

Niche and Passionate Markets



Restart Marketing Strategy

Build a strong marketing foundation to establish a 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

Restart Marketing Strategy

Goal

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



Niche Markets

**An experience made for everyone is often
nothing special to anyone**



DEALERREFRESH CARTOON SERIES BY JERRY KING



“It’s none of my business, but there’s got to be a better way to market your dealership.”

What is a niche market?

- A niche tourism market refers to a specialized segment of like-minded people that travel to pursue their interests and passions.
- Opposite of mass tourism or overtourism
- Also known as passionate or interest-based markets



Niche market examples



Why niche markets?

- Willing to stay longer and travel further
- Higher-yield
- Better in-destination experiences
- Offset accessibility challenges
- Boost or expand off-season visitation
- Expand market reach across geographic markets
- Higher impact of marketing spend



How will we validate niche markets to target?



- Alignment with the DNA of Saskatchewan
- Market size and yield
- Availability of products and experiences
- Ability to develop/diversify existing experiences
- Base reputation
- Competitive advantage
- Product-market match
- Stakeholder consultation

Changing traveller expectations

- Transformational travel
- Luxury/once-in-a-lifetime experiences
- Sustainable/responsible travel
- Wellness tourism
- Social change – reconciliation, diversity, inclusion
- Demand for outdoor experiences, nature



How to reach niche markets?

- Social advocacy
 - Passionate residents
 - Niche communities – market for you
 - Influencers
- Niche campaigns – relevant, high impact
- Targeted travel trade and travel media outreach
- Brand partnerships

Niche market research

- Demographic information
- Psychographic/attitudinal values
- Comparing ideal experiences in other destinations
- Trip preferences
- Path to purchase
- Perceptions of Saskatchewan as a destination
- Triggers and barriers for visiting Saskatchewan
- Existing market gaps



Outfitting

Current Market

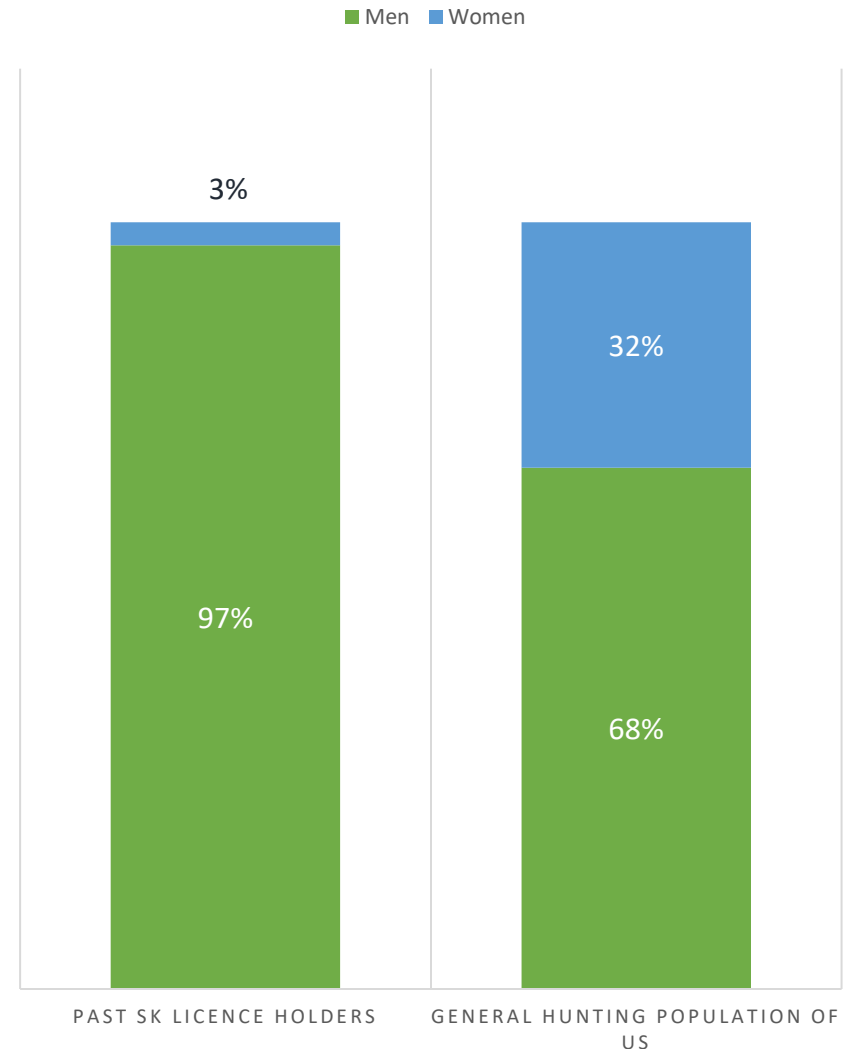
- Hunters from the US are high-yield travellers, staying for a longer time in Canada than the average stay by Americans while visiting Canada
- Average US hunter spends \$7,200 per trip in Saskatchewan
- Saskatchewan trails behind other Canadian destinations in terms of awareness



