

Event Hosting Program



What is Tourism Saskatchewan's Event Hosting Program?

The Event Hosting Program is a funding program designed to grow the tourism economy and enhance the reputation of Saskatchewan as a top destination for hosting tourism events.

What is a tourism event?

A tourism event draws visitors from outside of the community (40 kilometres away or further) and, by doing so, contributes to the growth of the tourism economy. These visitors can be event participants or spectators.

Why is the Event Hosting Program important?

Tourism is a key player in the Saskatchewan economy. In 2015, travel spending exceeded \$2.15 billion and there were approximately 12.2 million visits to and within the province. More than 64,000 Saskatchewan citizens work in tourism-related jobs.

The progress of Saskatchewan's tourism sector is due, in part, to hosting events that range from small-scale community festivals to large national and international showcases that shine a spotlight on Saskatchewan. The annual Regina Folk Festival, the Shakespeare on the Saskatchewan Festival, the 2016 World Broomball Championship and the 2016 Ford World Women's Curling Championship are just a few examples of successful events that raise Saskatchewan's profile and attract impressive numbers of visitors. They deliver a strong economic impact and are a win-win for the host communities and for the province.

Events not only factor into the economic prosperity of the province, they benefit the quality of life through nurturing cultural activities, promoting sports and healthy, active lifestyles, and contributing to the well-being of society.

Through the Event Hosting Program, Tourism Saskatchewan works with communities, event organizers and key stakeholders to grow the tourism economy, expand the province's profile and build on past successes.

Criteria and application forms are available at IndustryMatters.com/event-hosting-program. For additional information, contact Tyler Lloyd at 306-787-5525, tyler.lloyd@tourismsask.com or Spencer Robertson at 306-787-2302, spencer.roberton@tourismsask.com.

VISION

Saskatchewan is an enticing destination that attracts and successfully hosts tourism events

MISSION

To assist stakeholders in attracting and hosting tourism events through promotion, collaboration, advice and financial support

OBJECTIVES

Tourism Saskatchewan is in the unique position to:

- grow the tourism economy and use the Event Hosting Program as a tool to reach \$2.8 billion in tourism spending in Saskatchewan by 2020;
- foster the growth of Saskatchewan's reputation as a successful event hosting destination; and
- steward the growth of capacity and expertise at the community, regional and provincial levels by working with stakeholders.

Tourism Saskatchewan's role in leading and administering the program focuses on the following:

Awareness

Working with stakeholders and government partners to promote Saskatchewan as a key event hosting destination, while fostering community pride, cultural exchanges and economic benefits arising from events.

Collaboration and Communication

Facilitating the development and distribution of best practices and measurements for economic impact.

Supporting communication and co-ordination between event hosting groups and potential sponsors.

Engaging in partnerships to deliver successful tourism events.

Accountability

Supporting projects that advance the mission, vision and objectives, while ensuring sound tourism event management and consistent post-event evaluations.



*PotashCorp Wanuskewin Days Cultural Celebration and Powwow
Wanuskewin Heritage Park, Saskatoon*

COMMUNITY ANNUAL TOURISM EVENTS

The Community Annual Tourism Events category provides funding to organizations hosting tourism festivals and events in communities across Saskatchewan. This support helps to elevate the quality of tourism festivals and events, provide tourists with compelling reasons to visit Saskatchewan communities, and deliver great visitor experiences.

Tourism Saskatchewan defines a Community Annual Tourism Event as one that:

- is a public celebration with a total operating budget of less than \$100,000;
- is organized as a series of events or activities over a set time period;
- demonstrates a capacity and intention to develop itself as a tourism driver over the long term; and
- is promoted and marketed to tourists from outside of the host community (40 kilometres away or further).

Through a competitive, application-based process, the Community Annual Tourism Events category assists event organizers in hosting annual events. Funding is provided to:

- increase visitor attendance and spending;
- support marketing costs for activities at least 40 kilometres outside of the event location and designed to attract visitors; and
- collect data and research.

