient rock paintings and enjoying a shore lunch.

Prior to the international GoMedia Canada Marketplace in August, Tourism Saskatchewan hosted four visiting travel writers on a tour of Grasslands National Park. Guests were housed in Parks Canada's oTENTik accommodations, and explored the East and West Blocks by horseback, kayak and on foot. They became familiar with the park's resident bison herd and learned about species at risk. A cowboy cookout and spectacular sunsets made for an unforgettable week in the only prairie park in Canada's national parks system.

A travel trade FAM for Canada-based receptive tour operators serving the Chinese market took place in July. China is a developmental market for Saskatchewan, and Tourism Saskatchewan's strategic plan includes efforts to create awareness and establish relationships with key travel influencers. The FAM was hosted in partnership with the Tourism Industry Association of Canada and Saskatoon tour operator Love Sun Travel.

Guests particularly enjoyed a visit to the Quill Lake Hutterite Colony, where they shared a love of good food and song. Another highlight was soaking in the healing waters of Canada's "Dead Sea" at Manitou Springs Resort & Mineral Spa. The tour yielded valuable feedback on adapting Saskatchewan experiences to meet the needs of Chinese travellers.



Canada Specialists FAM, Grasslands National Park

Several individual FAM tours were scheduled throughout the summer. David Marriott, with London-based tour operator Bridge and Wickers, travelled the province in June. His itinerary included a visit to Lloyd Lake Lodge, where he enjoyed the pristine setting, time spent on the water and culinary talents of co-owner Chef Derrick Uniat.

In late August, Tourism Saskatchewan welcomed a group of German travel trade agents who participate in DC's Canada Specialists Program. They visited Grasslands National Park, La Reata Ranch, Moose Jaw, Regina and Saskatoon.

Netherlands-based travel media Jan Timmers and Wilhelmus Moore, with *America Magazine*, cross-crossed the province in August. A jam-packed itinerary took them to Historic Reesor Ranch, Cypress Hills Interprovincial Park, Grasslands National Park, Moose Jaw, Regina, Manitou Beach, Prince Albert National Park and Saskatoon. The content that they collected will help to entice Dutch travellers to Saskatchewan, a little known destination for this market.

FAM tour basics explained

Tourism Saskatchewan regularly receives inquiries from industry operators interested in familiarization (FAM) tours that bring travel media or travel trade representatives to the province. The following questions and answers provide a basic understanding of FAMs.

What is a FAM tour?

FAM is an abbreviation of familiarization tour. The tour is designed to "familiarize" qualified travel influencers, such as tour operators, travel agents or travel media, with a destination or product. Operators participate by offering complimentary or reduced-rate experiences, accommodations, products, etc.

Why does Tourism Saskatchewan host FAM tours?

FAMs offer a snapshot of specific regions or destinations throughout the province. They provide the hosted guests with the first-hand knowledge about Saskatchewan travel offerings. The experiences inspire compelling stories and convincing sales pitches. Industry connections and relationships are an added benefit of FAMs.

How are locations and activities selected?

Tourism Saskatchewan considers the type of products sold by a tour operator and the experiences sought by their clients. Regarding media, it is important to consider the outlets that feature their work and the target audiences/viewers. It is also necessary to consider the markets that they represent and the products and experiences that Tourism Saskatchewan promotes in those countries. Operator export-readiness is also factor.

For information about travel trade FAMs, contact Heidi Wesling at 306-798-3186, heidi.wesling@tourismsask.com; or Curt Koethler at 306-787-2219, curt.koethler@tourismsask.com. To inquire about travel media FAMs, contact Jodi Holliday at 306-787-0988, jodi.holliday@tourismsask.com; or Daryl Demoskoff at 306-787-3712, daryl.demoskoff@tourismsask.com.

TOP FIVE TIPS FOR PARTICIPATING IN TRAVEL TRADE FAMs

Tourism Saskatchewan works with a number of export-ready operators to host familiarization (FAM) tours for travel trade representatives. These activities build relationships with influential sales people and tour companies. Here are some tips for hosting travel trade and delivering experiences that they will be eager to sell to their clients.

1. SHOW OFF YOUR BEST

This is an opportunity to showcase your destination or operation to professionals who are in the business of selling tours and travel experiences. Be prepared and eager to impress. Ensure that rooms are spotless, front desk staff are briefed and ready to welcome guests, and equipment is organized and fully operational.

2. USE THE TIME WISELY

Schedule experiences that can be completed within the allotted time. FAM itineraries are precise and include multiple stops throughout the day. Delays inconvenience other operators and can leave FAM participants with a negative impression of your business.

3. TREAT FAM GUESTS TO BOOKABLE EXPERIENCES

Impress FAM guests with the same quality experiences that their clients can enjoy. You may be tempted to test something new or different during the visit. Stay focused on what is most important – delivering on the promise and ensuring that FAM participants take home firsthand knowledge of the products and services available to their customers.

4. FOSTER RELATIONSHIPS

Following up with FAM guests after their visit is key to building on your new relationship. Let them know that you appreciate their interest and look forward to welcoming their clients. Maintain regular communication and keep them informed about product additions, changes or enhancements to your business.

5. CREATE A BACK-UP PLAN

If Plan A is to offer FAM guests an outdoor or weather-dependent experience, what's Plan B? Having a comparable option in place speaks to your commitment to guest satisfaction. If the planned activity proceeds, despite the weather, ensure that measures are in place to provide a pleasant, enjoyable and safe experience (i.e. plan a break with hot beverages, provide a shelter or warm-up area, offer hand/toe warmers).

For more information on participating in travel trade FAMs, visit industry.tourismsaskatchewan.com/advice-and-resources and consult the Working with the Travel Trade section.