Market Potential for Outfitting

- Big game hunting enthusiasts comprise nearly 6 per cent of adult American travellers
- Saskatchewan's past licence holders are almost exclusively men over the age of 55.
- Growth in the US hunting market will come from targeting younger hunters and women hunters to the province.

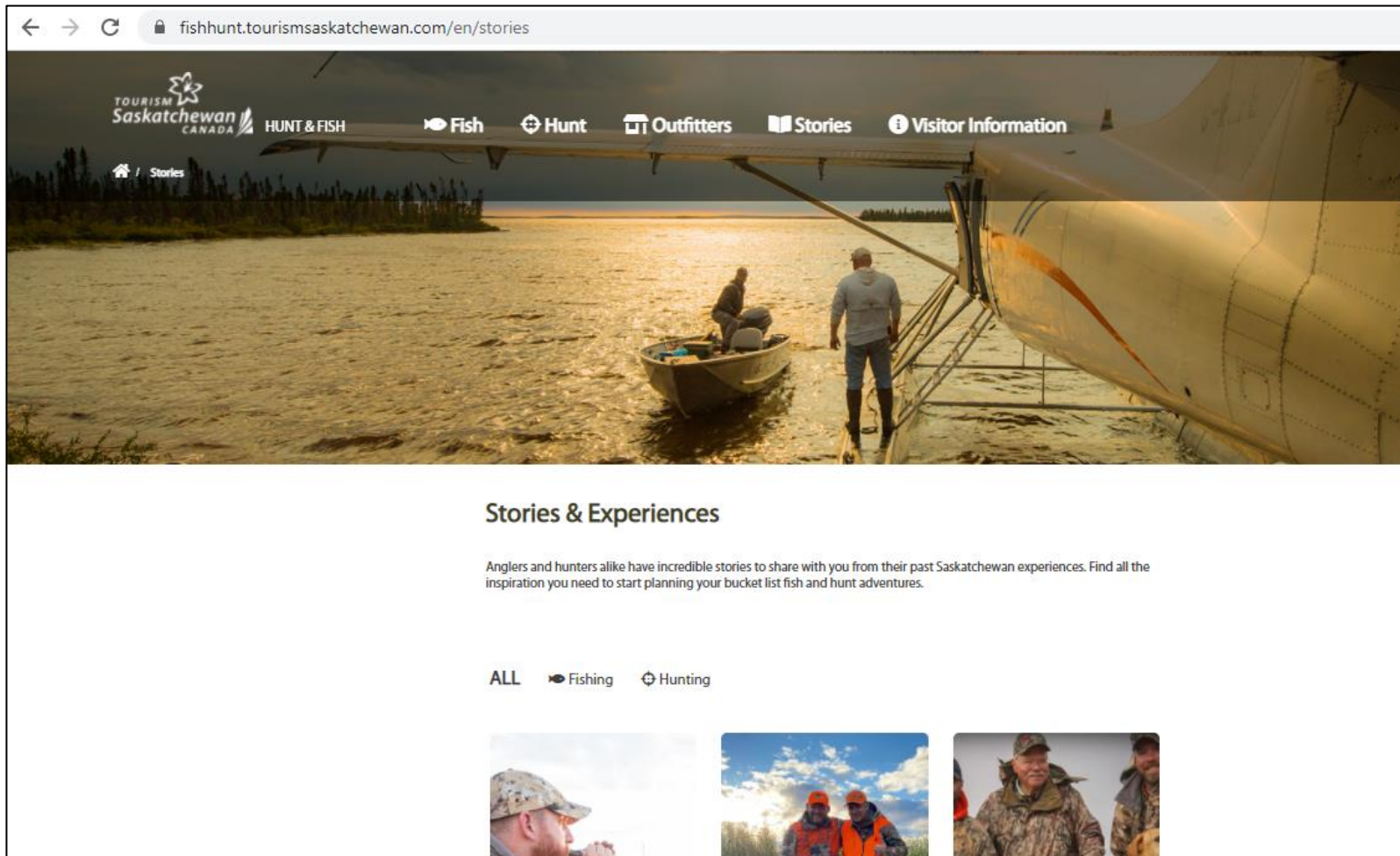
UNTAPPED MARKET POTENTIAL



Positioning Saskatchewan



Positioning Saskatchewan



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Stories & Experiences

Anglers and hunters alike have incredible stories to share with you from their past Saskatchewan experiences. Find all the inspiration you need to start planning your bucket list fish and hunt adventures.

ALL Fishing Hunting





