



# TOURISM SASKATCHEWAN ANNUAL REPORT FOR 2024-25

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Saskatchewan 



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Cover: Nistowiak Falls, Scott Aspinall

# Letters of Transmittal



The Honourable  
Alana Ross  
Minister Responsible for  
Tourism Saskatchewan

Office of the Lieutenant Governor of Saskatchewan

I respectfully submit the Annual Report for Tourism Saskatchewan for the fiscal year ending March 31, 2025.

The information in this report demonstrates a commitment to increased accountability, to delivering on the goals and strategies identified in [Tourism Saskatchewan's 2024-25 Business Plan](#), and to responsibly manage expenditures.

A handwritten signature in black ink, appearing to read 'Alana Ross'.

Alana Ross  
Minister Responsible for Tourism Saskatchewan



Jonathan Potts  
CEO of Tourism  
Saskatchewan

The Honourable Alana Ross  
Minister Responsible for Tourism Saskatchewan

Dear Minister Ross:

I have the honour of submitting the Annual Report for Tourism Saskatchewan for the fiscal year ending March 31, 2025.

On behalf of the corporation, I acknowledge responsibility for this report and affirm that it is an accurate, complete and reliable summary of the past year. I also take responsibility for the financial administration and management of Tourism Saskatchewan.

This report highlights key projects and activities in 2024-25. This work is guided by our mandated responsibilities in *Saskatchewan's Growth Plan*. The year focused on increasing economic benefit to the province and amplifying the reach of tourism operators.

A handwritten signature in black ink, appearing to read 'Jonathan Potts'.

Jonathan Potts  
CEO, Tourism Saskatchewan

# Tourism Saskatchewan Overview

Tourism Saskatchewan was established in accordance with *The Tourism Saskatchewan Act*, proclaimed on July 1, 2012. A Treasury Board Crown Corporation within the meaning of *The Crown Corporations Act, 1993*, Tourism Saskatchewan is a continuation of the Saskatchewan Tourism Authority, created under *The Tourism Authority Act, 1994*.

The corporation's mandated purposes are:

- a) To market Saskatchewan as a tourism destination in domestic, national and international markets;
- b) To assist Saskatchewan's tourism industry operators to market their products;
- c) To develop and promote the quality of tourism products and services in Saskatchewan;
- d) To provide visitor information services; and
- e) To undertake any other activities or functions assigned by the Lieutenant Governor in Council.

Responsibility for Tourism Saskatchewan is assigned to the Minister Responsible for Tourism Saskatchewan. An appointed, skills-based Board of Directors provides policy direction to the Chief Executive Officer (CEO).

Under the leadership of CEO Jonathan Potts, staff in Regina and Saskatoon (73 full-time equivalents) deliver on plans, projects and activities that align with the Vision and Mission. Divisions include Executive Office, Marketing and Communications, Destination and Workforce Development, and Corporate Services.

## **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

Tourism Saskatchewan is committed to the 2030 goal in *Saskatchewan's Growth Plan* to increase tourist expenditures by 50 per cent to \$3.6 billion.

To work toward the achievement of this target, Tourism Saskatchewan's Strategic Plan 2024-25 to 2027-28 identified four strategic priorities:

- Influence travel to Saskatchewan
- Strengthen the tourism workforce
- Grow tourism businesses in Saskatchewan
- Collaborate to advance tourism priorities

With this solid framework in place, focus and attention were directed at key markets supported by research, and on projects and activities that would advance the province's tourism sector and grow the visitor economy.

## Progress on Goal 1: Increase tourism expenditures to \$3.6 billion by 2030

Tourism Saskatchewan is committed to meeting the *Saskatchewan Growth Plan* target of increasing visitor expenditures to \$3.6 billion by 2030. Precision marketing tactics targeting high-spend and passionate niche markets will strengthen Saskatchewan's competitive advantage, visitor expenditures and attract more international visitors to the province.

**Strategy:** *The approach we took to achieve our goal*

**Generate demand in high-spend markets through research-driven marketing and compelling storytelling**

**Key Actions:** *What we did to get there*

- **Grow awareness and demand in export markets**
  - o In 2024-25, Tourism Saskatchewan hosted 15 leisure media visits from countries including Canada, the U.S., Germany and the U.K., as well as 40 fish/hunt media visits. One highlight for leisure media was the filming of *Amazing Race Canada* in Regina. Fish/hunt media outlets included *Canada in the Rough*, *Midwest Outdoors TV*, *Wild TV*, and other top fishing and hunting programs.
  - o In 2024-25, Tourism Saskatchewan committed \$400,000 to cooperative marketing partnerships in the German and U.K. markets. Twenty-seven partnerships were secured with key travel trade, media and non-traditional accounts across both markets.
  - o Partnered with Destination Canada on a content collaboration with *Porsche Club Life*, the official club magazine of Porsche Club Germany. With a quarterly circulation of 26,000 copies, Tourism Saskatchewan bought into this media partnership with two pages of editorial content, while Destination Canada and the magazine editors sponsored an additional page highlighting the province.
  - o Partnered with the International Club for Rolls-Royce and Bentley Enthusiasts (RREC) to mark 120 years of Rolls Royce. A commemorative book featuring luxury brands and destinations from around the world was published. Saskatchewan was featured in a double page spread titled "The Great Escape: With its dark-sky preserve, vast landscapes and vibrant cities, Saskatchewan offers a rich and rewarding experience for visitors." More than 30,000 copies of the book were made available to RREC members across five continents, with an estimated average of 4.6 readers per copy.
  - o Tourism Saskatchewan teamed up with Condor Airlines, an international airline serving the German market, to feature a promotional video showcasing the province on the in-flight entertainment during long-haul flights in October/November 2024 and January/February 2025. Condor has 297,600 long-haul seats per month, reaching over 1.1 million people at maximum capacity over the four months of the partnership.
  - o From November 12-14, 2024, Destination Canada hosted a Pan-European travel trade event in Paris with over 90 Canadian sellers and 96 European tour operators. Over three days of trade appointments promoting the province, Tourism Saskatchewan met with 22 German and Swiss tour operators, 17 U.K. tour operators and nine tour operators from other European markets. Meetings were held with Destination Canada representatives from Germany, U.K. and France. In addition, Tourism Saskatchewan supported Saskatchewan operator Adventure Destinations International to attend the event.