Travel Offers generate interest and business

The Travel Offers section on TourismSaskatchewan.com promotes unique, authentic product offers that tempt customers. **Tourism operators and businesses can list their offers for free on the consumer website.**

Travel offers are an additional and effective way for tourism businesses to extend their season, create shoulder season traffic and drive new business by getting messages in front of travellers already considering a Saskatchewan vacation.

The service is year-round, and options are flexible and varied. A travel offer can include a packaged deal (accommodation, transportation, meals, etc.); value-added incentives, such as attraction passes or a meal included in the price; or discounts for a specific amount or percentage.

Visit TourismSaskatchewan.com/travel-offers for ideas and examples. Give your offer a short, convincing title that evokes a sense of intrigue. Craft a clear, concise description (approximately 100 words), using active, inviting language and including the price/value. An accompanying image should convey the experience offered. Quality photographs that feature people resonate with prospective customers, who may envision themselves enjoying your unique experience.

Consumers want details. Include the start and end dates, and a direct link to your company's web page, where customers can acquire more information and book their travel.

Email information.updates@tourismsask.com to inquire about a Travel Offer.

TRAVEL OFFER



The Hotel Saskatchewan, Autograph Collection - Guys and Dolls Package

The Hotel Saskatchewan Autograph Collection by Marriott

Apr 1, 2019 to Dec 10, 2019

Get swept up in the glamour of the 1920s with a package that celebrates little luxuries in the heart of downtown Regina. Get dapper or just relax

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STARTING AT:
\$264

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In Development



Wanuskeewin Heritage Park



Top: Beady's and Okemasis' cultural experiences concept rendering
Bottom: Dakota Dunes resort hotel exterior rendering

Tourism Saskatchewan signs partnership with Indigenous Tourism Corridor

Tourism Saskatchewan recently signed a funding agreement with partners in Saskatchewan's first Indigenous Tourism Corridor – Beady's and Okemasis' Cree Nation (Beady's), Wanuskeewin Heritage Park and Whitecap Dakota First Nation (Whitecap). The corridor establishes a cluster of Indigenous experiences "connected by history, community, land, river and highway."

The funding was issued through Tourism Saskatchewan's application-based Event Hosting Program, under the category of Special Tourism Projects. This category assists municipalities, organizations and businesses in undertaking broader initiatives that will draw tourists to the area and position Saskatchewan as a top-of-mind travel destination. Applications in this category must demonstrate their potential to enhance Saskatchewan's image and increase visitation and travel spending.

With support from Tourism Saskatchewan, additional funds were leveraged for the purpose of branding the corridor to establish recognition and appeal among both domestic and export markets.

Christian Boyle, owner of Glyph Creative Strategy, has been providing consulting services to the Indigenous Tourism Corridor from Day 1. He provided an update on the project, citing recent milestones:

- Land lease secured within Fort Carlton Provincial Park for locating Beady's unique accommodations and cultural-focused experiences.

- Trail design contracts awarded on Whitecap and Beady's that will become the blueprint for new trail construction in the region. The trail components are designated as part of the Trans Canada Trail (The Great Trail).
- Dakota Dunes resort hotel construction and Wanuskeewin Heritage Park expansion on track for completion in late 2020.

"The partnership with Tourism Saskatchewan has been critical to our success so far, and key in assisting us with securing funding agreements with the Government of Canada and the Trans Canada Trail," Boyle said.

Additionally, the Saskatchewan Tourism Education Council (STEC) designed an Indigenous Tourism Corridor Heritage Interpreter Program to assist corridor partners with experience development and training. Initial training of 14 *emerit* Heritage Interpreter candidates took place in the spring, in partnership with Parks Canada.

"The training delivered by STEC has led to the formation of community tourism committees at Whitecap and Beady's, which will be a hands-on resource for the development of authentic cultural experiences," Boyle added. "Furthermore, our research partnership with Tourism Saskatchewan to create export market traveller profiles will be of immense benefit as we develop experiences and business models."

Destination Development Strategy launches framework to enrich and grow tourism

"The goal of strengthening the tourism economy and the competitiveness of the destination is a shared responsibility. No one player or stakeholder can achieve success single-handedly. It is ultimately a team effort."

Delivering on the Promise

Tourism Saskatchewan recently unveiled a ten-year Destination Development Strategy for the province. Titled *Delivering on the Promise*, the strategy is a comprehensive framework that will guide experience development initiatives and assist the creation of compelling tourism products and experiences that position Saskatchewan as a premier destination.

Tourism Saskatchewan partnered with TEAM Tourism Consulting on the project that assessed the current tourism landscape and the potential for growth, and engaged industry and stakeholders in a series of consultation sessions. Successful tourism development projects in other parts of Canada and beyond were also examined, providing comparable models for consideration.

The Destination Development Strategy aligns with Tourism Saskatchewan's vision for a "vibrant tourism industry offering year-round compelling and memorable Saskatchewan experiences." Priorities and recommendations outlined in the document focus on four goals:

1. Strengthen Saskatchewan's global position through innovative tourism products and experiences
2. Increase tourism revenue through new markets, longer visits and greater spending
3. Reduce seasonality and spread economic benefits across the province
4. Raise awareness of the economic and cultural value of tourism

A detailed implementation plan is structured on five core priorities: 1) empowering partners; 2) creating transformation; 3) leveraging momentum; 4) advancing experience development; and 5) strengthening enablers. It allows for flexibility to address change and respond to new trends and tourism interests that may emerge over the next decade.

Moving forward with implementation, Tourism Saskatchewan has designed two pilot programs to encourage investment in quality, diverse tourism experiences. Information about the Destination Experience Development Program and the Tourism Product Diversification and New Market Development Program follows below.

Industry collaboration and partnerships are pivotal to fulfilling the strategy goal. Tourism Saskatchewan looks forward to working with operators and stakeholders and guiding efforts that will enhance tourism offerings, attract new markets and increase visitation.

Read the full document at Industry.TourismSaskatchewan.com/advice-and-resources/destination-development-strategy.

