

Business Plan

2025-26

Tourism Saskatchewan

Saskatchewan! 

Statement from the Minister



*The Honourable Alana Ross
Minister Responsible for Tourism Saskatchewan*

I am pleased to present Tourism Saskatchewan's Business Plan for 2025-26.

Tourism Saskatchewan serves a broad mandate that includes marketing the province as a destination and assisting industry to develop and market quality tourism products. Through its strategies, services, research, and programs, Tourism Saskatchewan supports the growth of the province's tourism sector.

The organization's 2025-26 budget and Business Plan concentrates on growing the visitor economy by influencing travel to Saskatchewan, strengthening the tourism workforce, growing tourism businesses in the province, and collaborating with partners to advance tourism priorities to achieve sustainable, long-term growth. These strategic priorities align with *Saskatchewan's Growth Plan*, which sets a goal of generating \$3.6 billion in tourist expenditures by 2030.

Geopolitical instability is driving economic uncertainty, which is affecting Saskatchewan's tourism industry. Tourism Saskatchewan will continue to assess ongoing events and work strategically with national and provincial partners to mitigate risks. Saskatchewan's tourism markets are diversified, with strong resident travel and steady visitation from both domestic and international markets, all of which help bolster industry resiliency.

Tourism Saskatchewan showcases the province's unique offerings, highlighting local operators and authentic experiences that make Saskatchewan a compelling and memorable destination. The organization continues to implement a multi-year plan to grow visitation from new high-spend markets by developing and promoting niche Saskatchewan experiences, both domestically and internationally. These efforts will enable Saskatchewan to distinguish itself as a destination of choice for high-value visitors, including business and event travellers.

Building a strong, well-trained and motivated tourism workforce is fundamental to delivering on the brand promise made to visitors. Industry-informed training and tourism career promotion will support a vibrant tourism industry in the province. The work ahead will involve developing training programs and awareness campaigns to expand the tourism sector's capacity and mitigate industry-wide workforce challenges, while cultivating crucial partnerships with key industry stakeholders.

The following pages outline a detailed plan for 2025-26 that will expand the tourism sector and benefit businesses and communities across the province.

2025-26 Budget Highlights

1	Attracting High-Spend Travelers: Investing in targeted advertising and strategic partnerships to draw high-value visitors.
2	Enhancing Industry Support: Providing support for industry to grow the variety of tourism experiences and products available in Saskatchewan.
3	Securing Major Events and Business Travel: Attracting large-scale events and increasing business travel to the province.
4	Amplifying Digital Presence: Enhancing the visibility of Saskatchewan tourism operators through digital marketing initiatives.
5	Addressing Labour Challenges: Developing training programs and awareness campaigns to mitigate industry-wide workforce issues.

Government Vision and Goals

Saskatchewan's Vision

“...to be the best place in Canada – to live, to work, to start a business, to get an education, to raise a family and to build a life.”

>> Government Goals

A Strong Economy

Strong Communities

Strong Families

Saskatchewan's vision and three goals provide the strategic direction for organizations to align their programs and services to build a strong Saskatchewan.

All organizations will report on progress in their 2025-26 annual reports.

Tourism Saskatchewan Overview

Mandate

Tourism Saskatchewan promotes the province as a tourism destination by providing in-province and out-of-province marketing and visitor services. Tourism Saskatchewan assists industry to market and develop quality tourism products through co-operative marketing, education and training, and event funding programs.

Mission

Connect people with quality Saskatchewan experiences and advance the development of successful tourism operations.

Vision

A vibrant entrepreneurial tourism industry offering year-round compelling and memorable Saskatchewan experiences.

Goal 1: By 2030, visitor spending will reach \$3.6 billion in Saskatchewan

Tourism Saskatchewan is driving long-term growth by targeting new and expanded markets with a focus on high-spend segments. The strategy includes using research-driven marketing and compelling storytelling to boost demand. A refreshed brand strategy aims to set the province apart and attract international visitors.