- o Tourism Saskatchewan attended the 2025 SHOT Show in Las Vegas from January 21-24, 2025. As a result, four TV series have been secured for 2025-26, including one with *Realtree's All Things Hunting*. *Realtree* owns and is affiliated with over two dozen major outdoor brands and is one of the top brands in hunting, while *All Things Hunting* is widely recognized as a leading reality hunting show in the southern and midwestern United States.
- o Work began to scope the development of an international market strategy to assess priorities and tactics in export markets, with an emphasis on growing niche markets and leveraging travel trade and travel media channels effectively. A formal travel trade and media strategy is expected to be delivered in June 2025.
- **Develop market presence across priority niche markets**
  - o In 2024-25, Tourism Saskatchewan invested \$60,000 in a dedicated fish/hunt ambassador, similar to the Saskatchewaner program. The ambassador contract ran from June to November 2024. This pilot program significantly boosted Tourism Saskatchewan's fish/hunt channels, gaining over 1,300 new followers and subscribers. It achieved more than 4,000 watch hours on YouTube, reached over 160,000 users on Facebook, and generated over 5,000 interactions on Instagram.
  - o Rolled out in two phases, Tourism Saskatchewan's 2024-25 annual fishing and hunting campaign ran from December 2024 to March 2025. Phase One targeted U.S.-based hunters and anglers interested in Saskatchewan-based experiences. Phase Two re-targeted audiences with information about how to get to Saskatchewan with direct flights from Denver (United/SkyWest) and Minneapolis (WestJet). The overall media investment was \$570,000, with an additional \$320,000 for search and social media advertising. The campaign delivered a total of 21 million impressions and drove more than 32,000 clicks to the website. The search and social ads reached 15 million people and drove nearly 29,000 clicks to the website.
- **Establish new opportunities in long-haul domestic markets**
  - o Tourism Saskatchewan invested \$800,000 in a partnership with Expedia to generate more travel to and within the province. Running from April to December 31, 2024, the campaign achieved more than 111,000 room nights booked, drove 198,000 clicks to the Saskatchewan landing page, and saw over \$24 million in gross booking revenue.
- **Conduct research to support expansion into new consumer markets**
  - o A camping study kicked off in February 2025 in collaboration with the Ministry of Parks, Culture, and Sport. The study aims to understand consumer demand, expectations, appeal and resonance of park experiences. Results of the study are expected in 2025-26.
- **Support new domestic and international air routes with targeted, in-market campaigns with Destination Marketing Organizations (DMOs), airports and airlines**
  - o Tourism Saskatchewan collaborated with Discover Saskatoon on a test campaign promoting Saskatoon's winter experiences to Porter Airlines audiences in Ottawa and Toronto. Tourism Saskatchewan invested \$50,000, with Discover Saskatoon contributing an additional \$25,000. The overall results of the campaign were very positive, resulting in 4.1 million impressions and 27,000 clicks during the course of the campaign.
  - o Tourism Saskatchewan collaborated with Tourism Regina on a new test campaign in fall 2024 to target American hunters with messaging about direct flight access to Regina from Minneapolis via WestJet. The campaign promoted Regina as a base for city dining, activities and accommodations before hunters head out for their outdoor experiences. Tourism Saskatchewan committed \$50,000 to the project, with Tourism Regina contributing an additional \$7,500 to support an influencer strategy. The campaign saw 2.2 million impressions, driving nearly 2,000 clicks to the website. Through a piloted partnership with Sojern, Tourism Saskatchewan was able to attribute 53 confirmed traveller bookings to Saskatchewan specifically tied to this campaign.

**Strategy:** *The approach we took to achieve our goal*

**Amplify the presence, reach and influence of Tourism Saskatchewan and the tourism industry through digital initiatives**

**Key Actions:** *What we did to get there*

- **Implement real-time consumer personalization systems through AI, machine learning and automation capabilities**
  - o A consumer Personalization Strategy for Tourism Saskatchewan has been developed to drive inspiration that leads visitors down the path to purchase. The strategy leverages customer data profiles and insights, real-time decision-making, and automated communications. Tourism Saskatchewan will launch these personalized and automated digital experiences together with the new consumer website in 2025-26.
- **Redevelop the consumer website to implement the new brand strategy and advanced user experience features to meet consumer expectations**
  - o The consumer website was redeveloped in 2024-25, with a focus on inspiring travellers and guiding them towards booking. The design and development phase are now complete, with rollout scheduled for 2025-26.

**Performance Measure Results:**

Measures	Baseline	Target 2024-25	Actual 2024-25
Total annual visitor expenditures in Saskatchewan \$2.4B (goal of \$3.6B by 2030)	\$2.4B (2022-23)	\$2.6B	\$2.98B
Digital Sentiment Score	54 (2022-23)	59	58
Number of angling and hunting licenses sold to U.S. visitors	20,663 (2022-23)	22,700	26,914
International air arrivals (based on ticket sales)	80,489 (2022-23)	82,800	45,488 <sup>^</sup>
Total number of social media followers on Tourism Saskatchewan platforms	503,405 (2022-23)	528,575	557,471
Organic social media engagement rate	1.49% (2022-23)	2%	2.51%
Paid search advertising clickthrough rate (CTR)	11% (2022-23)	11%	2.29%*
Paid social advertising CTR	0.50% (2022-23)	0.90%	.30%*
Paid display advertising CTR	0.10% (2022-23)	0.20%	.08%*
Number of Saskatchewan industry experiences carried by receptive tour operators	84 (2022-23)	90	118

<sup>^</sup>Tourism Saskatchewan switched to a new air arrivals data supplier in 2024. The new supplier intelligently models and normalizes data from a broad array of travel data sources rather than relying solely on raw ticket counts, which were often inaccurate or misleading. The current year of data will not be directly comparable to previous years, including the 2024-25 target.

\*Tourism Saskatchewan refocused its priorities this year from paid to content advertising.

## Progress on Goal 2: Increase the capacity of the tourism sector to meet consumer expectations

One of the major barriers to growth for the tourism industry in Saskatchewan is ongoing labour shortages and pressures, particularly in rural and remote areas. Training and upskilling for those currently working in the sector, as well as those interested in working in the sector, is one of the ways to increase workforce capacity for tourism businesses. Tourism Saskatchewan is taking action to help mitigate shortages and support industry members to increase competitiveness and ensure that new market opportunities can be capitalized on.

