

# Going Places

Saskatchewan's Tourism Industry Newsletter

Spring 2017

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Saskatchewan  
CANADA



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## Cover Image

Southwest Saskatchewan  
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The dedicated industry website, [IndustryMatters.com](http://IndustryMatters.com), is your one-stop site for the latest news and information from Tourism Saskatchewan and the province's tourism sector. You will find information on partnership opportunities, upcoming events, education and training programs and more. Bookmark [IndustryMatters.com](http://IndustryMatters.com) and visit often!

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## Saskatchewan's tourism industry gathers for HOST Saskatchewan Conference



Tourism Saskatchewan held its 2017 HOST Saskatchewan Conference on April 5-6 in Saskatoon at the Sheraton Cavalier Saskatoon Hotel. Approximately 150 delegates, representing tourism businesses, organizations, attractions and events from across the province, attended the assembly.

The conference opened with remarks from Norm Beug, Chair of Tourism Saskatchewan's Board of Directors, and CEO Mary Taylor-Ash, who provided an overview of current activities. Following opening greetings, Jon Mamela, Senior Vice-President Marketing Strategy/Chief Marketing Officer with Destination Canada, led a session titled *Destination Canada – Is Canada's Tourism Industry "In The Zone"?* Mamela shared how the national tourism organization is appealing to travellers in each of its 11 markets by creatively working with industry to capitalize on Canada's 150th anniversary.

Darrell Bricker, CEO of IPSOS Public Affairs, was the luncheon keynote speaker. His presentation titled *Understanding the New Canada* addressed the country's transformation over the past three decades – from aging demographics and cultural diversification to suburbanization – and gave conference delegates insight into the Canada of today.

The afternoon plenary session – *How to Maximize Your Relationship with Tourism Saskatchewan: Interactive Roundtables* – offered two-way communication between delegates and Tourism Saskatchewan representatives.

Two concurrent sessions rounded out Day 1. A panel session – *Capitalize on Culinary* – shared examples of local businesses promoting Saskatchewan's unique culinary offerings. *The Internet: Where Travel Begins* provided advice on employing an enhanced digital strategy to influence a traveller's decision-making process.

Day 2 began with a plenary session led by Kathy Wagner, Founding Partner and Principal at Content Strategy Inc.

In *Finding the Path to Great Content*, Wagner shared strategies for creating effective messaging that will connect with customers (see page 16 for Wagner's insights into Tourism Saskatchewan's content strategy project).

Chris Hughes, Partner with BC Hughes Tourism Consulting, closed out the conference with a presentation on experiential tourism, titled *On the Road to Awesome*. Hughes reflected on his personal revelations as a tourist in Saskatchewan and shared tips to create AWESOME experiences.

Tourism Saskatchewan thanks all of the delegates, speakers and sponsors for making the 2017 HOST Saskatchewan Conference a success. For links to presentations, visit [IndustryMatters.com](http://IndustryMatters.com).



## MESSAGE FROM THE CEO

On April 1, Tourism Saskatchewan turned the page on a new fiscal year and a new strategic plan that focuses on tourism growth over the next four years. Building on the solid foundation that was established under the 2014-2016 strategic plan, priorities have been updated to accomplish the following:

- Market Saskatchewan's tourism experiences and stories
- Strengthen Saskatchewan's tourism experiences
- Engage stakeholders to improve destination competitiveness
- Nurture an internal culture focused on excellence

These priorities guide all activities and projects undertaken to fulfil Tourism Saskatchewan's Vision for a vibrant entrepreneurial tourism industry offering year-round compelling and memorable Saskatchewan experiences; and its Mission to connect people with quality

Saskatchewan experiences and advance the development of successful tourism operations.

Strategic decision-making is research/fact-based. It forces a business or, in our case, a tourism marketing organization, to examine everything that we do and ask straightforward questions – Who are our key customers? What are their interests and expectations? Where do they search for information? What are the roadblocks along the path to purchase?

Positive change starts from looking within. In 2016, Tourism Saskatchewan's staff embraced Design Thinking concepts to examine areas for improvement. Five staff teams were assembled. Each had a specific focus and visualized projects that would help us to work more efficiently and provide greater service.

Our Tourism Talks series was the first project to be piloted. And while one team was busy with planning these assemblies in several Saskatchewan communities, another was

immersed in an ambitious re-examination of the information across our consumer marketing channels – print, traditional advertising, online and social media.

A comprehensive content strategy project confirmed our understanding that a digital-first approach is necessary to reach potential travellers and provide them with meaningful content – information and storytelling that sparks their curiosity and appeals to their interests and needs. For a full summary of the content strategy project and some of the changes that are being implemented, turn to page 16.