Strategy: *The approach we will take to achieve our goal*

Generate demand in high-spend markets through research-driven content marketing

Key Actions: *What we will do to get there*

- Drive export market demand for Saskatchewan experiences through strategic sales channels, including niche and Indigenous tourism
- Conduct research to support expansion into new consumer markets
- Support new domestic and international air routes
- Implement the International Travel Trade and Media Strategy

Strategy: *The approach we will take to achieve our goal*

Amplify the presence, reach and influence of Tourism Saskatchewan through digital initiatives and diverse storytelling to increase market penetration

Key Actions: *What we will do to get there*

- Develop the consumer website real-time consumer personalization systems
- Enhance marketing to include diverse voices and broaden engagement with the tourism industry and potential travellers
- Implement the Content Marketing Plan to effectively express Saskatchewan's tourism brand through storytelling
- Evaluate the Digital Transformation Strategy and identify priority initiatives and goals

Performance Measures: *What success looks like*

Measure	Baseline	Target 2025-26
Total annual visitor expenditures in Saskatchewan (goal of \$3.6B by 2030)	\$2.8B (2023-24)	\$2.95B
Digital Sentiment Score	54 (2023-24)	59
Number of angling and hunting licenses sold to U.S. visitors	26,038 (2023-24)	26,855
International air arrivals (based on ticket sales)	44,188^ (2023-24)	48,700
Total number of social media followers on Tourism Saskatchewan platforms	543,284 (2023-24)	570,448
Organic social media engagement rate	3.0% (2023-24)	Increase by 0.5%
Number of pageviews on the consumer website	3.9M (2023)	4.1M
Number of active users on the consumer website	1.3M (2023)	1.37M
Number of organic searches to the consumer website	869K (2023)	912K
User engagement time on the consumer website	1 min, 6 secs (2023)	Maintain
Number of Saskatchewan experiences carried by travel trade operators	88 (2023-24)	90
Brand performance index (net score)	7.4 (2023)	7.7

^ Tourism Saskatchewan switched to a new air arrivals data supplier in 2024. The baseline year of data will not be directly comparable to previous years.

Goal 2: A strong, well-trained and motivated tourism workforce will optimize consumer spending and exceed consumer expectations

Building a skilled tourism workforce is crucial for maintaining a competitive industry. Persistent labour and skills shortages in the tourism sector present a significant barrier to industry growth and sustainability, particularly in smaller communities. To address these challenges, Tourism Saskatchewan is advancing its Workforce Development Strategy with new training programs tailored to current and emerging industry needs.

Strategy: *The approach we will take to achieve our goal*

Offer training opportunities tailored to the needs of employers and employees

Key Actions: *What we will do to get there*

- Implement the updated *Workforce Development Strategy*
- Align and develop industry training to meet current and emerging needs
- Develop a targeted approach to increase awareness of training opportunities

Strategy: *The approach we will take to achieve our goal*

Promote tourism employment opportunities to key audiences

Key Actions: *What we will do to get there*

- Work with educational institutions to introduce tourism career awareness at the middle school and high school level
- Support work experiences for high school students enrolled in tourism training
- Reduce barriers for under-represented groups to increase access to tourism employment opportunities
- Provide entry level training and online tools and resources to help newcomers to Saskatchewan acquire employment
- Participate in career fairs to highlight tourism opportunities to key audiences
- Develop a multi-channel awareness campaign to raise public awareness of tourism careers

Performance Measures: *What success looks like*

Measure	Baseline	Target 2025-26
Number of people trained through Tourism Saskatchewan training programs annually	17,105 (2023-24)	Increase by 5% (17,960)
Training relevancy score (out of 5)	4.59 (2023-24)	Maintain
Number of visits to workinsktourism.ca	20,990 (2023-24)	Increase by 5% (22,039)
Number of individuals reached through career awareness events	1,348 (2023-24)	Increase by 10% (1,482)
Number of individuals trained through new tourism entry program	TBD (2024-25)	Maintain
Number of individuals reached through career awareness campaign (total reach)	459,069 (2023-24)	Increase by 5% (482,022)

Goal 3: Expand Saskatchewan’s tourism businesses into new markets and increase revenue

To support industry growth, Tourism Saskatchewan assists industry partners in diversifying their tourism products and attracting new markets. This work enhances positive perceptions of the province as a travel destination and supports sustainability and competitiveness. Tourism Saskatchewan is also implementing a robust event strategy, which supports major event development and will boost the province's reputation as a top event host.