If you have questions about the strategy, contact Kwame Neba at 306-933-5918, kwame.neba@tourismsask.com.

New funding pilot programs accepting applications on October 1-November 15

Tourism Saskatchewan is leading two new pilot programs to encourage investment in tourism products and experiences, seasonal expansion and new market attraction. Recommendations in the ten-year Destination Development Strategy, *Delivering on the Promise*, influenced the design of the application-based pilot programs.

Applications will be accepted on October 1-November 15, 2019.

Summaries of the programs are as follows:

Destination Experience Development Program*

- Supports the development of clusters of compelling tourism experiences
- Partnerships required (e.g. community organizations, municipalities, rural destination marketing organizations, Indigenous communities, tourism businesses)
- Maximum funding per application is \$20,000; minimum equity investment by the applicant is 30 per cent of total project budget

Tourism Product Diversification and New Market Development Program**

Three streams of funding available –

1. New Market(s) – attracts new markets for currently operating tourism business infrastructure
 - Maximum funding per application is \$15,000; minimum equity investment by the applicant is 30 per cent of total project budget

2. Seasonal Usage Expansion – assists businesses with expanding seasonal usage of both current and new tourism infrastructure

- Maximum funding per application is \$15,000; minimum equity investment by the applicant is 30 per cent of total project budget.

3. New Experiential Product Development – assists in the creation of new experiential product(s) for established tourism businesses

- Maximum funding per application is \$20,000; minimum equity investment by the applicant is 30 per cent of total project budget.

Beginning October 1, applications may be submitted using the forms available on Industry.TourismSaskatchewan.com. All program information will be available that day. Full details regarding the application process, project requirements and eligibility will be posted on Industry.TourismSaskatchewan.com.

For more information, contact Denise Stroeder at 306-787-2825, denise.stroeder@tourismsask.com.

*Refer to guidelines for full project details and eligibility requirements, available October 1 on Industry.TourismSaskatchewan.com.

**Refer to guidelines for full project details and eligibility requirements, available October 1 on Industry.TourismSaskatchewan.com.

STEC News

Tourism Workplace Leadership Conference focuses on tourism careers

The fourth annual Tourism Workplace Leadership Conference took place on June 12 in Saskatoon at the Delta Hotels by Marriott Saskatoon Downtown.

Nearly 100 tourism representatives, managers and frontline employees attended the forum that offered practical, progressive human resource strategies to strengthen tourism businesses. The conference agenda included engaging presentations and workshops focused on a central theme – *Explore, Learn and Grow Your Career in Tourism*.

Tourism Saskatchewan CEO Mary Taylor-Ash opened the conference and introduced keynote speaker Rachelle Brockman, Principal of Eureka Experience. Brockman's address, titled *Ignite the Leader Within*, inspired delegates to discover their leadership capabilities, remain "ignited" as leaders and encourage others to take action.

In the afternoon, Brockman led a workshop titled *A Culture of Mentorship*. Participants received coaching on fostering a mentorship culture in the workplace and maximizing the benefits.

The first of two breakout sessions featured a panel discussion with 2018 Canadian Traveller Top 40 Under 40 winners from Saskatchewan: Stephanie Clovechok, Tourism Saskatoon; Kirk Morrison, Krugo Marketing; and Jesse Tiefenbach, d3h Hotels. The second breakout was an interactive session that explored the Future Skills Framework, led by Cam MacDonald, Tourism HR Canada Vice President, Labour Market Intelligence.

A two-part Educators' Forum offered an overview of career opportunities in the tourism sector and some of the tools and resources available to educators. Delegates were introduced to Tourism Saskatchewan programs

and resources, including Teachers' Tool Kits and the new Explore Tourism Careers interactive online course. To download Teachers' Tool Kits and training-related information, visit Industry.TourismSaskatchewan.com/education-and-training.

Tourism Saskatchewan acknowledges the generosity of conference sponsors: Canadian International Training and Education Corporation (CITREC) – lunch sponsor; Freeman Audio Visual Canada – sound and audio visual services sponsor; QUASEP – break sponsor; Saskatchewan Apprenticeship and Trade Certification Commission – break sponsor; Saskatoon Hotel Association – keynote sponsor; and Tourism HR Canada – Tourism Professional Recognition Dinner sponsor.

Ashley Stone receives Tourism Ambassador Award



Ashley Stone

A highlight of the 26th annual Tourism Professional Recognition dinner, held in Saskatoon on June 12, was the presentation of the Tourism Ambassador Award.

The peer-nominated award honours an individual deeply committed to professional development in the province's tourism sector. Nominees must be employed in a tourism occupation, embody the values of leadership, and actively represent tourism in their community.

Ashley Stone, Director of Tourism at Economic Development Regina, was named Tourism Ambassador for 2019.

Stone oversees a dedicated and enthusiastic team of professionals responsible for promoting visitor services,

events, conventions, trade shows and marketing. Co-workers expressed their appreciation of her mentorship and guidance during organizational transition, and her ongoing support.

Her work benefits the community and the local tourism sector on many levels. She expanded a long-running annual familiarization tour to provide an opportunity for staff of area hotels, attractions and restaurants, taxi drivers, and other front-line personnel to develop their customer service and visitor service skills.

Industry colleagues recognize Stone as an inspirational role model and leader, whose encouragement has helped many find their place in tourism.

Introducing Amanda Ruller, I Heart Tourism influencer



Amanda Ruller

In June, Tourism Saskatchewan introduced Amanda Ruller as the *I Heart Tourism* influencer. Ruller is on a six-month contract to broaden awareness of the benefits of working in tourism by highlighting tourism careers, business and entrepreneurial opportunities.

Ruller is a Regina-based social media influencer, as well as an accomplished athlete and sports broadcaster. As the *I Heart Tourism* influencer, she travels to Saskatchewan communities to meet people and collect their stories about working in tourism. She covers a range of tourism occupations and interviews employees on the frontlines and behind the scenes, as well as operators, managers and others.

