

Business Plan

2026-27

Tourism 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 2026-27.

Tourism is a powerful economic driver in Saskatchewan, contributing to the province’s goals of building a strong economy, vibrant communities, and resilient families. In 2024 alone, the industry generated \$3 billion in travel spending—fueling local businesses, creating jobs, and supporting infrastructure development. By elevating Saskatchewan’s profile, fostering business growth, and strengthening communities, Tourism

Saskatchewan works towards the province’s vision for a dynamic, entrepreneurial tourism sector.

In alignment with *Saskatchewan’s Growth Plan* and the goal of generating \$3.6 billion in tourist expenditures by 2030, Tourism Saskatchewan’s strategic priorities for 2026-27 are:

- Growing visitation to Saskatchewan from national and international markets.
- Strengthening the tourism workforce.
- Growing tourism businesses in Saskatchewan.
- Collaborating to advance tourism priorities.

While global events are causing economic uncertainty, Saskatchewan’s tourism sector is resilient, strong, and growing. Canadian and American visitor spending are rising, and overseas markets steadily recover from the impacts of the pandemic. Tourism Saskatchewan will continue to monitor developments and work with national and provincial partners to manage risks and support continued momentum.

Tourism Saskatchewan is implementing a multi-year plan to grow visitation from new high-spending markets by developing niche Saskatchewan experiences, domestically and internationally. This effort positions the province as a premier destination for high-value guests, including business and event travellers. A new long-term trade and travel media strategy supports these efforts by generating international market demand and strengthening global distribution channels.

A skilled, well-supported workforce is essential to a sustainable tourism industry. To address ongoing labour and skills shortages, Tourism Saskatchewan continues to advance its Workforce Development Strategy. The strategy focuses on promoting tourism careers, increasing awareness of programs and resources, delivering targeted training, and strengthening recruitment through stories and networks. Together, these efforts will build sector capacity and support long-term industry success.

The following pages outline a detailed plan for 2026-27 that will expand the tourism sector and benefit businesses and communities across the province.

2026-27 Budget Highlights

1	Attracting High-Spend Travellers: 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 2026-27 Annual Reports.

Tourism Saskatchewan Overview

Overview

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 travellers. The strategy includes using research-driven marketing and compelling storytelling to boost demand. A new multi-year trade and travel media strategy is being implemented to help grow niche demand from international markets and leverage travel trade and travel media channels effectively.

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
- Conduct research to support purposeful expansion into new consumer markets
- Generate inbound demand for new domestic and international air routes
- Implement the International Travel Trade and Media Strategy to grow niche market demand

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*

- Implement real-time personalization on the consumer website
- Prioritize the development of authentic Indigenous and niche market content
- Implement the Digital Transformation Strategy

Performance Measures: *What success looks like*

Measure	Baseline	Target 2026-27
Total annual visitor expenditures in Saskatchewan (goal of \$3.6B by 2030)	\$2.98B (2024 CY*)	\$3.1B
International visitor expenditures in Saskatchewan (U.S. and overseas)	\$175.M (2024 CY*)	\$182.7M
Number of angling and hunting licenses sold to U.S. visitors	26,914 (2024-25)	Maintain
International air arrivals (based on ticket sales)	23,374 (2025 CY*)	5% increase
Seasonal variation in trip nights (% difference between summer / winter)	-11%	-10%
Total number of social media followers on Tourism Saskatchewan consumer platforms	557,471 (2024-25)	Increase by 2%
Organic social media engagement rate	2.51% (2024-25)	Increase by 0.5% p.p.
Number of pageviews on the consumer website	3.9M (2024 CY*)	4.31M
Number of active users on the consumer website	1.3M (2024 CY*)	1.44M
Number of organic searches to the consumer website	869K (2024 CY*)	957K
Clickthrough rate to industry pages (book now button)	3% (2024 CY*)	3.5%
User engagement time on the consumer website	1 min, 6 secs (2024 CY*)	Increase by 5%
Number of Saskatchewan industry experiences carried by travel trade operators	118 (2024-25)	125
Brand performance index (net score)	11.4 (2025 CY*)	12.0

*Calendar year.