We look forward to sharing with industry the exciting possibilities as we proceed with a sound strategy and effective tactics for positioning Saskatchewan in the digital world and inspiring more people to visit our province.

*Mary Taylor-Ash*

## Tourism Talks hosted in two Saskatchewan communities



CEO Mary Taylor-Ash and several Tourism Saskatchewan staff hold Tourism Talks with Meadow Lake area operators.



Tourism Saskatchewan piloted its Tourism Talks series in Indian Head in November 2016. The success of this initial gathering with approximately 30 tourism stakeholders in southeast Saskatchewan shaped the agenda for two Tourism Talks in the spring – held in the Meadow Lake area on March 16 and, most recently, at Pasquia Regional Park, near Carrot River, on June 8.

Twenty-five tourism operators and representatives accepted the invitation for the Tourism Talks hosted at Waters Edge Eco Lodge, near Meadow Lake. The agenda for the day included opening remarks from CEO Mary Taylor-Ash, who shared Tourism Saskatchewan's objectives for the series of meetings designed to: foster industry relationships and partnerships; support growth through

education and collaboration; and increase awareness of local products.

Several Tourism Saskatchewan staff were on hand, and offered overviews of the various services and programs available to industry. A morning group activity engaged participants in identifying local tourism assets. Everyone present was impressed by the variety of tourism experiences identified, and the exercise inspired cross-promotion and collaboration among neighbouring businesses and communities.

During the lunch break, a short presentation on tourism opportunities was delivered by the Meadow Lake Tribal Council. Afternoon roundtable discussions extended the conversations about Tourism Saskatchewan's programs. Delegates appreciated meeting

face-to-face with professionals who could answer their questions and provide advice in areas of marketing, product development, funding opportunities, and education and training.

The formula was repeated for the Tourism Talks event held in the Carrot River area (watch for details about this assembly in the summer issue of *Going Places*).

Tourism Saskatchewan extends its appreciation to Tourism Talks attendees. Special thanks goes out to Shelley Pikowicz and her team at Waters Edge Eco Lodge, and to Maggie Doerksen, who assisted with planning the June 8 event for Carrot River area operators.

## See Picasso on the Prairies



*Remai Modern, architectural renderings of exterior (left), interior (top right), Riverview Room (bottom right)*

*"The artist is a receptacle for emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider's web."*

Pablo Picasso

Pablo Picasso, renowned Spanish painter, sculptor, ceramist, printmaker, poet, stage designer and playwright, experienced a lengthy career and a prolific outpouring of work. He produced an estimated 50,000 works of art during his lifetime (1881-1973). A complex and controversial figure, he explored many traditional styles and techniques, and pioneered new forms. Through his creativity, he responded to the world around him – its chaos, beauty and contradictions. Had Picasso travelled to Saskatchewan, he may have found inspiration in the dramatic landscapes and infinite skies above, in the colours, lines and shapes that shift from season to season, and in the potpourri of people and traditions.

More than 40 years after the master made his final brushstroke, Picasso has arrived in Saskatchewan in the form of over 400 linocut prints and ceramic pieces that he created. These works are part of the collection of the new Rемаi Modern museum, located in Saskatoon and scheduled to open in the fall. Its vaults will contain the world's largest and most comprehensive collection of Picasso linocut prints, created by the modernist master during the mid-20th century. The Picasso creations are among Rемаi Modern's 8,000-plus works, which include the legacy collection inherited from the Mendel Art Gallery.

Remai Modern is anticipated to be one of the most significant new art museum/tourism infrastructure projects in North America. Overlooking the South Saskatchewan River and downtown Saskatoon, the 130,000-sq. ft. gallery

makes a commanding statement with its bold, award-winning architecture. Its 11 gallery spaces, spread over four levels, will primarily showcase art from the 1950s to the present. The design also includes a 4,100-sq. ft. atrium, 147-seat theatre, outdoor terraces, meeting rooms and a 68-seat restaurant, operated by Oliver & Bonacini Hospitality.

Great stories have in common a cast of interesting characters and a sequence of auspicious events. Picasso was certainly a dynamic figure and considered, by many, to be the most important artist of the 20th century. But how did Saskatchewan become home to such a sizeable collection of his works? Through visionaries who have deep affection for the province.

Frederick Mulder, art dealer and philanthropist, spent his youth in Eston, and completed an undergraduate degree at the University of Saskatchewan. Doctoral studies took him to London, where the art world struck a chord and he established a career as a dealer in European printmaking created between 1470-1970. He bought his first Picasso print for 18£ while a student at Oxford. Later, he established a friendship with Hidalgo Arnero, who taught Picasso the linocut technique and owned a large collection of Picasso prints, as well as many of the proofs that are part of the printmaking technique.