"The people I talk to are each unique, but all love Saskatchewan," Ruller said. "They have different backgrounds and education, yet all have a passion for breathing life into this province in their own way to promote tourism."

Follow [#ihearttourismcareers](https://www.instagram.com/ihearttourismcareers) on social media and meet some of the individuals who make tourism happen in Saskatchewan communities. Ruller also shares the content on Facebook ([facebook.com/amandaruller](https://www.facebook.com/amandaruller)), Instagram ([@amandaruller](https://www.instagram.com/amandaruller)) and Twitter ([@amandabolic](https://twitter.com/amandabolic)).

In the Spotlight

Recipients of the Saskatchewan Tourism Awards of Excellence earn their place in the spotlight by demonstrating exceptional work and a commitment to treating visitors to great service and experiences. Throughout the year, *Going Places* profiles those who took top honours at the Saskatchewan Tourism Awards of Excellence Gala in April 2019. In this issue, Tourism Saskatchewan salutes three award winners.



Harvest Eatery, Shaunavon, Service Excellence Award

Sponsored by the Saskatchewan Chamber of Commerce

With its impressive reputation and award-winning chef, Harvest Eatery in Shaunavon has put rural Saskatchewan on the culinary map. Located in the heart of the southwest, this 45-seat, farm-to-table operation is the brainchild and creative collaboration of husband and wife duo, Chef Garrett "Rusty" and Kristy Thienes. The eatery served its first meal on July 1, 2013. Since then, its tables have been full. With inspired and experiential dining in mind, the Thienes have developed a warm, welcoming atmosphere paired with a seasonal menu featuring gourmet comfort food to create a culture hotspot that brings the community and tourists together. The Thienes and the entire Harvest Eatery staff aim to create a memorable experience for customers by maintaining a high level of service during every interaction. Check out their menu at eatharvest.ca.



Taste of Maple Creek, Maple Creek, Community Event of the Year Award

Sponsored by the Saskatchewan Arts Board

Taste of Maple Creek Festival is a day-long community-wide festival held annually on the third Saturday in August. The event brings together a variety of community organizations to offer a "taste" of what the Old Cowtown of Maple Creek has to offer. During the event, Jasper Street in the Maple Creek Heritage District is overtaken by food tents. Local restaurants treat festival attendees to samples of their culinary best. Programming includes a classic car show and shine, artist showcase, photo exhibition, family activities, all-ages street concert and outdoor movie night. The event attracts travellers from across southern Saskatchewan and Alberta, and is popular with visitors to Cypress Hills Interprovincial Park. Taste of Maple Creek dishes out a hearty helping of rural Saskatchewan hospitality.



2018 WBSC Junior Men's World Softball Championship, Prince Albert, Marquee Event of the Year Award

Sponsored by CTV

The 2018 WBSC Junior Men's Softball Championship attracted athletes from 13 countries and thousands of spectators from around the world, with a total estimated economic impact of over \$11 million. Ticket sales were 170 per cent in excess of the organizers' expectations. On July 10, attendance was over 5,000, making the championship one of the largest sporting events in Prince Albert's history. In order to meet the requirements to host an event of this calibre, \$1.6 million was raised to expand Kinsmen Field and construct new world-class softball facilities. The existence of these facilities attracted the 2019 FSIN Youth Softball Championships, which brought teams from across North America to Prince Albert.

Tourism Trends

Generation Alpha becoming travel decision influencers

Who knew that children under nine years old would become a radically influential travel market? Categorized as Generation Alpha (Gen Alpha), this group is gaining serious attention for its role in family vacation planning. Expedia Group Media Solutions provides insights into the phenomenon in its recent report titled *Generation Alpha & Family Travel Trends*. Data was collected through a quantitative online survey among leisure travellers in Australia, Brazil, Canada, China, Germany, Japan, Mexico, U.K. and U.S.

Who are they and what are their characteristics?

Gen Alpha, born after 2010, are known as “children of Millennials.” They are the first generation born entirely in the 21st century, with exposure to online technology from birth.

Their population number will reach nearly two billion by 2025, and they are expected to be the most formally educated, wealthiest and longest-living generation. The anticipated cultural and economic impact of Gen Alpha and Gen Z (born 1995-2010) equals Millennials. (p5)

How are they influencing travel?

The travel inclinations of parents (Millennials and late-Gen X) and grandparents (early Gen X and Baby Boomers) play a role in exposing Gen Alpha to the world away from home. The Expedia report revealed that travellers with children nine and under take more than three family leisure trips per year, most of which are domestic trips. (p7-8)

For 95 per cent of the people surveyed, keeping family entertained and happy was the foremost priority, with the best deals and value for their dollars following at 89 per cent. Other top considerations were opportunities to explore the outdoors, timing with the school calendar and the draw of major entertainment attractions or theme parks. (p9)

How are they travelling and where are they staying?

Preferred transportation for families travelling with Gen Alphas are airplane (54 per cent) and car (47 per cent). The report stated that transportation decisions consider the amount of travel time first and foremost (52 per cent). Affordability and convenience when travelling with kids in tow balanced at 34 per cent. (p16)

Nearly 60 per cent of families stayed in a hotel during their last trip. Location of accommodation properties, family needs and price were rated closely at 41-36 per cent, respectively.

What types of trips are popular?

Families travelling with Gen Alphas seek trips that offer relaxation (55 per cent) and play activities (54 per cent). Many are visiting family and friends (47 per cent). Sight-seeing vacations are also popular with them (41 per cent).