**Strategy:** *The approach we took to achieve our goal*

**Offer training opportunities tailored to the needs of employers and employees**

**Key Actions:** *What we did to get there*

- **Implement the updated Workforce Development Strategy**
  - o The new Workforce Development Strategy was finalized mid-year. Highlights from the strategy include increasing the promotion and marketing of existing programs and resources, promoting tourism careers and professional development, tailored training, and enhancing recruitment success through stories and networks. Tourism Saskatchewan has reviewed the recommendations and developed a multi-year implementation plan.
  - o In addressing a key recommendation, a new media campaign launched in early 2025 to help generate more awareness of the training Tourism Saskatchewan offers. This campaign targets business owners, current employees and those considering a career in tourism.
- **Align and develop industry training to meet current and emerging needs**
  - o During the 2024-25 fiscal year, a total of 16,526 individuals completed training programs ranging from Service Best customer service training to the Serve it Right Saskatchewan responsible service of alcohol program.
  - o This year, several new training programs were introduced to target skills gaps identified by industry and to align with strategic priorities. These new courses included:
    - **Frontline Sales Essentials**, which is intended to develop the sales skills of frontline staff to encourage visitors to stay longer and access more amenities and services.
    - **Saskatchewan Ambassador** training was created to enhance event hosting skills in the province and to support bid applications for large scale events.
    - **Service Best Leader** was created to build on the skill set of supervisors and managers who support frontline staff in customer service roles.
    - **Drive for Success** was developed in partnership with Service Hospitality and the Saskatchewan Safety Council to address customer service, driver safety and defensive driving for ride share, shuttle and taxi drivers in the province.
    - **Introduction to Storytelling** assists businesses and individuals in how to implement effective storytelling. It also provides the foundational knowledge necessary for more advanced training.
    - **Marketing Saskatchewan** provides an overview of the strategy behind Tourism Saskatchewan's marketing efforts.
    - **Applying Marketing Strategy** was developed to assist business owners in aligning their own marketing efforts with those of Tourism Saskatchewan.
    - **PRO Clean** was introduced to ensure businesses have the fundamental knowledge of cleaning techniques, sanitation protocols and industry best practices to maintain a safe and welcoming environment for guests.



- o Service Best training continues to be offered throughout the province in partnership with several organizations, including the Saskatchewan Indian Institute of Technologies, Suncrest College, Lakeland College, Great Plains College, Saskatoon Open Door Society, YWCA and others.
- o Customized Service Best training was offered to SaskParks, Wanuskewin Heritage Park, Prairieland Park, Saskatchewan Polytechnic Tourism students, Ukrainian Canadian Congress and Conexus Arts Centre.
- o Five new contract training facilitators were brought on to help cover training requests throughout the province. There are now ten contract facilitators that deliver Tourism Saskatchewan training.
- o The 2024-25 webinar and workshop series concluded in March, with a total of 900 registrations. Designed for businesses and individuals working in the tourism industry, these webinars and workshops addressed topics such as Digital Marketing, Recruitment and Retention Strategies, Using AI for Business, Building Team Cohesion, Trends in Social Media, Accessibility, and Handling Difficult Conversations. Many of the sessions were recorded and are accessible on an ongoing basis from the [Tourism Saskatchewan Industry Business Hub](#), along with additional resources.
- **Develop a targeted approach to increase awareness of training opportunities**
  - o The online Learning Management System course catalog was updated in 2024-25. This change improved training access and ease of use for users, as well as the ability to promote course bundling, discounts and learning paths.
  - o The Workforce Development department created a content strategy that will be used to guide the ongoing awareness of training courses, webinars and resources that are available to businesses and employees. The execution of this content strategy will begin in the next fiscal year.

**Strategy:** *The approach we took to achieve our goal*

**Promote tourism employment opportunities to key audiences**

**Key Actions:** *What we did to get there*

- **Work with educational institutions to introduce tourism career awareness at the middle school and high school level**
  - o Tourism Saskatchewan partnered with the Saskatchewan Distance Learning Centre (SDLC) to create content for the new online Tourism 10, 20 and 30 curricula, increasing the accessibility of this training for rural communities. A portion of the curriculum involves a work placement, intended to provide hands-on skill development while encouraging students to work in the industry beyond the training.
  - o New tourism career resources were developed for an existing middle school classroom kit that the Saskatchewan Industry Education Council (SIEC) provides. The classroom kits are bookable through SIEC and shipped throughout the province to educate middle years students about different career paths. In fiscal 2024-25, roughly 50 teachers across the province accessed these resources for their classes.
  - o A new high school bootcamp was developed in partnership with the two industry education councils in Regina and Saskatoon, along with Saskatchewan Polytechnic. The first bootcamp was held in March 2025 in Saskatoon.
  - o In 2024-25, two Spotlight on Tourism events were held in Regina and Saskatoon to highlight tourism careers to high school students. Around 50 students participated in learning about tourism businesses in their community while meeting different people who work in tourism roles.
  - o Tourism Saskatchewan helps increase knowledge of the industry among high school students through career fairs, educational support and a career awareness website. In February 2025, Tourism Saskatchewan ran a media campaign to promote tourism careers and the [workinsktourism.ca](#) website. The media campaign targeted both teachers and high school students and reached 193,341 unique users along with 3,294 visits to the website.

- o Additional social media content was developed to promote tourism careers and the workinsktourism.com website. These assets will be used throughout the year to direct interested students to the site on a regular basis, rather than only once per year.

- **Reduce barriers for under-represented groups to increase access to tourism employment opportunities**

- o Tourism Saskatchewan is partnering with Tourism HR Canada in a pan-Canadian training initiative to increase awareness and access for people with disabilities to enter the tourism workforce. A series of training sessions will be held to reach 40 businesses within Saskatchewan by the end of 2026.

- **Provide entry level training and online tools and resources to help under-represented people acquire work**

- o A new pilot project, the Work Readiness Credentials, launched in September 2024 to offer tourism-related training to underrepresented and underemployed individuals in Saskatchewan. Funded by the Ministry of Immigration and Career Training, the goal of the program is to help participants achieve a work readiness credential and find employment. Topics include workplace essentials, housekeeping, front desk and line cook training. Results from the pilot will be available in 2025-26.

- o Tourism Saskatchewan also partners with several employment and newcomer agencies throughout the province to train in-house facilitators in Service Best delivery. This allows organizations to offer customer service training at reduced costs by using staff resources to deliver the training.