Mulder was able to purchase prints missing from Arnero's collection through auction houses in New York and across Europe, as well as from Picasso's estate and heirs. Eventually, he would have 193 of the 197 distinct Picasso linocut subjects known to exist, and scores of working proofs. In 2012, he donated several prints to the University of Saskatchewan. While in Saskatoon for the announcement, Mulder was introduced to philanthropist Ellen Rемаi, who had already

pledged \$30 million to the new gallery project in Saskatoon through her Frank and Ellen Rемаi Foundation. A sale was negotiated, and the collection of 405 Picasso linocuts subsequently donated to the gallery that bears the Rемаi name.

Mulder discovered and contributed an additional print, bringing the total to 406. In 2014, he donated 23 ceramic works by Picasso to Rемаi Modern. In an interview with the *Saskatoon StarPhoenix*, Mulder shared his satisfaction at finding a home for the collection in the province where he spent his formative years. "For it to come to Saskatoon . . . [and] have an impact on the culture of the city, the province and indeed the country, that was a kind of wonderful thing that I didn't dream would happen when I was putting the collection together," he said.

"Ellen Rемаi is an extraordinarily generous and forward-thinking patron," Gregory Burke, Rемаi Modern Executive Director & CEO, said. "Through the Frank and Ellen Rемаi Foundation, she has provided not only \$16 million in capital costs and the world's leading collection of Picasso linocut prints, but also \$15 million (\$500,000 annually for 30 years) to enhance Rемаi Modern's exhibition program. This enables the museum to bring in major international shows."

Burke stressed the rare opportunity to see Picasso's work in context with the work of local, national and international artists. Adding to the visitor experience are friendly and engaging staff committed to offering outstanding customer service. "There will be something for people of all ages," Burke said. "We'll have reading and learning groups, films, cinema, performances, and thought-provoking exhibitions. We are intent on being a can't-miss-it destination."



## MESSAGE FROM THE CHAIR

Saskatchewan Tourism Week was proclaimed on May 28-June 3, corresponding with the national celebration of Tourism Week in Canada. The occasion brings profile to the industry's role in the economy and its significance as a major employer.

Saskatchewan Tourism Week also encourages citizens to explore the province, enjoy new discoveries and meet some of the people who make careers out of welcoming guests and providing them with memorable hospitality and experiences.

Festivities throughout Saskatchewan paid tribute to this important week for the industry. Flag raisings, public barbecues, open houses and free entry to parks were just some of the public offerings. New initiatives, such as the longtable dinner in Carrot River and photography tour of the southern badlands, showcased authentic qualities and features of this great province, and the kind of experiences that travellers are seeking.

Organizing Saskatchewan Tourism Week events each year requires dedication and creativity. Tourism Saskatchewan's Field Representatives play a significant part, along with community leaders and volunteers

across the province. To everyone who dedicated time and effort to making this week a success – thank you.

Likewise, there are many players involved in the annual Saskatchewan Tourism Awards of Excellence. Obviously, the nominees, finalists and award recipients are a focus and deserve accolades for their exceptional contributions to tourism. There are others to applaud – industry peers who assemble and submit the nominations, sponsors who make it possible to host a gala honouring the people who go above and beyond, and the team at Tourism Saskatchewan involved in organizing this and other events that bring industry together.

In addition to highlighting celebrations, this issue of *Going Places* features news about recent Tourism Talks, experiential tourism AWEshops and a pilot for Getting Your Event Off the Ground. There are Top Five Tips to consider and updates on marketing and product development activities, and on projects involving STEC. Enjoy.

*Norm Beug*

## Saskatchewan Tourism Week celebrated May 28-June 3



*Farm to Table dinner, Carrot River  
Photo by Susan McNeil, Nipawin Journal*



*History and photography tour of Mankota/Grasslands  
National Park*



*Saskatchewan Tourism Week barbecue, Watrous*

Communities throughout Saskatchewan celebrated Saskatchewan Tourism Week with nearly 20 events. Public barbecues, community tours, flag-raising ceremonies, open houses, and contests and promotions acknowledged the week that was officially proclaimed by the Government of Saskatchewan.

Festivities in the north included barbecues in Spiritwood, hosted by Northern Lakes Economic Development Corporation, and La Ronge at the Woodlands & Waterways Regional Visitor Centre. In Meadow Lake, Saskatchewan Tourism Week was proclaimed at a City Council meeting.

Flags were raised at ceremonies in North Battleford and Battleford to celebrate Saskatchewan Tourism Week in the west central area.