Theme parks and attractions ranked high on the list of preferred activities (74 per cent), with water-based activities (water parks, beaches, etc) measuring 67 per cent. Outdoor activities and historical landmarks ranked at 55 and 47 per cent, respectively. (p23-24)

So young, so savvy

The opinions of Gen Alphas are valued. Eighty per cent of survey respondents shared that they frequently talk about travel with their children, with 60 per cent of vacation ideas coming from both adults and children. (p28)

Given the exposure that Gen Alphas have to technology and online sources, their knowledge about destinations and iconic attractions is, perhaps, unsurprising. They are classed as “digital natives” and their command of Smartphones is impressive.

Gen Alphas form their opinions and vacation choices based on travel-related imagery or information, viewed online or on television, that highlights kid-friendly attractions or activities. Word-of-mouth, stemming



Prince Albert National Park

from friends or family members, is also considered. Ultimately, the adults make the final decision about where to take the family vacation; however, the young ones play an influential role and are discovering a taste for exploration and travel.

The Expedia report offers these insights for destinations, operators and attractions to consider:

- Destination indecision exists, and seven in 10 families consider two or more locations when planning a trip. What are you doing to stand out among competitors? What are you offering that is unique and appealing?
- Travellers are open to inspiration. Ninety-five per cent appreciate help and suggestions while they are planning a family vacation. Be creative, and go the extra mile to provide them with the information they seek.
- Appeal to the head and heart. Build these elements into your marketing campaigns:
 - Appealing imagery
 - Deals
 - Informative content
 - Helpful reviews
 - Simple language

By delivering on the promise, you will have happy customers eager to share their experiences.

Source:
Expedia Group Media Solutions. *Generation Alpha & Family Travel Trends*, 2019.

Why Tourism Matters



Saskatchewan's visitor economy grows when more people travel to and within the province, and visitors interact more with a destination. Shopping, dining, purchasing transportation and accommodations, buying event tickets, attending galleries and performances, and other activities all contribute to a stronger visitor economy.

Tourism is big business in Saskatchewan

\$2.37 B

in visitor
spending in
2017

13.6 M

visits to and within
the province
annually

63,800

Saskatchewan
residents employed
in the tourism
sector

A strong, vibrant tourism sector . . .

Supports local
businesses

95 per cent of tourism and tourism-related businesses are small- or medium-sized and many are independently owned or operated.

Creates jobs

Tourism makes up over **10 per cent** of total employment in the province. Three in five people working in the tourism sector are in full-time positions.

Stimulates economic
growth

Tourism is an export industry, injecting **\$600 million** in export dollars annually to the local economy and stimulating growth throughout the province.

Preserves and
celebrates our history

With over **3,200** attractions, events and businesses, Saskatchewan's tourism industry showcases our history, culture and traditions to the world.

Around the Province

Summering with the Saskatchewanwanderer

Submitted by Saskatchewanwanderer Zane Buchanan

Ever since I was “inaugurated” as the 2019 Saskatchewanwanderer in January, a vacant block on my calendar has been considered a rare sighting. To most, the idea of a jam-packed schedule is somewhat anxiety-inducing. I personally view this on-the-go lifestyle with nothing but positivity. I’m given a limited window to take in as much of this vast province as possible in a somewhat restricted time frame.

Despite the routine nature of my non-routine life, I was completely blindsided by the acceleration of my day-to-day between the end of May and the beginning of June. I was forewarned by my predecessors of this “peak season,” but I suppose I didn’t fully believe just how mobile I would be. Now that summer is coming to a close and I’m beginning to re-attach myself to the ground, I can truly reflect on my unforgettable summer. Here are some of the highlights.

I kicked off June by immersing myself in the magic that is the southwest - most specifically the Cypress Hills area. I did this excursion with a group of incredibly talented local influencers and photographers assembled by Tourism Saskatchewan. Through this community, I learned a lot about my craft as well as the area. Some stops on the itinerary included Ghostown Blues Bed & Breakfast, Historic Reesor Ranch, The Resort at Cypress Hills, Tree-O-Six Adventure Parks and a hike through The Hidden Conglomerate Cliffs.

I drove straight from Cypress to my next stop which is essentially as far across the province as one could get - the northeast. To reach my final destination of Big Eddy Lodge, which is about 5km north of Cumberland House (the oldest permanent settlement in western Canada), I had to go beyond where roads could take me and canoe nearly 50km across the Saskatchewan River Delta (the largest inland delta in North America). The excursion was with Aski Holistic Adventures, which is a First Nations medicine retreat that teaches you about the Indigenous values surrounding this historic region.

While on the subject of northern Saskatchewan’s rich history, I also ventured past La Ronge to Stanley Mission where I saw the province’s oldest standing building. Holy Trinity Anglican Church was built along the banks of the Churchill River between 1854 and 1860.



Zane Buchanan overlooking Ness Creek, near Big River

A definite summer highlight was attending the Ness Creek Music Festival. Not only were the program and the festivities life-altering, but the area itself is so incredibly beautiful and accessible year round. I established a relationship with complete strangers who demonstrated Saskatchewan’s renowned reputation for having some of the world’s kindest people.

What I learned this summer is that there is so much available right in our backyard - a lot of which is free. I would recommend that Saskatchewan citizens challenge themselves to learn more about their home province. Trust me - you won’t regret it.

Join along on my travels by following me on Facebook (facebook.com/skwanderer), Twitter ([@skwanderer](https://twitter.com/skwanderer)) or Instagram ([@saskatchewanwanderer](https://instagram.com/saskatchewanwanderer)).

Kevin Dunn returns as 2019 SaskParks Ambassador

Submitted by Kevin Dunn



Kevin Dunn, Duck Mountain Provincial Park

365 days as the 2018 Saskatchewanwanderer just wasn’t enough time to explore the province, in particular our rich and diverse Saskatchewan provincial parks. It was because of my passion for our parks that I took on the role of 2019 *SaskParks Ambassador*, and have since enjoyed dedicating time to discovering just a few of the parks that this fine province has to offer.