Goal 2: A strong, well-trained and motivated tourism workforce will exceed customer expectations and enhance provincial reputation

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 implementing its Workforce Development Strategy. Highlights from the strategy include increasing the promotion and marketing of existing programs and resources, promoting tourism careers and professional development, developing tailored training, and enhancing recruitment success through stories and networks.

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*

- 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
- Provide entry level training and online tools and resources to help under-represented groups acquire employment
- Participate in career fairs to highlight tourism opportunities to key audiences
- Implement a multi-channel awareness campaign to raise public awareness of tourism careers

Performance Measures: *What success looks like*

Measure	Baseline	Target 2026-27
Number of people trained through Tourism Saskatchewan training programs annually	16,526 (2024-25)	Maintain
Training relevancy score (out of 5)	4.61 (2024-25)	Maintain
Number of visits to workinsktourism.ca	4,116 (2024-25)	Maintain
Number of individuals reached through career awareness events	2,858 (2024-25)	Maintain
Number of individuals trained through tourism entry program <i>(subject to project approval)</i>	125 (2024-25)	75*

*Target based on program changes that took place in 2025.

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, guided by the Destination Development Strategy and supported by marketing partnerships, enhances positive perceptions of the province as a travel destination and supports sustainability and competitiveness.

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
- Provide experience development training for industry operators
- Develop and implement a content strategy for 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 2026-27
Experience relevancy score for experiential development training	4.65 (2024-25)	Maintain
Percentage of priority niche market projects funded through the tourism development program	56% (2024-25)	40% to 60%
Percentage of Tourism Saskatchewan to total private sector investment in the tourism development program	38% (2024-25)	50% to 60%
Total number of social media followers on Tourism Saskatchewan industry platforms (LinkedIn, Facebook)	9,715 (July 2025)	Increase by 5%
Number of pageviews on the Business Hub website	288,000 (2024-25)	Increase by 5%
Number of active users on the Business Hub website	113,372 (2024-25)	Increase by 5%
Number of organic searches to the Business Hub website	52,104 (2024-25)	Increase by 5%
User engagement time on the Business Hub website	52 secs (2024-25)	Increase by 5%

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 and businesses to develop tourism experiences that tell the stories of Indigenous culture. Tourism Saskatchewan's event strategy supports major event development and boosts the province's reputation as a top event host.

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

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
- Deliver an event funding program that prioritizes economic value

Performance Measures: *What success looks like*

Measure	Baseline	Target 2026-27
% of business event bids initiated from the International Lead Generator that are won (from June 2023)	61% (2023-25)	63%
Percent of events supported that met or exceeded pre-event attendee spending projections	83% (2024-25)	90%

2026-27 Improvement and Innovation Highlights

Artificial Intelligence (AI) is rapidly transforming the way organizations operate, offering powerful tools to improve efficiency, enhance customer experiences, and drive innovation. For businesses, understanding and adopting AI is now essential to staying competitive.

Tourism Saskatchewan is launching additional initiatives to integrate AI into operations and support tourism businesses across the province. These projects reflect a commitment to innovation and competitiveness in a rapidly evolving digital landscape.