The east central area was buzzing with activity. Hudson Bay Regional Park and Hudson Bay Heritage Park offered free entry on designated days. Visitors to the Hudson Bay Museum were treated to cake and refreshments. A new geocache series was promoted, bringing the total of geocaches in the Hudson Bay area to 18.

The Watrous Manitou Marketing Group, in partnership with the Watrous and Area Arts Council, hosted the annual Saskatchewan Tourism Week barbecue in Cenotaph Park on May 31. More than 240 residents and visitors were served, and the event raised over \$1,200 for the arts council. Humboldt's 107.5 BOLT FM was on-location, promoting the importance of tourism to its listeners.

Melville kicked off a week-long schedule of events with an open house, barbecue and car show at the Melville Tourism Centre. Golfers enjoyed a free round at Melville Golf & Country Club on May 29. Melville Millionaires baseball players hosted a meet and greet at the Terry Puhl Batting Cages on May 30. Tours of the Melville Railway Museum and a scavenger hunt at the Melville Heritage Museum were offered mid-week. Saskatchewan Tourism Week concluded with free fishing at the Melville Centennial Trout Pond and swimming at the Melville Swimming Pool.

In Carrot River, a Farm to Table dinner was hosted at Rudy's Fruit & Vegetable Farm. The longtable gathering featured local fare, upscale dining and a unique Ukrainian cultural experience. Thirty diners enjoyed the five-course meal prepared by Chefs Michael Brownlee and Brooklyn Belair.

A meet and greet at Harbor Golf Club and Resort was among activities in the south. The event, hosted by Lake Diefenbaker Tourism, launched a new Ambassador Program.

Cypress Hills Destination Area, in partnership with Mankota Tours, Wendy Nuttall Photography and Prairie Dog Tours, offered a free Mankota/Grasslands National Park history and photography tour. Departing from the Swift Current Museum, the full-day tour gave the 10 participants a "behind-the-scenes" look at some of the most historically significant places in southwest Saskatchewan.

# TOURISM SECTOR HONOURED AT 28TH ANNUAL SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE



Saskatchewan's tourism sector honoured businesses and individuals at the 28th annual Saskatchewan Tourism Awards of Excellence Gala, which was celebrated in Saskatoon on April 5 at the Sheraton Cavalier Saskatoon Hotel.

The gala has become a yearly showcase of achievement, bringing together representatives from every corner of the province and from a diverse range of businesses and attractions to pay tribute to the accomplishments of their colleagues in the industry. More than 280 tourism stakeholders gathered for the celebration that coincided with the HOST Saskatchewan Conference.

A 15-person external panel selected the 33 finalists and 11 award recipients. The recipients of the Tourism Builder Award were chosen by a panel of select industry veterans, a member of Tourism Saskatchewan's Board of Directors and a member of its Executive Leadership Team.

The winners of the Saskatchewan Tourism Awards of Excellence for 2016 are:

## ROOKIE OF THE YEAR AWARD

Sponsored by the Saskatchewan Roughrider Football Club

## SERVICE EXCELLENCE AWARD

Sponsored by the Saskatchewan Chamber of Commerce

## TOURISM EMPLOYEE OF THE YEAR AWARD

Sponsored by Harvard Broadcasting Regina

## TOURISM EMPLOYER OF THE YEAR AWARD

Sponsored by Transcontinental Printing



**Cowtown Kids Toy & Candy, Maple Creek**  
(Left to right): Steve Mazurak (Saskatchewan Roughrider Football Club), Bob and Kara Siemens (Cowtown Kids Toy & Candy)



**Skyxe Saskatoon Airport, Saskatoon**  
(Left to right): Shawna Nelson (Saskatchewan Chamber of Commerce), Stephen Maybury (Skyxe Saskatoon Airport)



**Kristine Scheller, Cypress Hills Destination Area, Maple Creek**  
(Left to right): Kristine Scheller (Cypress Hills Destination Area), Rob Lozinski (96.3 Cruz FM)



**Park Town Hotel, Saskatoon**  
(Left to right): Renato Casello (Transcontinental Printing), Terry Verbeke (Park Town Hotel)

## GIL CARDUNER MARKETING AWARD

Sponsored by Phoenix Group

## FRED HEAL TOURISM AMBASSADOR AWARD

Sponsored by Wanuskewin Heritage Park

## TRAVEL MEDIA AWARD

Sponsored by Vendasta

## COMMUNITY EVENT OF THE YEAR AWARD

Sponsored by the Saskatchewan Arts Board



**Royal Saskatchewan Museum, Regina**  
(Left to right): David Bellerive (Phoenix Group), Ray Poulin (Royal Saskatchewan Museum)