One cannot simply visit all 36 provincial parks in a year, so this summer I embarked on adventures in Duck Mountain, Rowan’s Ravine, Pike Lake, Moose Mountain and Narrow Hills. With each visit, I took the opportunity to share popular

activities and attractions on the SaskParks Facebook (facebook.com/saskparks/) and Instagram ([@saskparks](https://instagram.com/saskparks)) channels.

Whether you are looking for day use or long stays, there are countless unique experiences to suit your needs. Saskatchewan’s incredible system of provincial parks offers such a wide range of different experiences. They are as unforgettable and diverse as the province’s natural landscape.

It’s time to put a little more SaskParks in your life!

Saskatchewan provincial parks are more than a summer getaway

Submitted by the Ministry of Parks, Culture and Sport

Beaches, boating and camping are summertime favourites in Saskatchewan, but what many people may not realize is that Saskatchewan provincial parks are year-round destinations. Several parks offer recreational opportunities and accommodations beyond the summer season.

Hold onto your 2019 Vehicle Park Entry Permit and enjoy access to provincial parks all year long. Learning to embrace the outdoors in all seasons is a great way to stay active, connect with nature and enjoy some fresh air.

Year-round accommodations are available in a number of parks, so families can experience a winter getaway without leaving the province.

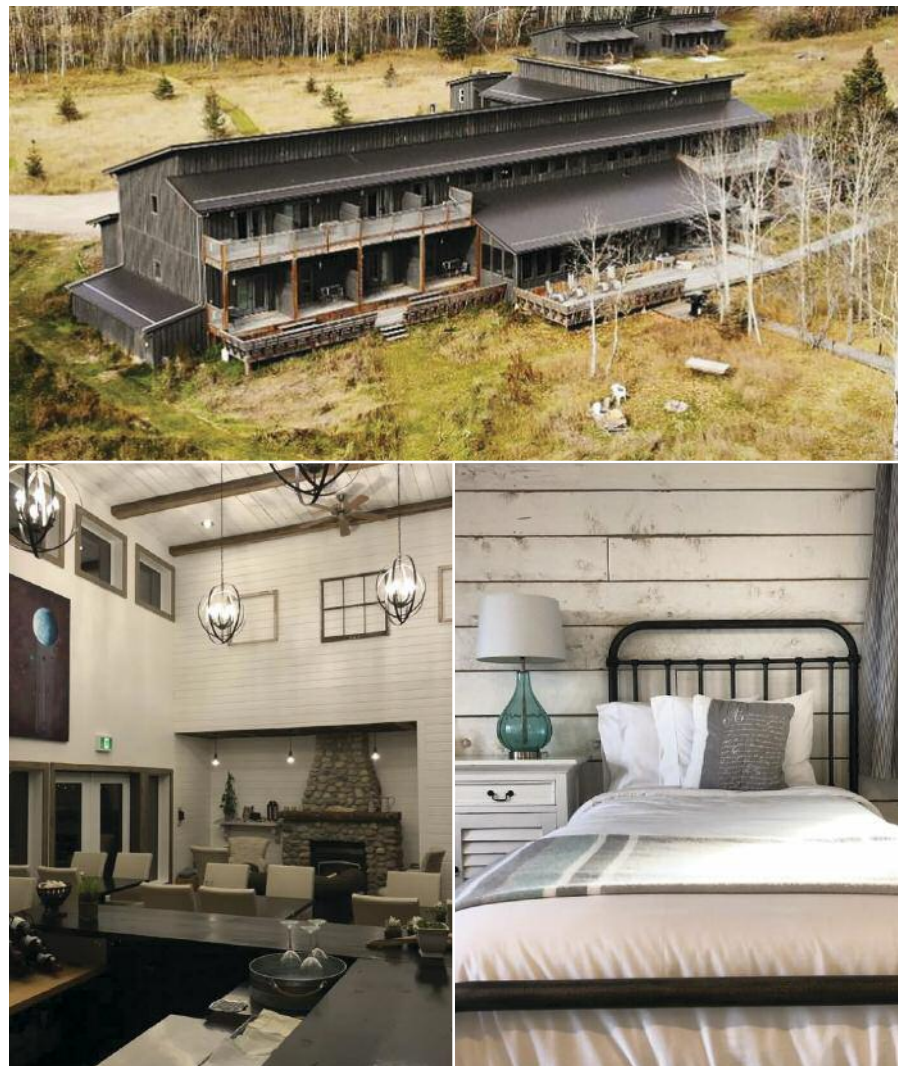
Waters Edge Eco Lodge, located on Greig Lake in Meadow Lake Provincial Park, is a one-of-a-kind family owned and operated business. Luxury accommodations are the standard throughout the year, making it a destination for adventure, exploration, relaxation and rejuvenation.

At Waters Edge Eco Lodge, you will find a guest kitchen, great room with a fireplace to cozy up to, screened deck, and reading and games area. In the warmer months, visitors enjoy activities such as paddling on the water, hiking, biking or berry picking. Come winter, there is skating, snowshoeing and cross-country skiing. The lodge has eight guest rooms, including one customized for special needs.

Other resorts in Saskatchewan provincial parks that operate year-round include:

- Madge Lake Developments, Duck Mountain Provincial Park
- Greenwater Cabin Rentals Ltd. – Greenwater Lake Provincial Park
- Land of the Loon Resort/Jacobsen Bay Outfitters Ltd., Great Blue Heron Provincial Park
- Kenosee Inn & Cabins, Moose Mountain Provincial Park
- Golf Kenosee Club 19 Restaurant, Moose Mountain Provincial Park
- The Resort at Cypress Hills, Cypress Hills Interprovincial Park

In addition to accommodations, many provincial parks have trails that are maintained year round, plus warm-up shelters and facilities. Through partnerships with local businesses, SaskParks plans to increase the number of programs and events available in fall, winter and spring to encourage visitors to get out and discover why Saskatchewan provincial parks are perfect all-season destinations.