### Performance Measure Results:

Measures	Baseline	Target 2024-25	Actual 2024-25
Percentage of people employed within six months after completing Ready to Work training program	80% (2022-23)	80%	- +
Number of people trained through Tourism Saskatchewan training programs annually	12,599 (2022-23)	Increase by 5% (13,230)	16,526
Training relevancy score (out of 5)	4.58 (2023-24)	Maintain	4.61
Number of visits to workinsktourism.ca	13,426 (2022-23)	Increase by 5% (14,100)	4,116*
Number of high school students reached through career awareness activities	1,348 (2023-24)	Increase by 10% (1,483)	2,858

+ Ready to Work is a federally led and funded initiative. No funding was provided for the program in 2024-25.

\* The workinsktourism campaign period was significantly shorter this year and was focused on building new content for year-round use.

## >>Government Goals

A Strong Economy

Strong Communities

Strong Families

### Progress on Goal 3: Enable tourism businesses to reach new markets and increase revenue

Tourism Saskatchewan works with the tourism industry to leverage new market opportunities by building marketing capacity and elevating experiences through funding and development programs. This work enhances positive perceptions of the province as a travel destination and supports sustainability and competitiveness. There is a great opportunity for Saskatchewan to grow visitor expenditures through the support of major events and business travel.

**Strategy:** *The approach we took to achieve our goal*

**Deliver industry funding programs to support business growth, investment and the creation of new tourism experiences**

**Key Actions:** *What we did to get there*

- **Deliver industry funding programs to support the development of new market opportunities, including niche and off-season experiences, and increase digital readiness**
  - o The Tourism Development Program supports established tourism businesses to expand and diversify their operations by supporting the development of new experiences, expanding seasonal operations, and increasing core business capacity. Funding support of up to \$40,000 per business is provided through an application-based, adjudicated process. Formerly called the Tourism Diversification Program, the program was reviewed in 2024-25 to focus on new market opportunities, including niche and off-season experiences.
    - In 2024-25, a total of 32 applications were received for the Tourism Development Program, with 18 tourism businesses funded for a total investment of \$683,650.
  - o The Marketing and Event Partnership Program is Tourism Saskatchewan's largest funding program, providing investment to outfitters, accommodations, attractions, and destination marketing organizations to build digital capacity and to market to audiences within and outside of the province.
    - In 2024-25, 64 successful applicants received \$1,019,150 in Marketing and Event Partnership Program funding, supporting organizations in building digital capacity and marketing to audiences within and outside of the province.
- **Support off-season events and events aligned with the provincial brand and niche markets**
  - o Tourism Saskatchewan has contracted an international lead generator based in Europe to support the work of Saskatchewan's major cities to identify bid opportunities aligned with the province's key economic sectors of strength, including life sciences, agriculture/ag bio science, natural resources, technology and advanced manufacturing. In 2024-25, 34 qualified leads have been provided to Regina and Saskatoon, exceeding the target of 30 business event leads each year.
    - A number of qualified leads from the International Business Event Lead Generator are targeting off-season dates in both Regina and Saskatoon for 2026 and beyond.
- **Work with operators to identify and attract private investment**
  - o Tourism Saskatchewan's Destination Development team works with communities and cities throughout the province. Over the 2024-25 fiscal year, this team assisted with the assessment of potential tourism development opportunities in more than 93 locations. This includes First Nations communities, cities and towns across the province.
  - o Tourism Saskatchewan is working in partnership with Travel Manitoba and Destination Canada on the development of a strategy for an agritourism tourism corridor between the two provinces. The strategy is anticipated for release in 2025-26.

- o Tourism Saskatchewan participated, along with other provincial tourism jurisdictions, in Destination Canada's Investment Policy Environment Study. The final report was completed in February 2025.
- o As part of the Tourism Growth Program, administered through PrairiesCan, Tourism Saskatchewan provided \$320,000 to eight tourism businesses in 2024-25. Total project investment, including funding from businesses, PrairiesCan and Tourism Saskatchewan, was just under \$3.8 million.
- **Provide experience development training for industry operators**
  - o Tourism Saskatchewan's experience development training programs assist in business growth and sustainability by supporting experience and product development that meets the expectations of travellers, with specific focus on high-spend travellers interested in niche markets.
  - o In 2024-25, there were 59 participants in the following experience development programs that were provided at no cost to tourism businesses and not-for-profits:
    - **Achieving AWESome** provides businesses and individuals who have never offered a tourism experience before with training to develop, market and deliver enticing Saskatchewan experiences.
    - **AWESome Experience Design Studio** is a self-directed online program that helps operators enhance current experiences to exceed customer expectations.
    - **AWEShop** is an in-person workshop to help connect experience elements and concepts into a strong and sustainable tourism offer.

### Performance Measure Results:

Measures	Baseline	Target 2024-25	Actual 2024-25
Experiential development training relevancy score (out of 5)	4.60 (2023-24)	Maintain 4.65	4.65
Percentage of priority niche market projects funded through the Tourism Development Program**	50% (2022-23)	40% to 60%	56%
Percentage of Tourism Saskatchewan to total private sector investment in the Tourism Development Program**	70% (2022-23)	60% to 50%	38%
Percentage of non-peak season events funded	17% (2022-23)	20%	59%

\*\* Formerly called the Tourism Diversification Program, the Tourism Development Program was reviewed internally, with the revised program opening for applications on July 9, 2024.



## >>Government Goals

A Strong Economy

Strong Communities

Strong Families

### Progress on Goal 4: Develop and nurture meaningful partnerships to advance tourism-specific priorities

Tourism Saskatchewan works with multiple partners to leverage increased funding and expertise in order to advance strategic priorities. Collaboration with other ministries, governments, and industry and sector partners is crucial for meeting the targets laid out in *Saskatchewan's Growth Plan*.