Community Annual Tourism Event applications require the following for assessment:

- strategies or activities to increase visitation, spending and length-of-stay in Saskatchewan and deliver a strong economic impact;
- a project plan identifying tourism rationale and the ability to sustain the proposed tourism project in future years; and
- a well-developed marketing plan.



*Shakespeare on the Saskatchewan Festival Saskatoon
2016 production of A Midsummer Night's Dream*

MARQUEE ANNUAL TOURISM EVENTS

The Marquee Annual Tourism Events category supports organizations hosting tourism festivals and events in communities across Saskatchewan. Funding is provided for marketing, organizational development and survey activities to support economic impact analysis. This funding helps to elevate the quality of tourism festivals and events, provide tourists with compelling reasons to visit Saskatchewan communities, and deliver great visitor experiences.

Tourism Saskatchewan defines a Marquee Annual Tourism Event as one that:

- creates significant economic, social and cultural benefits for Saskatchewan;
- has significant profile outside of the region in which it is held;
- has an operating budget of over \$100,000; and
- generates media coverage in markets of interest.

Through a competitive, application-based process, the Marquee Annual Tourism Events category assists event organizers in hosting these events. Funding is provided to:

- increase visitor attendance and spending;
- support marketing costs for activities at least 40 kilometres outside of the event location and designed to attract visitors; and
- collect data and research.

Marquee Annual Tourism Event applications require the following for assessment:

- strategies or activities to increase visitation, spending and length-of-stay in Saskatchewan and deliver a strong economic impact;
- a project plan identifying tourism rationale and the ability to sustain the proposed tourism project in future years; and
- a well-developed marketing plan.



2015 Scotties Tournament of Hearts, Moose Jaw

NATIONAL AND INTERNATIONAL TOURISM EVENTS

The National and International Tourism Events category supports the attraction, hosting and marketing of one-time national and international events in the areas of sports, culture, meetings and conventions. This category provides funding to assist organizations in bidding, hosting and marketing one-time events of a size and scope that draws significant visitation to the province and showcases Saskatchewan communities nationally and globally.

Tourism Saskatchewan defines a National and International Tourism Event as one that:

- demonstrates sufficient national or international reputation to draw tourists;
- demonstrates national or international reputation that attracts widespread media exposure; and
- does not recur annually in Saskatchewan, but travels nationally or internationally to host destinations.

Through a competitive, application-based process, the National and International Tourism Events category assists event organizers in hosting major one-time events. Funding is provided to support:

- bidding on the rights to host one-time national and international events; and
- strategies to increase visitor attendance and expenditures, and for activities that showcase Saskatchewan as a desirable destination.

National and International Tourism Event applications will be assessed by the ability to:

- increase tourism visitation and expenditures in Saskatchewan;
- increase Saskatchewan's national/international profile; and
- deliver a strong economic impact.



Spirits of the Trail, RCMP Heritage Centre, Regina

SPECIAL TOURISM PROJECTS

The Special Tourism Projects category supports activities that positively contribute to the image and perception of Saskatchewan as an enticing tourism destination, while demonstrating the potential to generate significant visitation to Saskatchewan.

Tourism Saskatchewan defines a Special Tourism Project as an initiative that:

- is organized as a series of events or activities over a set time period;
- demonstrates capacity and intention to draw visitors;
- is promoted and marketed to prospective tourists; and
- highlights Saskatchewan as a top-of-mind travel destination.

Through a competitive, application-based process, the Special Tourism Projects category assists event organizers in hosting initiatives that will enhance Saskatchewan's image, strengthen the quality of visitor experiences and increase tourism visitation and expenditures.

Special Tourism Project applications will be assessed by the ability to:

- promote a positive image of Saskatchewan as a destination, while aligning with the Government of Saskatchewan's growth pillars and with key market segments identified by Tourism Saskatchewan;
- enrich visitor experiences; and
- increase tourism visitation and expenditures in Saskatchewan.



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Cover image: SaskPower Windscape Kite Festival, Swift Current
Interior images: Curling Canada, Colleen Edwards, Andy Goodson, Debra Marshall Photography, Andrew McDonald, RCMP Heritage Centre, Darwin Wiggett