Waters Edge Eco Lodge, Meadow Lake Provincial Park

Saskatchewan provincial parks receive infrastructure investment

In August, the Government of Saskatchewan announced a more than \$11 million investment in facility and infrastructure improvements in Saskatchewan provincial parks. This figure brings the total investment to more than \$127 million since 2007.

The following projects are scheduled for completion before the opening of the 2020 parks season:

- New visitor reception centre, Candle Lake Provincial Park
- Water system upgrade, The Battlefords Provincial Park
- Electrical service expansion, Matheson Campground, Meadow Lake Provincial Park
- Upgrade and expansion of sewage lagoon, Lac La Ronge Provincial Park
- Swimming pool and facility replacement, Buffalo Pound Provincial Park
- New campground service centre, Danielson Provincial Park

- Service centre upgrade, Douglas Provincial Park
- Road improvements, Echo Valley Provincial Park
- Campground expansion and electrical upgrades, Pike Lake and Saskatchewan Landing Provincial Parks
- Boat launch upgrades, Crooked Lake and Moose Mountain Provincial Parks
- Full service campsites expansion, Rowan's Ravine Provincial Park
- Water system upgrade (Phase 1), Duck Mountain Provincial Park

These projects are in addition to ongoing work to maintain and enhance Saskatchewan's provincial parks, which welcomed nearly four million visits in 2018.

Reconciliation and diversity addressed in Western Development Museum Inclusivity Report

"At the WDM, we are committed to inclusivity, one story at a time."

The Western Development Museum (WDM) is the largest human history museum in Saskatchewan. Its four locations in Moose Jaw, North Battleford, Saskatoon and Yorkton are flagship tourism attractions and welcome approximately 220,000 visitors annually.

For nearly 70 years, WDM locations have been places to learn about Saskatchewan history primarily through the lens of Euro-Canadian settlement. Beginning in 2016, the museum began a renewal process in response to the Truth and Reconciliation Commission (TRC) Calls to Action. The WDM board of directors approved a new Vision – "A Saskatchewan where everyone belongs and histories matter," adopted a Statement of Intent for Reconciliation, and affirmed two Ends statements:

- People's lives are enriched by connecting with Saskatchewan's diverse histories
- Saskatchewan people experience a sense of place and belonging because their histories are shared through the WDM

Dr. Elizabeth Scott, WDM Curator, led a sweeping research project that was a collaboration between the WDM, University of Saskatchewan and Diefenbaker Canada Centre. Scott and her research team summarized their findings in the 50-page *Inclusivity Report: Reconciliation and Diversity at the WDM*, released in January 2019.

The work aligns with efforts by museums across Canada to "decolonize operations and programs and become more inclusive of the nation's diverse populations."

"Decolonization can be difficult to define," Scott said. "For the WDM, it means to engage in a process of 'undoing' colonial ways of being across all operations. It also means that we want to share authority over content decisions with Indigenous communities and other diverse community groups as we prepare new exhibits or programs, and review and renew old ones."

The *Inclusivity Report* offers seven key recommendations that range from publicly acknowledging Indigenous peoples and histories to providing staff and volunteers with cultural awareness training. Reporting on reconciliation and inclusivity activities and progress is also advised. The recommendations further address collections management, exhibition renewal, education and public programming, and review, updating and renewal of operations to align with reconciliation and inclusivity goals.

"Decolonization is a journey as much as a set of actions, so we are all learning as we go," Scott added. "Exciting initiatives are underway, including joining Reconciliation Saskatoon and Reconciliation North Battleford groups; partnering with the Saskatoon Pride Festival to host the trailblazing Spark Your Pride event; renewing an historical relationship with Whitecap Dakota First Nation; and launching a language remediation project for existing exhibit signage at all four WDMs."

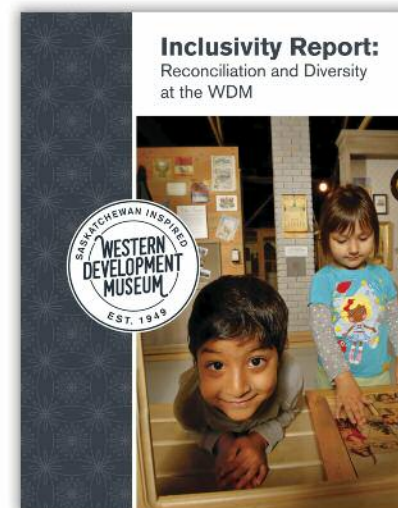


Dr. Elizabeth Scott

The report concludes with the statement, "Embracing change should be the new norm for the WDM to keep it healthy and vibrant for years," adding the following food-for-thought:

"Diversity enriches our lives, but only if we make the effort to be inclusive and to bring all our stories, good or bad, into public spaces. Everyone deserves to feel like they belong – and belonging is seeing yourself reflected in the public institutions around you."

Visit wdm.ca to read the full *Inclusivity Report* or learn more about the WDM.



Museums Association of Saskatchewan offers resources

A number of resources and projects undertaken by Canadian museums and related organizations are mentioned in the WDM's *Inclusivity Report*. Acknowledgement was paid to the Museums Association of Saskatchewan (MAS), which established a First Peoples and Saskatchewan Museums Committee in 1991. In 2001, MAS was the first museums association at a provincial level to adopt Standards for the Care of First Nations and Métis artifacts. Recommended reading is its 2018 publication titled *The Importance of the United Nations Declaration of Indigenous Peoples & the Truth & Reconciliation Commission to Museums*. Visit saskmuseums.org for information about programs, publications and services.

Here & There



Champêtre County, St. Denis

Champêtre County challenges Amazing Race Canada contestants

A longstanding Saskatchewan tourism attraction, Champêtre County, was part of the action on a recent episode of *Amazing Race Canada*. The property hosted five teams of contestants who had a choice of executing smooth moves alongside a professional square dance team or navigating their way through their way through a 7,500 sq. ft. barnboard maze.