**Strategy:** *The approach we took to achieve our goal*

**Establish and implement an enterprise architecture plan**

**Key Actions:** *What we did to get there*

- **Explore and execute customer data collaboration opportunities with external stakeholders and partners**
  - o Tourism Saskatchewan actively participates on Destination Canada's Research Advisory Committee, which supports and guides Destination Canada's strategic data initiatives. In April 2024, Destination Canada launched their new research and data portal. The portal, called the Canadian Tourism Data Collective (CTDC), provides a centralized national platform that serves as a two-way mechanism for sharing and accessing tourism data. A public version is available online at [tourismdatacollective.ca](https://tourismdatacollective.ca).
  - o Tourism Saskatchewan has been beta-testing several new, in-development features on the CTDC platform, including a Generative AI Tool and a visitor spending forecasting model. Feedback is being provided through structured testing workshops with Destination Canada's research insights team.
  - o Tourism Saskatchewan is a premium partner of the CTDC with full access to all portal features, including Lodging-Aligned Spend Reporting, TourismScapes, the Global Traveller Research Program, and the tourism outlook forecast. In December 2025, Destination Canada unveiled the new traveller segmentation program, including training tools and learning resources, available to the industry via the CTDC platform.
  - o Tourism Saskatchewan is an active member of the Tourism Research Partners Forum (TRPF), a network of tourism researchers and data analysts from destination and city marketing organizations across Canada. A white paper, led by Destination Canada, is being developed to recommend improvements to Statistics Canada's tourism research program.

**Strategy:** *The approach we took to achieve our goal*

**Partner to identify and address barriers limiting tourism growth**

**Key Actions:** *What we did to get there*

- **Partner with Destination Canada to grow new market opportunities, including the Prairie Angling Partnership and multi-channel co-investments in key international markets**
  - o The third and final year of the Prairie Angling Program, a market recovery initiative in partnership with Travel Manitoba and Destination Canada, concluded at the end of 2024. In 2024-25, Tourism Saskatchewan invested \$250,000 in the program, which was matched by Destination Canada. Overall, the campaign earned 43 million impressions, drove nearly 300,000 clicks to the website, and had 191 per cent higher year-over-year ad engagement.
- **Support Indigenous tourism development through collaboration with Indigenous Destinations Saskatchewan (IDSK) and the Indigenous Tourism Association of Canada (ITAC)**
  - o Tourism Saskatchewan continues to support the Executive Committee of Indigenous Destinations Saskatchewan's (IDSK's) Board of Directors. The development of an action plan to implement IDSK's strategic plan was finalized in December 2024, focused on the foundational pieces to build a strong organization.

- o Tourism Saskatchewan provided support to two export-ready Indigenous tourism operators to participate in Rendez-vous Canada 2024, Canada's premier international travel trade event, hosted annually each spring.
- o In 2024-25, Tourism Saskatchewan developed 52 dedicated social media posts promoting Indigenous operators and experiences in the province.
- o Tourism Saskatchewan provides cooperative marketing support through the Marketing and Events Partnership Program. Eight Indigenous led tourism businesses received a total of \$137,500 through the program in 2024-25 to support digital marketing capacity and content development.
- o Four Indigenous-led events in the province received \$45,000 in financial support from Tourism Saskatchewan in 2024-25.
- o Indigenous operators were included as part of familiarization tours 21 times in 2024-25, resulting in exposure from visiting travel writers and media.
- o In 2024-25, Tourism Saskatchewan supported six Indigenous businesses through development funding programs for a total of \$206,000. Funding has also been provided to First Nations to advance tourism planning and execution of plans.
- o Twelve Indigenous participants completed experience development training in 2024-25 to support the development of Indigenous tourism experiences offered in the province.
- o Several Indigenous community organizations are participating in the pilot Work Readiness program, such as the Atoskewin Success Centre and the Wakayos Employment and Training Centre.
- o Tourism Saskatchewan provided Service Best training and access to Storytelling training to Indigenous-owned businesses and organizations including Dakota Dunes Resort, White Bear First Nation, Ahtahkakoop Cree Nation, and Wanuskewin Heritage Park.
- **Identify opportunities to address aviation infrastructure gaps and labour shortages through partnerships with federal, provincial, and territorial tourism and transportation ministries**
  - o Tourism Saskatchewan actively participates in Federal, Provincial and Territorial relationships, most recently Chairing the Destination Access Working Group (concluded October 2024) which focused on addressing aviation infrastructure gaps and labour shortages.
  - o Tourism Saskatchewan is collaborating with the Ministry of Highways on the development of a province-wide aviation strategy. A key pillar of the strategy identifies aviation infrastructure as a key driver for enhancing economic and tourism development outcomes for Saskatchewan.

**Strategy:** *The approach we took to achieve our goal*

**Support strategic partnerships to attract high-yield events**

**Key Actions:** *What we did to get there*

- **Partner with major city marketing organizations, government and industry partners to attract business events aligned with Saskatchewan's sectors of strength**
  - o In 2024-25 Tourism Saskatchewan supported several bids to attract international business events to the province. Business events secured include the 2025 International Consortium on Applied Bioeconomy Research and the International Society for the Scholarship of Teaching and Learning Conference in 2026. Both events will take place in Saskatoon.
  - o In 2024-25, Tourism Saskatchewan supported Tourism Regina in creating an international business events strategy, which is a requirement to access funds under the International Convention Attraction Fund. Administered by Destination Canada, this fund helps cities attract major international conventions.

- **Work with event organizers and partners to effectively measure the economic impact of events**
  - o In 2023, Tourism Saskatchewan began using Destination International’s Event Impact Calculator, which measures the economic value of an event and calculates its return on investment to local taxes. The tool is essential to assist Tourism Saskatchewan in providing appropriate incentives to secure new events.
  - o Tourism Saskatchewan has worked with all funded event organizers to establish baseline measures for major events in the province using the event impact calculator tool. Post-event evaluations occur year-round.
  - o As 2024-25, all event hosts who receive support from Tourism Saskatchewan are now utilizing the event impact calculator to estimate and calculate economic impact.
- **Implement a restructured event funding program**
  - o Implementation is complete, with one major change being the addition of a standard economic impact assessment on all event prospects. Using Destination International’s Event Impact Calculator, Tourism Saskatchewan is able to apply a consistent approach to measuring the direct impacts of events on businesses, employment, income and taxes across the province.

#### Performance Measure Results:

Measures	Baseline	Target 2024-25	Actual 2024-25
Number of international leads generated for business events	15 (2023)	30	34
Percentage of events using the event impact calculator*	72% (2023-24)	90%	100%

\* Previously written as the economic impact calculator, the tool is officially named the event impact calculator.