**Angela Schmitt, Redwillow Outfitting, Carrot River**  
(Left to right): Angela Schmitt (Redwillow Outfitting), Jenaya Diehl (Wanuskewin Heritage Park)



**Ashlyn George, Saskatoon**  
(Left to right): Jeff Tomlin (Vendasta), Ashlyn George



**Country at the Creek Music Festival, Big River**  
(Left to right): Jeanette Wicinski-Dunn (Country at the Creek Music Festival), Pamela Acton (Saskatchewan Arts Board)

**MARQUEE EVENT OF THE YEAR AWARD**  
Sponsored by CTV



**SaskTel Saskatchewan Jazz Festival, Saskatoon**  
(Left to right): Jeremy Dodge (CTV), Jacqueline Conway (SaskTel Saskatchewan Jazz Festival)

**BUSINESS OF THE YEAR AWARD (Under 20 Full-time Employees)**  
Sponsored by the Saskatchewan Indian Gaming Authority



**Saskatchewan Sports Hall of Fame, Regina**  
(Left to right): Zane Hansen (SIGA), Linda Burnham (Saskatchewan Sports Hall of Fame)

**BUSINESS OF THE YEAR AWARD (Over 20 Full-time Employees)**  
Sponsored by The Western Producer



**Park Town Hotel, Saskatoon**  
(Left to right): Terry Verbeke (Park Town Hotel), Neale Buettner (The Western Producer)

**20-YEAR SPONSOR AWARD**



**Saskatchewan Arts Board**  
Pamella Acton, Chair

**TOURISM BUILDER AWARD**  
Sponsored by Tourism Saskatchewan



**Trent Fraser, Regina**  
(Left to right): Trent Fraser, Norm Beug (Tourism Saskatchewan Board of Directors)



**Irene LeGatt, Saskatoon**  
(Left to right): Irene LeGatt, Norm Beug (Tourism Saskatchewan Board of Directors)



**Steve McLellan, Regina**  
(Left to right): Steve McLellan, Norm Beug (Tourism Saskatchewan Board of Directors)

Detailed information regarding each category winner is available at [IndustryMatters.com](http://IndustryMatters.com).

Thank you to the following individuals who embraced the challenge of selecting the finalists and recipients of the Saskatchewan Tourism Awards of Excellence for 2016. To avoid potential conflict of interest, Award Selection Committee members were not included in the selection process when their own companies were nominated in a category (business or individual).

- Jim Bence, Saskatchewan Hotel & Hospitality Association, Saskatoon
- Tanya Callaway, Western Development Museum, Saskatoon
- Vickie Clarke, Saskatchewan Polytechnic, Saskatoon
- Sandra Jackle, Regina Exhibition Association Limited, Regina
- Sandra LeBarre, Naicam
- Brendan Manz, Watrous Manitou Marketing Group, Watrous
- Natalie Matheson, Waskesiu Marina Adventure Centre, Waskesiu Lake
- Vance McNab, Saskatchewan Indian Gaming Authority, Saskatoon
- Grace McTavish, Sarah's Cove Condo Rentals, Elbow

- Jackie Moore, Tourism Swift Current, Swift Current
- Niki Nagy, Weyburn Chamber of Commerce, Weyburn
- Kathy Palidwar, Nipawin
- Neil Sawatzky, RuBarb Productions, Moose Jaw
- Patty Schweighardt, Radisson Hotel Saskatoon, Saskatoon
- Olivia Shumski, Heritage Saskatchewan, Regina
- Brian Swidrovich, Saskatoon
- Dan Toppings, RCMP Heritage Centre, Regina
- Mary-Anne Wihak, Ministry of Parks, Culture and Sport, Regina



# Selling Saskatchewan

## Spring advertising campaign targets Saskatchewan and Alberta travellers



*Clockwise from top left: Prairie River Cruises, Village Guitar & Amp Co., Saskatoon Farmers' Market, Drift Sidewalk Café*

Tourism Saskatchewan's spring television and online advertising campaign was launched on April 10 in Saskatchewan and Alberta. The television component had a two-month run, while online promotion ended June 18. A new television commercial, edited in 30-second and 60-second versions, alternated with an existing spot created for the 2016 spring advertising campaign. The new commercial, filmed in Saskatoon, has an urban flavour and was designed to appeal to millennial travellers (born between 1980 and 1996). The alternating commercial is set in Prince Albert National Park (PANP) and focuses on family camping.

Television advertising generated more than 19 million impressions in Alberta and over four million in Saskatchewan. This summer, the urban-themed commercial will play during select broadcasts of Canadian Football League games.

The online program generated approximately 11 million impressions in Alberta and more than six million in Saskatchewan. Efforts to reach these consumers included display advertising, pre-roll video and social media engagement, via mobile and desktop formats.