Tourism Saskatchewan supported the 2019 *Amazing Race Canada* through its Travel Media Program. The Saskatchewan episode aired on August 6 to an estimated two million viewers.

Champêtre County is located 35 km east of Saskatoon, near St. Denis. Established in 1995, the short-stay property treats visitors to a taste of the Old West and is a popular venue for weddings, family retreats and other gatherings.

On August 24, Champêtre County hosted an overnight experience with local media and industry.

Globe Theatre receives federal, provincial and municipal funding for building refurbishments

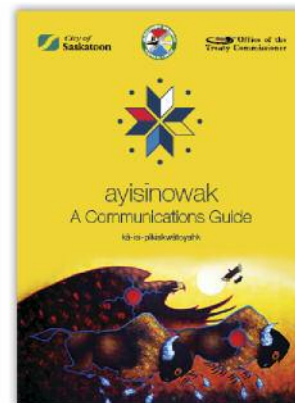
During a joint announcement in August, the Government of Canada, Province of Saskatchewan and City of Regina expressed funding commitments to Globe Theatre for capital improvements. The theatre is located in the historic Prince Edward Building, a designated heritage building in downtown Regina. The property will undergo major refurbishing to address water infiltration, structural support and masonry repair, along with upgrades to mechanical and electrical systems. Globe Theatre is Saskatchewan's largest performing arts organization and has been staging professional live theatre for more than 50 years.

ayisinowak: A Communications Guide earns national recognition

The City of Saskatoon, in partnership with the Saskatchewan Indigenous Cultural Centre and the Office of the Treaty Commissioner, received a National Planning Excellence Award for its publication *ayisinowak: A Communications Guide*. The honour came from the Canadian Institute of Planners and acknowledged excellence in the category of Planning for Reconciliation.

The guide was originally created for City of Saskatoon staff in response to the Truth and Reconciliation Calls to Action #57. It is recognized as a valuable educational resource that enhances understanding of Indigenous culture and practices, and is in demand by community organizations in Saskatoon and across Canada.

Visit saskatoon.ca/ayisinowak for information and a link to the guide.



FREE online listings offered to tourism operators

Saskatchewan tourism operators, including businesses, attractions, accommodations, communities, etc., are encouraged to take advantage of FREE listings on Tourism.Saskatchewan.com.

Extensive research of key tourism markets confirms that the majority of travellers use online sources to find information. Tourism Saskatchewan's consumer website is a valuable resource for vacation planning.

Update your Tourism Profile to ensure that details about your tourism business are current and accurate. For changes to current web listings, contact Tourism Saskatchewan at 1-877-237-2273 or information.updates@tourismsask.com.

Event organizers are encouraged to submit dates and details about festivals, community celebrations and tourism events in 2020. Simply use the submission form located at TourismSaskatchewan.com/things-to-do/events/submit-an-event.

For more information about Tourism Profiles, contact Kathy Rosenkranz at 306-787-2312, kathy.rosenkranz@tourismsask.com.

Going Places is available online.

Issues of the popular industry newsletter (dating back three years) are posted on Tourism Saskatchewan's industry website. To view, download or print past issues, visit Industry.TourismSaskatchewan.com/news/going-places-newsletter.

Industry Events, Opportunities and Resources

INDUSTRY EVENTS

Sure-Shot Game Calls Wingshooting Media Event
October 7-10, 2019North Battleford

Tourism Saskatoon Leadership Celebration
October 16, 2019Saskatoon

Ontario Motor Coach Association Marketplace
November 3-6, 2019.....Ottawa, ON

International Indigenous Tourism Conference
November 12-14, 2019.....Kelowna, BC

Tourism Congress
November 19-20, 2019.....Ottawa, ON

Canadian Tourism Awards
November 20, 2019Ottawa, ON

National Tour Association Travel Exchange
December 8-12, 2019.....Fort Worth, TX

HOST Saskatchewan Conference
April 2, 2020..... Regina

Saskatchewan Tourism Awards of Excellence
April 2, 2020..... Regina

INTAKES AND DEADLINES

Destination Experience Development Program
intake period: October 1-November 15, 2019
Information available October 1 at
Industry.TourismSaskatchewan.com

Tourism Product Diversification and New Market Development Program
intake period: October 1-November 15, 2019
Information available October 1 at
Industry.TourismSaskatchewan.com

Saskatchewan Tourism Awards of Excellence
nomination deadline: January 24, 2020

Information at
Industry.TourismSaskatchewan.com/industry-events-and-presentations/saskatchewan-tourism-awards-of-excellence

Event Hosting Program
intake deadline: February 28, 2020
Information at Industry.TourismSaskatchewan.com/apply-for-funding

Co-operative Advertising Program
deadline: September 30, 2019
Information at Industry.TourismSaskatchewan.com/apply-for-funding

Marketplace Funding Program
deadline: October 31, 2019
Information at Industry.TourismSaskatchewan.com/apply-for-funding

Is your event listed on TourismSaskatchewan.com?

Tourism Saskatchewan's consumer website, TourismSaskatchewan.com, receives more than 1.5 million visitors annually. The site is a popular resource for vacation planning and researching activities and events in Saskatchewan communities. Posted information ranks highly in Google searches.

Event organizers are encouraged to submit dates and details about upcoming festivals, community celebrations and tourism events. Simply use the submission form located at TourismSaskatchewan.com/things-to-do/events/submit-an-event.

Have dates or details about your event changed? Avoid disappointment and missed opportunities by updating your current information. Submit changes by contacting Tourism Saskatchewan at 1-877-237-2273, information.updates@tourismsask.com.

Return Undeliverable Canadian Addresses
to:

TOURISM SASKATCHEWAN
189 - 1621 Albert Street
Regina, Saskatchewan, Canada
S4P 2S5
E-mail: travel.info@tourismsask.com

TourismSaskatchewan.com
1-877-237-2273