## 2024-25 Improvement and Innovation Highlights

1	<p><b>Saskatchewanwanderer Program Evolution</b></p> <ul style="list-style-type: none"> <li>In 2024-25 Tourism Saskatchewan piloted a “Wanderer of the Week” initiative to broaden the scope of the program beyond a single storyteller. Each month from May to September 2024, a new local influencer “took over” the Wanderer channels for one week. This introduced a range of guest content creators across the province to bring attention to the distinctiveness of the province’s travel zones, highlight diverse and fresh perspectives, and bring specialized knowledge and profile to niche market experiences. The pilot has proven to be a success, with follower growth on Facebook of approximately 3,000 people and more than 700 on Instagram during the weeks that welcomed Wanderers of the Week.</li> </ul>
2	<p><b>Event Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>In alignment with the event strategy, Tourism Saskatchewan invested in a new event impact tool for the province which measures the economic value of an event and calculates its return on investment to local taxes. The acquisition of the Event Impact Calculator (EIC) has allowed Tourism Saskatchewan to standardize its approach to measuring event impact, improving the strategic alignment of funding investments and prioritizing events with a high economic return on investment. Tourism Saskatchewan worked with event organizers to utilize the tool and more effectively quantify the economic impact of an event.</li> </ul>
3	<p><b>Dynamics 365</b></p> <ul style="list-style-type: none"> <li>Tourism Saskatchewan migrated its financial system from Microsoft Dynamics GP, previously hosted on an on-premise server, to Business Central on the Microsoft Dynamics 365 Cloud Platform. This move has improved user experience and increased efficiency, providing near real-time access to financial information to aid in timely decision making.</li> </ul>
4	<p><b>User-focused Website Design</b></p> <ul style="list-style-type: none"> <li>In 2024-25 Tourism Saskatchewan developed a new consumer-facing website that prioritizes storytelling, niche experiences, and regional travel zones, while utilizing search engine optimization (SEO), accessibility and personalization to convert interest into bookings. The website is scheduled to launch in 2025-26.</li> </ul>
5	<p><b>Learning Management System User-Focused Upgrades</b></p> <ul style="list-style-type: none"> <li>The Workforce Development department implemented new Learning Management System catalog features to improve navigation for users, showcase the variety of training available and recommend learning pathways. The new features allow for bundling of products and the promotion of specific courses to help increase awareness and sales of existing training courses.</li> </ul>



# Financial Summary

Tourism Saskatchewan

March 31, 2025

## Management's Responsibility

To the Members of the Legislative Assembly of Saskatchewan:

Management is responsible for the preparation and presentation of the accompanying financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian Public Sector Accounting standards and ensuring that all information in the annual report is consistent with the statements. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Board of Directors and Audit Committee are composed entirely of Directors who are neither management nor employees of Tourism Saskatchewan. The Board is responsible for overseeing management in the performance of its financial reporting responsibilities, and for the approval of the financial information included in the annual report. The Audit Committee has the responsibility of meeting with management and external auditors to discuss the internal controls over the financial reporting process, auditing matters and financial reporting issues. The Audit Committee is also responsible for recommending the appointment of Tourism Saskatchewan's external auditors.

Deloitte LLP, an independent firm of Chartered Professional Accountants, is appointed by the Lieutenant Governor in Council to audit the financial statements; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Audit Committee and management to discuss their audit findings.

May 14, 2025



Chief Executive Officer



Chief Financial Officer

## Independent Auditor's Report

To the Board of Directors of  
Tourism Saskatchewan

### Opinion

We have audited the financial statements of Tourism Saskatchewan (the "Organization"), which comprise the statement of financial position as at March 31, 2025, and the statements of operations, changes in net financial assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (collectively referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2025, and the results of its operations, changes in its net financial assets, its remeasurement gains and losses and its cash flows for the year then ended in accordance with Canadian public sector accounting standards ("PSAS").

### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards ("Canadian GAAS"). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with PSAS, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian GAAS will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian GAAS, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*Deloitte LLP*

Chartered Professional Accountants



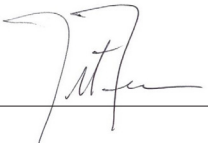
## STATEMENT OF FINANCIAL POSITION

### As at March 31

	2025	2024
<b>Financial Assets</b>		
Cash (Note 5)	\$5,469,027	\$6,151,247
Accounts receivable (Note 11)	65,937	1,941,491
	5,534,964	8,092,738
<b>Liabilities</b>		
Accounts payable and accrued liabilities (Note 6 and 11)	1,940,644	3,955,653
Unearned revenue	347,475	194,582
	2,288,119	4,150,235
<b>Net Financial Assets</b>	3,246,845	3,942,503
<b>Non Financial Assets</b>		
Tangible capital assets (Note 7)	322,500	281,865
Prepaid expenses	507,205	577,418
	829,705	859,283
<b>Accumulated Surplus</b>	\$4,076,550	\$4,801,786
Contractual Rights (Note 8)		
Contractual Obligations (Note 9)		

See accompanying notes and schedule to the financial statements.

APPROVED BY THE BOARD

Director 

Director 

## STATEMENT OF OPERATIONS

### For the Year Ended March 31

	Budget 2025 (Note 3)	2025	2024
<b>Revenue</b> (Note 11)			
Provincial operating grant (Note 10)	\$19,603,000	\$19,603,000	\$20,223,000
Other grants and contributions	150,000	122,172	1,272,230
Sales of products and services	475,000	595,504	615,832
Partnership revenue	311,500	317,626	2,414,234
Interest and other income	306,500	367,737	433,867
	20,846,000	21,006,039	24,959,163
<b>Expenses</b> (Note 11 and Schedule 1)			
Administration	5,950,000	6,570,968	5,676,815
Marketing and Communications	10,762,037	10,960,715	13,495,351
Destination and Workforce Development	2,421,000	2,319,176	2,386,100
Education and Training	2,162,963	1,880,416	2,676,942
	21,296,000	21,731,275	24,235,208
<b>Surplus (Deficit) for the Year</b>	(450,000)	(725,236)	723,955
<b>Accumulated Surplus - Beginning of Year</b>	4,801,786	4,801,786	4,077,831
<b>Accumulated Surplus - End of Year</b>	\$4,351,786	\$4,076,550	\$4,801,786

See accompanying notes and schedule to the financial statements.