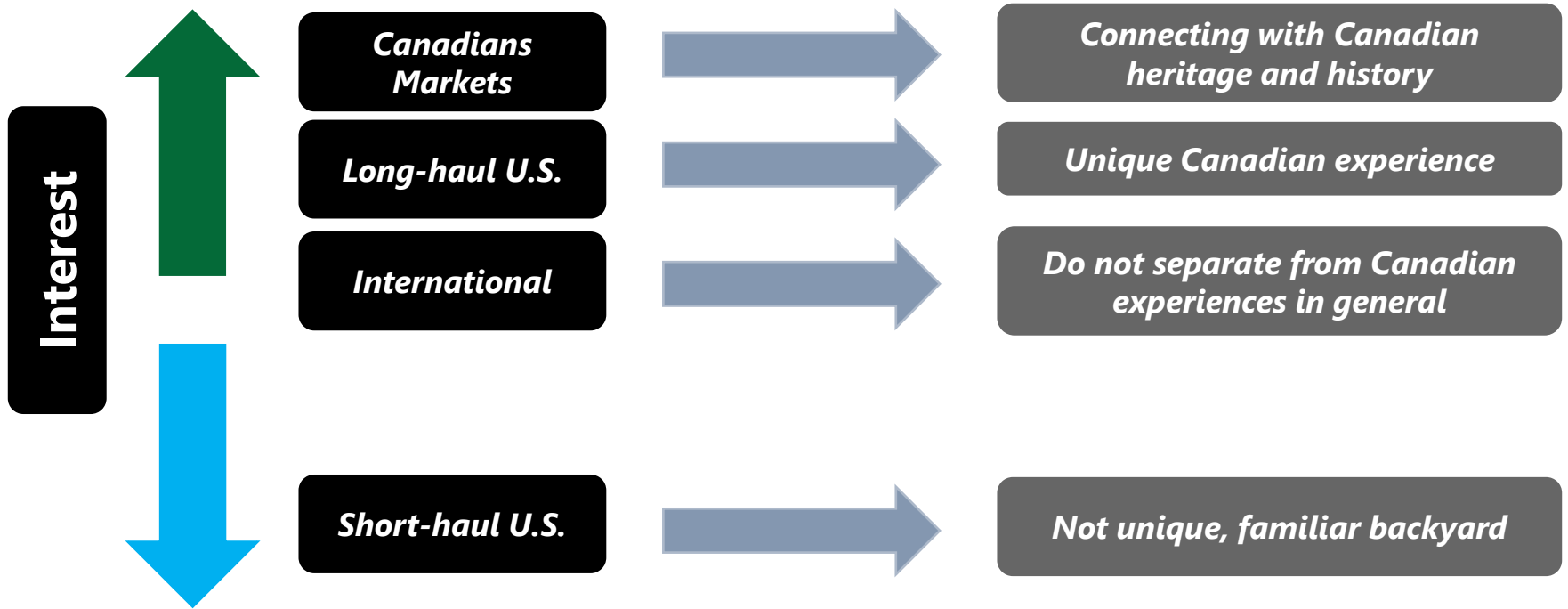
Indigenous Experiences

Indigenous Tourism

- International travellers are important to Indigenous tourism
- Visitors are looking for experiences that are authentic and respectful of Indigenous communities
- High interest in Indigenous experiences among international visitors, despite low awareness and unfamiliarity with Indigenous culture and history in Canada



Interest varies by market



Authenticity is a concern across all markets

Authenticity is a universal requirement in visiting Indigenous attractions

Touristy

Staged

Exploitative

Ownership

International markets have weaker understanding of Canadian Indigenous history, making authenticity more challenging for them to articulate.