Strategy: *The approach we will take to achieve our goal*

Support business growth, investment and the creation of new tourism experiences

Key Actions: *What we will do to get there*

- Deliver industry support programs to develop new market opportunities
- Work with operators to identify and attract investment opportunities
- Provide experience development training for industry operators
- Enhance application processes by making it more accessible and user-friendly for all
- Initiate a refresh of the Business Hub to better align with industry needs and expectations
- Develop industry satisfaction survey(s) to inform Tourism Saskatchewan’s programming and services

Performance Measures: *What success looks like*

Measure	Baseline	Target 2025-26
Experience relevancy score for experiential development training	4.60 (2023-24)	Maintain
Percentage of priority niche market projects funded through the tourism development program	44% (2023-24)	40% to 60%
Percentage of Tourism Saskatchewan to total private sector investment in the tourism development program	45% (2023-24)	50% to 60%
Number of pageviews on the Business Hub website	189,667 (2023-24)	Maintain
Number of active users on the Business Hub website	82,000 (2023-24)	Maintain
Number of organic searches to the Business Hub website	54,880 (2023-24)	Maintain
User engagement time on the Business Hub website	59 secs (2023-24)	Maintain

Goal 4: Foster and optimize strategic partnerships to advance tourism-specific priorities

Tourism Saskatchewan is strengthening partnerships to drive tourism priorities forward. Collaborative efforts with industry partners, other provinces and territories, and federal agencies help address barriers and identify new market opportunities. Notably, Tourism Saskatchewan is working with Indigenous communities to develop tourism experiences that highlight and celebrate Indigenous heritage.

Strategy: *The approach we will take to achieve our goal*

Build relationships and develop collaborative initiatives to grow the tourism industry

Key Actions: *What we will do to get there*

- Explore and execute data collaboration opportunities with external stakeholders and partners
- Optimize partnerships with Federal, Provincial, and Municipal agencies to leverage new opportunities
- Support Indigenous tourism development and promotion through collaboration with Indigenous tourism partners
- Influence policies and issues through partnerships with federal, provincial, and territorial ministries and other organizations
- Invite partners to be part of funding adjudication process to bring diverse experiences to the discussion
- Evaluate Tourism Saskatchewan's current initiatives and identify goals related to sustainability

Strategy: *The approach we will take to achieve our goal*

Support strategic partnerships to attract high-yield events

Key Actions: *What we will do to get there*

- Support bids for business events aligned with Saskatchewan's sectors of strength
- Work with event organizers to effectively measure the impact of events
- Implement an event funding program that prioritizes economic value

Performance Measures: *What success looks like*

Measure	Baseline	Target 2025-26
Number of international leads generated for business events	15 (2023-24)	30
Percent of events supported that met or exceeded pre-event attendee spending projections	83% (2023-24)	80%

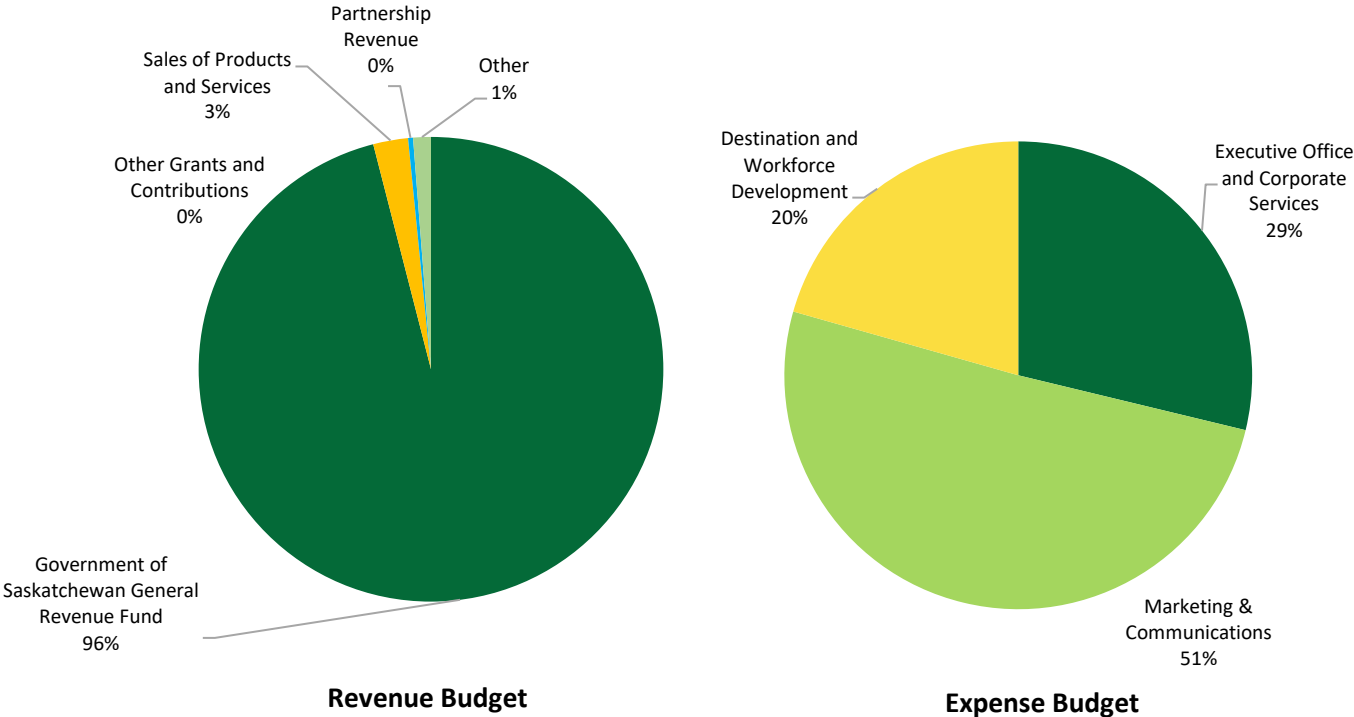
2025-26 Improvement and Innovation Highlights