Online activities targeted two defined audience groups: new experience seekers and familiarity seekers. Who are they? As the name suggests, new experience seekers are eager to explore unfamiliar locations and make new discoveries. They rarely visit a destination twice and enjoy a variety of outdoor activities. Familiarity seekers, on the other hand, value continuity. Travel may be a family tradition and annual getaways, often to the same or similar locations, and are sources of meaningful memories with friends and family.

Influencing different types of travellers requires different approaches. New experience seekers who visited [TourismSaskatchewan.com](http://TourismSaskatchewan.com) were directed to information about PANP and Grasslands National Park, as well as to pages that feature canoeing, food and drink, city experiences and music festivals. Familiarity seekers were directed to stories about camping, family-friendly parks, national historic sites, urban family experiences and beaches. Landing page visitors were also retargeted with additional messaging.



## Saskatchewan fishing adventures promoted through National Angling Program

Tourism Saskatchewan's involvement in Destination Canada's (DC) National Angling Program has driven nearly 18,000 visits to the fishing pages of [TourismSaskatchewan.com](http://TourismSaskatchewan.com), and generated more than 17.6 million consumer impressions for sport fishing in Saskatchewan. The program is part of DC's Connecting America initiative, designed to "raise America's awareness of Canada as a travel destination." Provincial and territorial partners in the co-operative marketing program include Tourism Saskatchewan, the Ontario Tourism Marketing Partnership Corporation, Travel Manitoba and Northwest Territories Tourism.

The overall program generated 53 million impressions in support of Canada's freshwater fishing experiences and reached roughly 20 million U.S. angling enthusiasts. Online advertising generated over 13 million impressions for Saskatchewan, with an average click-through rate of .17 per cent. Nearly 9,000 visits to [TourismSaskatchewan.com](http://TourismSaskatchewan.com) involved searches for the *Saskatchewan Fishing & Hunting Guide*, as well as for fishing packages and Saskatchewan fishing outfitters listed on the website.

A partnership with In-Fisherman TV brought host Doug Stange and two film crews to northern Saskatchewan in 2016. Shows featuring their adventures, fishing for northern pike, walleye and lake trout, help to drive awareness of Saskatchewan as a premium freshwater fishing destination. Three Saskatchewan segments were each broadcast four times per week during the period of December 1, 2016-March 31, 2017, and reached an estimated 828,000 viewers. The episodes continue to be available online at [In-fisherman.com/tv/](http://In-fisherman.com/tv/).

## Saskatchewan represented at popular outdoor shows and consumer marketplaces

For the second consecutive year, Tourism Saskatchewan represented the province at the Great American Outdoor Show in Harrisburg, Pennsylvania, from February 4-12.

Show attendance averages 200,000 visitors each year – hunters and anglers from surrounding states, including Delaware, Maryland, Massachusetts, Michigan, New York, Ohio and West Virginia. The outfitted fishing market strategy, delivered by Southwick Associates in 2015, identified these states as a strong market for promoting Saskatchewan's impressive fishing experiences. The province boasts some of the best freshwater fishing in North America – huge northern pike and trophy walleye are at the top of anglers' dream adventures.

Tourism Saskatchewan was joined by four industry partners, who accessed the Consumer Marketplace Partnership Funding Program to attend the nine-day show. Pat Babcock, owner of Cree River Lodge, shared some of the satisfying outcomes, including bookings in 2018 by several new clients. "The added benefit of Tourism Saskatchewan having a booth at this show provided us with additional coverage, and we credit their attendance with a few of our bookings. We continue to receive inquiries as a result of our involvement in the Consumer Show Partnership Program and the Travel Media Program," Babcock said.

Indian Head Lodge owners Bobby McGovern and Steve Halstead worked with Kelly Brezinski, Tourism Saskatchewan Consumer Market

Consultant, to identify shows that are an ideal fit. "Being new lodge owners, we had many questions about the various fishing and outdoor shows. The Kansas City Boat & Sportshow, in January, was a fantastic opportunity. We had a great response and received many great leads that will turn into bookings," they said.

The Consumer Marketplace Partnership Funding Program provides support for operators, destination marketing organizations and city marketing organizations to attend consumer shows to increase awareness, visitation and expenditures through the promotion of their tourism destination, attraction, event or experience. For information, contact Kelly Brezinski at 306-787-2219, [kelly.brezinski@tourismsask.com](mailto:kelly.brezinski@tourismsask.com).