Atypical imagery quick to set people off.



Key Attractions and Packaging

Activities with low to moderate physical impact

Walking tours, one-on-one conversations, storytelling, pow wows, horse back riding

Local and authentic food

Local cuisine, traditional Indigenous food, sharing a meal

Flexible options

Interest in purchasing Indigenous tourism packages is generally low; prefer ability to pick and choose various activities

An urban city as a hook

Showcasing tourism opportunities in Saskatoon are a clear draw; can offer complementary urban recreation

Positioning Saskatchewan



Separate marketing strategies for domestic and international markets



Education will be key to promote Indigenous experiences in international markets



Authenticity needs to be at the heart of all marketing material





Winter

Winter Tourism

- COVID-19 adds another layer of complexity to the current challenges in the industry
- Despite the barriers winter presents to many operators, it also provides an opportunity to focus on short haul markets
- More than ever, travellers are yearning to 'get away' from the confines of their home over the winter season.



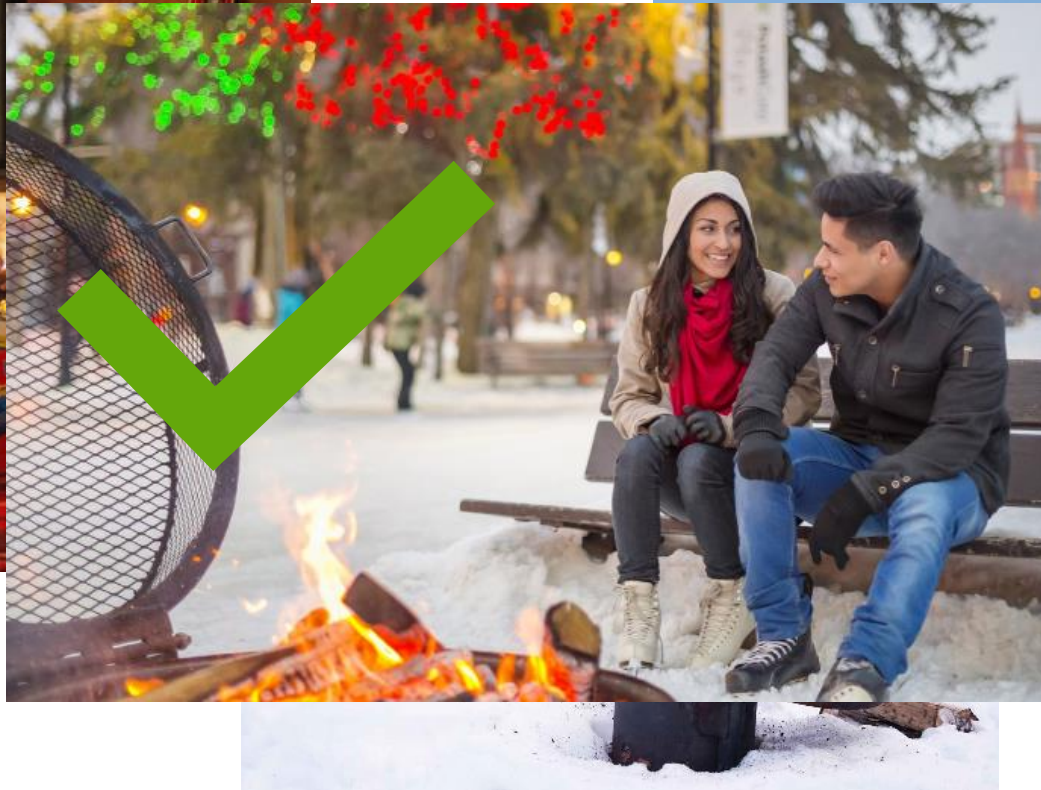
Selling winter experiences

- Winter packages have niche appeal but are exactly what many are looking for when they travel
- Providing extra details on everything available in a package helps to increase appeal
- Packages are very important to travellers from Alberta, who are unlikely to drive to Saskatchewan for a single activity



The need to inspire

Focus on images of close-ups, people and families having fun, warmth and comfort, cozy accommodations



The need to inspire

Avoid pictures of open frozen lakes, vast landscapes, and isolated people.



Niche market opportunities

- Paddling
- Northern adventure
- Angling
- Wildlife photography
- Birdwatching
- Dark skies
- Culinary
- Agritourism
- and more....



Questions?