## STATEMENT OF CHANGES IN NET FINANCIAL ASSETS

### For the Year Ended March 31

	Budget 2025 (Note 3)	2025	2024
<b>Deficit for the Year</b>	(\$450,000)	(\$725,236)	\$723,955
Amortization of tangible capital assets	75,609	82,904	77,122
Write-down of tangible capital assets	-	(123,539)	212,408
Use (purchase) of prepaid expenses	10,000	70,213	(307,674)
<b>Decrease in Net Financial Assets</b>	<b>(364,391)</b>	<b>(695,658)</b>	<b>280,995</b>
<b>Net Financial Assets - Beginning of Year</b>	<b>3,942,503</b>	<b>3,942,503</b>	<b>3,661,508</b>
<b>Net Financial Assets - End of Year</b>	<b>\$3,578,112</b>	<b>\$3,246,845</b>	<b>\$3,942,503</b>

See accompanying notes and schedule to the financial statements.

## STATEMENT OF CASH FLOWS

### For the Year Ended March 31

	2025	2024
<b>Operating Activities</b>		
(Deficit) Surplus for the year	(\$725,236)	\$723,955
Items not requiring cash:		
Amortization of tangible capital assets	82,904	77,122
Net change in non-cash balances relating to operations:		
Accounts receivable	1,875,554	(1,863,365)
Prepaid expenses	70,213	(307,674)
Accounts payable and accrued liabilities	(2,015,010)	1,487,211
Unearned revenue	152,894	(370,908)
	<b>(558,681)</b>	<b>(253,659)</b>
<b>Capital Activities</b>		
Purchase of tangible capital assets	(123,539)	(212,408)
	<b>(123,539)</b>	<b>(212,408)</b>
<b>Decrease in Cash</b>	<b>(682,220)</b>	<b>(466,067)</b>
<b>Cash - Beginning of Year</b>	<b>6,151,247</b>	<b>6,617,314</b>
<b>Cash - End of Year</b>	<b>\$5,469,027</b>	<b>\$6,151,247</b>

See accompanying notes and schedule to the financial statements.

# Notes to the Financial Statements

## March 31, 2025

### 1. STATUS OF TOURISM SASKATCHEWAN

Tourism Saskatchewan was established pursuant to *The Tourism Saskatchewan Act* proclaimed on July 1, 2012. Tourism Saskatchewan is a Treasury Board Crown Corporation within the meaning of *The Crown Corporations Act, 1993*. Tourism Saskatchewan is a continuing corporation of Saskatchewan Tourism Authority, established under *The Tourism Authority Act* on October 1, 1994. 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 education and training, diversification and experience development, and marketing and event funding programs.

Tourism Saskatchewan is exempt from income taxes under the *Income Tax Act*.

### 2. SIGNIFICANT ACCOUNTING POLICIES

The Statement of Remeasurement Gains and Losses has been omitted as there were no relevant transactions to report.

#### a. Basis of Accounting

These financial statements are prepared by management in accordance with Canadian public sector accounting standards for provincial reporting entities established by the Canadian Public Sector Accounting Board.

#### b. Measurement Uncertainty

The preparation of financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reporting amounts of assets and liabilities, and disclosure of contingent assets and liabilities, at the date of the financial statements and the reported amounts of the revenues and expenses during the period. Items requiring the use of estimates include allowance for doubtful accounts, accrued liabilities and useful lives of tangible capital assets.

Estimates are based on the best information available at the time of preparation of the financial statements and are reviewed annually to reflect new information as it becomes available. Measurement uncertainty exists in these financial statements. Actual results could differ from these estimates.

#### c. Cash

Cash is comprised of monies on deposit and is recognized at their fair value.

#### d. Non Financial Assets

Non-financial assets are not available to discharge existing liabilities and are held for use in the provision of services. They have useful lives extending beyond the current year and are not intended for sale in the ordinary course of operations.

Notes to the Financial Statements  
March 31, 2025

**e. Tangible Capital Assets**

Tangible capital assets are recorded at cost, which includes amounts that are directly related to the acquisition, design, construction, development, improvement or betterment of the assets. Cost includes overhead directly attributable to construction and development, as well as interest costs that are directly attributable to the acquisition or construction of the asset. Tangible capital assets are amortized over their estimated useful lives. Amortization expense is calculated using the straight-line method at the following annual rates:

Furniture and equipment	10%
Computer equipment	20%
Leasehold improvements	10% or lease term
Signs and displays	10%
Systems development	10%

When tangible capital assets no longer contribute to Tourism Saskatchewan's ability to provide goods and services, they are written down to residual value.

**f. Revenue**

Grants from governments are considered to be government transfers. Government transfers, grants, partnership revenue and contributions are recognized as revenues when the government transfer, grant, partnership revenue and contribution is authorized, any eligibility criteria are met, and reasonable estimates of the amounts can be made, unless the stipulations establish a liability, in which case revenue is recognized as the stipulations are met.

Sales of products and services are recognized when persuasive evidence of an arrangement exists, goods are shipped and the customer takes ownership and assumes risk of loss, the sales price is fixed or determinable, and collection of the relevant receivable is reasonably assured.

Interest and other income is recognized on a time proportionate basis and is recognized as revenue is earned.

**g. Grants to Clients**

Grants provided to clients for a variety of programs are recorded as an expense by Tourism Saskatchewan when it approves the transfer and the recipient meets the eligibility criteria.

**h. Standards effective for the current fiscal year**

No new standards were adopted this fiscal year.

**i. Future Accounting Standards**

Conceptual Framework:

Effective April 1, 2026, the Conceptual Framework will replace PS 1000, Financial Statement Concepts, and PS 1100, Financial Statement Objectives, and includes characteristics of public sector entities, objective of financial reporting, role of financial statements and concepts of general measurement and presentation. Tourism Saskatchewan continues to assess the impact of the new standard on the financial statements.

**3. BUDGET**

The budget figures are presented for comparison purposes. The 2025 budget was accepted (subject to provincial government finalization of the operating grant), by Tourism Saskatchewan's Board of Directors on March 6, 2024.



# Notes to the Financial Statements

## March 31, 2025

### 4. FINANCIAL INSTRUMENTS

Tourism Saskatchewan's financial instruments include cash, accounts receivable, accounts payable and accrued liabilities. The carrying amount of these instruments approximate fair value due to their immediate or short-term maturity. In 2025, 0% (2024 - 93%) of the accounts receivable balance was due from the Government of Canada. These instruments do not have significant interest rate or credit risk.