## TRAVEL MEDIA HIGHLIGHTS

### Facing Waves captures the thrill of Saskatchewan whitewater experiences

Last year at this time, Tourism Saskatchewan's Travel Media team was making arrangements with Heliconia, producer of the *Facing Waves* television series, to bring a production crew to the province for the 2016 Saskatchewan Whitewater Festival. The festival is the effort of Ric Driediger and his team at Churchill River Canoe Outfitters (CRCO), based in Missinipe. The company was pivotal in planning the week-long shoot with the show's producers. Driediger and CRCO guides Nick Bergen, Dan Driediger, Andrea Nelson and Kevin Schultz, along with Randy Nelson from Twin Falls Lodge, took the *Facing Waves* crew on an adventure that included the three-day whitewater challenge, plus a multi-day canoe trip along the Churchill River.

*Facing Waves* is the only television series solely dedicated to covering paddlesports – canoeing, rafting, sea kayaking, stand-up paddling, surf adventures and whitewater kayaking. Its personalities and crews travel the world to explore new destinations and share time and adventures with locals. The series features 30-minute episodes, broadcast in the United States on Outside Television and FOX Sports Network, and in 44 countries on the Nautical Channel.

Based in Ontario, Heliconia works with some of the world's top tourism authorities and produces five shows that air on NBC Sports, Sportsman Channel, FOX Sports, Outside Television and World Fishing Network. The popularity of its online videos is evident in the numbers – over 187,000 YouTube subscribers and 48 million views.

*Paddling Saskatchewan* was the third episode in Season 5 of *Facing Waves*, and aired May 15-June 10. The episode will be available for free unlimited viewing on CarbonTV and [FacingWaves.com](http://FacingWaves.com). Segments will also run on Heliconia's PaddleTV channel on YouTube. *Paddling Saskatchewan* is estimated to reach a minimum audience of 1.06 million viewers.

The partnership with the company yielded photography permitted for use on Tourism Saskatchewan's website and social media channels, and in print materials.

The 2017 Saskatchewan Whitewater Festival takes place from June 30-July 2.



*Facing Waves* paddles the Churchill River

## Building travel trade relationships brings profile and visitors to Saskatchewan

Tourism Saskatchewan's Travel Trade professionals know, from experience, that there are two important considerations when working with the travel trade: 1) worthwhile projects take time; and 2) relationship building is key.

They refer to the partnership with Swiss-based tour operator Knecht Reisen as the perfect example. The first meeting with this company was in March 2014 at International Tourism Bourse (ITB), which is held annually in Berlin. Regular discussions occurred afterward and a solid relationship was forged. Finally, a combined Saskatchewan/Alberta FAM trip was scheduled for the spring of 2017. Two Knecht Reisen product managers, Michael Boetschi and Robin Engel, were hosted for five days in May. With the help of industry in The Battlefords, Prince Albert National Park and Saskatoon and area, an itinerary was planned that treated the guests to urban experiences, adventures in nature and a glimpse of Saskatchewan history and culture. The trip provided these guests an appreciation of Saskatchewan hospitality and travel offerings.

Following Rendez-vous Canada in May, Tourism Saskatchewan played host to two tour operators from Germany. Henrike Baum, product manager with SK Touristik, enjoyed her first visit to Saskatchewan. She documented her trip through an online blog, sharing her experiences with approximately 6,000 consumers who follow the company on social media. Tourism Saskatchewan values its long-standing partnership with SK Touristik, a key international account. The company boasts the largest Canada travel program in the German market and currently includes several Saskatchewan operators in its sales offerings.



Patrick Schreiber (Meso Reisen) and Henrike Baum (SK Touristik) hosted on Saskatchewan FAM

Meso Reisen is a travel agency that also operates as a small tour operator. Product manager Patrick Schreiber was another first-time visitor to Saskatchewan, and appreciated the hospitality that he encountered in Regina and Saskatoon, throughout the Cypress Hills Destination Area, and at La Reata Ranch. Tourism Saskatchewan first connected with Schreiber at ITB in March. Saskatchewan tours were not listed among Meso Reisen's tours. This fact quickly changed after a productive meeting that "sold" Schreiber on visiting Saskatchewan and led to Meso Reisen listing two new fly/drive itineraries in 2018. German travellers will have the selection of two-week or three-week trips that explore different routes through Alberta and Saskatchewan.

What's ahead this fall? Tourism Saskatchewan will participate in the Canada Specialist Mega FAM, a Destination Canada initiative held every two years. Saskatchewan will welcome 12 trade specialists from the United Kingdom and Germany. From September 30-October 4, the guests will tour Saskatoon and Prince Albert National Park.

## TOP FIVE TIPS FOR WORKING WITH TRAVEL INFLUENCERS

Positive, reputable third-party endorsements of your tourism business, attraction or event can generate widespread exposure and reach new markets that may be interested in your products. Just as consumers have infinite choices to consider when planning a vacation, tourism operators have options to work with travel personalities who value firsthand experiences, have a large fan base and can spread the word about a destination. Here are a few tips to help you develop a relationship that is a win-win.