<p>1</p>	<p><u>Work Readiness Pilot Project</u> While settlement and employment organizations support clients in obtaining employment, industry-specific training is not currently offered. In 2025-26, Tourism Saskatchewan is piloting a new training program to assist individuals in obtaining tourism-specific Work Readiness Credentials. This pilot will replace a program that had been running for over 27 years.</p> <p>Funded through the Ministry of Immigration and Career Training, Tourism Saskatchewan will offer industry-specific entry-level training at no cost to individuals, while providing participating settlement and employment organizations with additional support to help address barriers to training such as childcare, meals, tools of the trade, and transportation. The pilot will also reduce duplication in services by partnering with training providers. This program will result in more underrepresented and underemployed individuals finding meaningful employment opportunities in the tourism sector because they will be able to show entry level training on their resumes.</p>
<p>2</p>	<p><u>International Travel Trade and Media Strategy</u> Tourism Saskatchewan’s current travel trade and media strategy has been in place for several years, presenting an opportunity to update and refine the organization’s strategies and tactics in this area.</p> <p>In partnership with DAAR Consulting, a new International Travel Trade and Media Strategy is being developed to refine global marketing priorities and tactics, targets, and key actions across travel trade and travel media channels. The strategy will include a focus on successfully attracting export markets to the province through both travel trade and media channels.</p> <p>A defined International Travel Trade and Media strategy will help guide and determine a strategic direction, ensuring human and financial resources are maximized to meet the organization's objectives. Work is currently underway, with the final strategy to be delivered mid-year 2025-26.</p>
<p>3</p>	<p><u>Consumer Website</u> Tourism Saskatchewan is in the process of developing a new, feature-rich consumer website platform that will enhance the user experience through a research-driven approach to design and functionality. The new platform will align with evolving customer expectations, build brand awareness, and provide greater value to travelers and industry partners. Development is underway, with an emphasis on personalization, automation, and improved navigation. The launch is targeted in 2025-26, with continued enhancements planned post-launch.</p>

Financial Summary

Tourism Saskatchewan 2025-26 Estimates		(in thousands of dollars)
Revenue		
Government of Saskatchewan General Revenue Fund		19,278
Other Grants and Contributions		-
Sales of Products and Services		495
Partnership Revenue		70
Other		252
Total Revenue		20,095
Expense		
Executive Office and Corporate Services		5,911
Marketing and Communications		10,401
Destination and Workforce Development		4,233
Total Expense		20,545
Budgeted Deficit		(450)

Tourism Saskatchewan Budgeted Revenue and Expense for 2025-26



Links to More Information

- [Tourism Saskatchewan Consumer Website](#)
- [Tourism Saskatchewan Industry Website](#)
- [Government of Saskatchewan Budget, Planning and Reporting](#)