Liquidity risk is the risk that Tourism Saskatchewan will be unable to meet its contractual cash outflow obligations as they come due. Tourism Saskatchewan mitigates this risk by monitoring cash activities and expected outflows through extensive budgeting. Contractual obligations related to accounts payable and accrued liabilities are due within 12 months

### 5. LINE OF CREDIT

Tourism Saskatchewan has access to a \$500,000 operating line of credit which is available by way of overdraft, repayable on demand with interest paid monthly, at the Scotiabank prime rate less 0.5%. During the year ended March 31, 2025, Tourism Saskatchewan did not draw on the operating line (2024 - nil).

### 6. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

	2025	2024
Accounts Payable	\$1,456,400	\$3,717,536
Accrued Vacation	\$143,339	\$154,421
Other Accruals	340,905	83,696
	<b>\$1,940,644</b>	<b>\$3,955,653</b>

### 7. TANGIBLE CAPITAL ASSETS

	Furniture and equipment	Computer equipment and systems development	Leasehold improvements	Signs and displays	2025 Total	2024 Total
<b>Cost</b>						
Opening Balance	\$496,252	\$1,218,666	\$1,388,832	\$75,596	\$3,179,346	\$2,966,938
Additions	32,879	11,098	79,562	-	123,539	212,408
Closing Balance	529,131	1,229,764	1,468,394	75,596	3,302,885	3,179,346
<b>Accumulated Amortization</b>						
Opening Balance	254,323	1,205,458	1,373,261	64,439	2,897,481	2,820,359
Amortization	35,572	15,263	28,837	3,232	82,904	77,122
Closing Balance	289,895	1,220,721	1,402,098	67,671	2,980,385	2,897,481
<b>Net Book Value</b>	<b>\$239,236</b>	<b>\$9,043</b>	<b>\$66,296</b>	<b>\$7,925</b>	<b>\$322,500</b>	<b>\$281,865</b>

### 8. CONTRACTUAL RIGHTS

Tourism Saskatchewan has contractual agreements in place at March 31, 2025 which outline funding to be received over the next year for the delivery of training and other services.

Revenue next year is estimated as follows:

2026	\$172,500
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# Notes to the Financial Statements

## March 31, 2025

### 9. CONTRACTUAL OBLIGATIONS

Contractual obligations include:

#### Leases

Tourism Saskatchewan has entered into leases for office premises and storage space at various locations in the province.

#### Operational

Tourism Saskatchewan has operating agreements that enable day-to-day operations of the corporation.

#### Program

Tourism Saskatchewan has program related obligations to assist Saskatchewan's tourism industry operators to market and develop quality tourism products through education and training, diversification and experience development, and marketing and event funding programs.

	Leases	Operational	Program	Total
2026	\$883,497	\$683,317	\$805,496	\$2,372,310
2027	892,207	374,148	-	1,266,355
2028	911,379	2,704	-	914,083
2029	913,122	274	-	913,396
2030	930,551	-	-	930,551
Thereafter	4,606,624	-	-	4,606,624
	<b>\$9,137,380</b>	<b>\$1,060,443</b>	<b>\$805,496</b>	<b>\$11,003,319</b>

Contractual obligations do not include those contracts which are paid on a usage basis.

### 10. PROVINCIAL OPERATING GRANT

Tourism Saskatchewan receives grants from the General Revenue Fund out of monies appropriated by the legislature or authorized by Order in Council. In the year ended March 31, 2025, Tourism Saskatchewan received \$19,603,000 (2024 - \$20,223,000).

### 11. RELATED PARTY TRANSACTIONS

Included in these financial statements are transactions with various Saskatchewan Crown corporations, ministries, agencies, boards and commissions related to Tourism Saskatchewan by virtue of common control by the Government of Saskatchewan and non-Crown corporations and enterprises subject to shared control by the Government of Saskatchewan (collectively referred to as "related parties").

Routine operating transactions with related parties are settled at prevailing market prices under normal trade terms. These transactions and amounts outstanding at year end are as follows:

	2025	2024
Accounts Receivable	\$39,796	\$69,915
Accounts Payable and Accrued Liabilities	31,253	100,379
Other Revenue	148,423	144,984
Expenses	1,172,832	1,380,534

Other related party transactions are disclosed elsewhere in these financial statements.

# Notes to the Financial Statements

## March 31, 2025

### 12. DEFINED CONTRIBUTION PENSION PLAN

Tourism Saskatchewan participates in the Public Employees' Pension Plan (PEPP), a defined contribution plan. Tourism Saskatchewan's obligations are limited to matching contributions made by the employees, at a rate of 8.50%, for current services. In 2025, Tourism Saskatchewan contributed \$553,351 (2024 - \$499,760).

### SCHEDULE OF EXPENSES

#### Schedule 1 - Expenses by Program For the Year Ended March 31

EXPENSES	Administration	Marketing and Communications	Destination and Workforce Development	Education and Training	2025	2024
Salaries	\$2,451,201	\$2,775,736	\$713,455	\$811,878	\$6,752,270	\$6,232,043
Benefits	494,352	504,478	127,553	148,083	1,274,466	1,183,242
Professional Services	1,445,556	750,563	201,518	463,468	2,861,105	4,718,164
Advertising	875	3,332,034	-	168,720	3,501,629	3,975,935
Promotion and Other Marketing	80,789	1,694,371	6,249	68,194	1,849,603	2,252,839
Print	-	169,211	-	1,728	170,939	131,632
Travel	37,753	152,063	69,585	31,272	290,673	287,013
Board and Committees	61,883	-	-	-	61,883	41,459
Rent and Equipment Purchases	904,495	11,935	-	25,650	942,080	859,176
Supplies and Services	869,001	66,236	4,042	83,009	1,022,288	889,934
Other Related Business Expenses	140,844	164,738	27,215	69,956	402,753	424,138
Amortization	82,904	-	-	-	82,904	77,122
Grants	1,315	1,339,350	1,169,559	8,458	2,518,682	3,162,511
<b>TOTAL EXPENSES</b>	<b>\$6,570,968</b>	<b>\$10,960,715</b>	<b>\$2,319,176</b>	<b>\$1,880,416</b>	<b>\$21,731,275</b>	<b>\$24,235,208</b>

Additional corporate information is available on [Business.TourismSaskatchewan.com](https://business.tourismsaskatchewan.com). Contact Tourism Saskatchewan at 306-787-9600, or email [feedback@tourismsask.com](mailto:feedback@tourismsask.com).