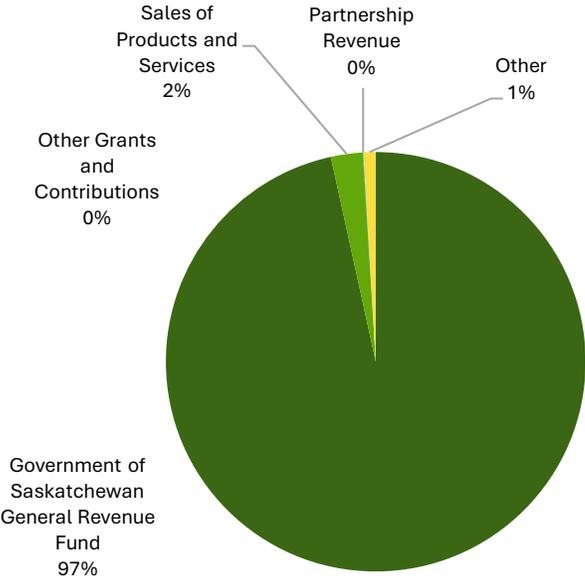
1	AI Adoption Framework Tourism Saskatchewan is developing this framework to ensure AI is implemented in a deliberate, safe, and value-driven way across the organization. The framework will establish elements such as governance, strategies, policies, training, and pilot projects to guide responsible AI adoption at Tourism Saskatchewan. This intentional approach is designed to provide clear oversight, increase staff capacity and enable initiatives that strengthen service to industry.
2	Funding Application Improvement Tourism Saskatchewan will be developing a custom AI tool designed to assist with the administration of funding programs. This tool will streamline a resource-intensive process, enabling staff to focus on delivering greater value to industry. It is anticipated that this new process will reduce staff time spent on routine, administrative tasks by at least 10 percent.

By leveraging AI, Tourism Saskatchewan aims to enhance data-driven decision-making, improve visitor experiences, and streamline business processes for industry partners. This strategic approach ensures that Saskatchewan’s tourism sector remains adaptable, efficient, and well-positioned to meet the expectations of modern travelers while driving sustainable growth for the province.

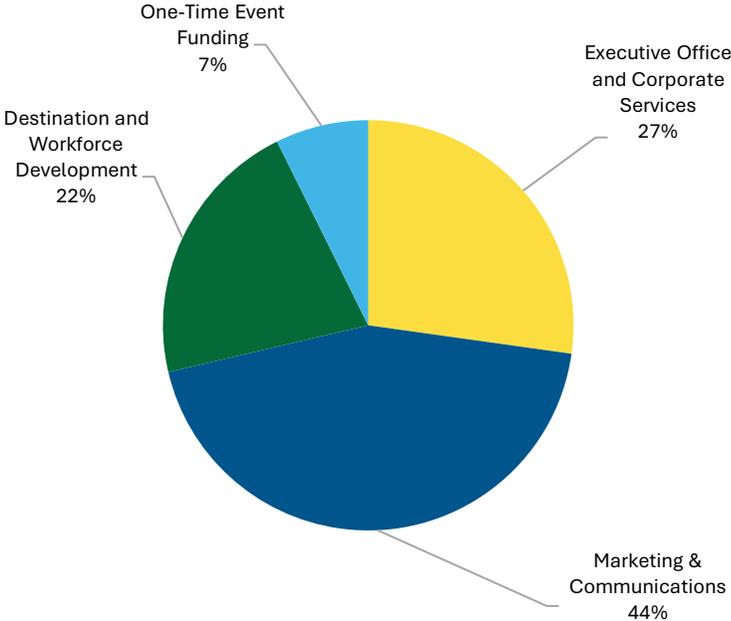
Financial Summary

Tourism Saskatchewan 2026-27 Estimates		(in thousands of dollars)
Revenue		
Government of Saskatchewan General Revenue Fund		19,469
Other Grants and Contributions		-
Sales of Products and Services		495
Partnership Revenue		9
Other		189
Total Revenue		20,162
Expenses		
Executive Office and Corporate Services		5,941
Marketing and Communications		9,630
Destination and Workforce Development		4,657
One-Time Event Funding		1,600
Total Expense		21,828
Budgeted Deficit		(1,666)

Tourism Saskatchewan Budgeted Revenue and Expense for 2026-27



Revenue Budget



Expense Budget

Links to more information

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