### 1. UNDERSTAND AND CLARIFY YOUR NEEDS

Is your interest in hosting travel media or working with a travel influencer? Both generate exposure, but function differently and have different outcomes. Travel writers and media representatives investigate and create stories for the purpose of publishing in related journals or broadcasting on travel networks. Influencers craft online blogs and stories from their firsthand experiences, and their testimonies are supported by videos and photography. Generally, partnerships with influencers allow for materials to be shared across the operator's channels. That means additional, quality content (stories, photographs and video) that you can access.

### 2. DO YOUR HOMEWORK

Researching the market might seem overwhelming. A Google search of popular Saskatchewan travel influencers and Instagrammers is a good starting point. Ask around, consider the activities of industry colleagues or a local destination marketing organization. Check out [TourismSaskatchewan.com/blog](http://TourismSaskatchewan.com/blog) for ideas.

### 3. CONSIDER BRAND ALIGNMENT

When you have identified one or two influencers whose work appeals to you, take a closer look. Do the stories and imagery that they are displaying via their channels align with your business and brand? Would your

product offerings appeal to their followers? A simple inquiry to the influencer may tell you more about their priorities and the interests of their fans. Also, ensure that the experiences and photo opportunities that you can provide are a fit.

### 4. ASSESS QUALITY AND PERSONALITY

Working with an influencer who tells an authentic story on your behalf will pay dividends. Before you make a commitment, take a second or third look at how they share their accounts, and at the quality of the content. You are not just working with the influencer to use their followership and photography/storytelling skills. As soon as they post, they are also responding to comments on their content. Consider how they engage with their followers. Do their activities align with your values? Do they have a personality that you want representing your brand?

### 5. EXAMINE NUMBERS AND ENGAGEMENT

Large numbers are great, but what do you know about an influencer's followers? Who are they? Where are they located? Are they the right demographic for your product? Another important consideration is how followers are engaging with the content that is being posted. Are they participating in the conversations? Do their comments indicate an interest in products or experiences similar to yours? Do the influencers receive a high number of likes?

Check out [TourismSaskatchewan.com/blog](http://TourismSaskatchewan.com/blog) for travel observations by Tourism Saskatchewan professionals, as well as stories and photography contributed by a number of third-party travel influencers. For information about this project, contact Carla Young at 306-787-0981, [carla.young@tourismsask.com](mailto:carla.young@tourismsask.com) or Alexandra Cunningham at 306-787-2643, [alexandra.cunningham@tourismsask.com](mailto:alexandra.cunningham@tourismsask.com).

# In the Spotlight

Recipients of the Saskatchewan Tourism Awards of Excellence earn their place in the spotlight by demonstrating exceptional work and a commitment to treating visitors to great service and experiences. Throughout the year, *Going Places* profiles those who took top honours at the Saskatchewan Tourism Awards of Excellence gala in April 2017. In this issue, Tourism Saskatchewan salutes three award winners.



## **Cowtown Kids Toy & Candy, Maple Creek, Rookie of the Year Award**

*Sponsored by the Saskatchewan Roughrider Football Club*

Housed in a heritage building on Maple Creek's Main Street, Cowtown Kids Toy & Candy is the largest independent toy store in Saskatchewan. Its focus is on selling only traditional and nostalgic toys of impeccable quality. A visit to the store is a delight for children but also for parents and grandparents who are able to reminisce about their own childhoods. The low-tech product lines include the largest puzzle display and selection in western Canada. An entire secondary building is dedicated to children's books. Cowtown Kids Toy & Candy is the brainchild of businessman and father Bob Siemens. Seeing opportunity in Saskatchewan, Siemens sold his assets in British Columbia to start a new life with his family in the Cypress Hills area. Since opening in 2015, the business has become a tourism anchor in downtown Maple Creek, and its sales have been three times greater than initially projected.

## **Kristine Scheller, Cypress Hills Destination Area, Maple Creek, Employee of the Year Award**

*Sponsored by Harvard Broadcasting*

Kristine Scheller is the Administration and Finance Manager of Cypress Hills Destination Area Inc. (CHDA). Scheller has been employed by CHDA since 2011, when the organization was just a pilot program. She was the first staff member hired. Over the last six years, Scheller has provided the base from which the organization operates and has been an invaluable member of the team. She has consistently taken on tasks that challenge her abilities and has repeatedly gone "above and beyond" in her duties, from co-ordinating membership events and taking visitors on tours of the area to providing additional support during transitional periods of the organization. Through her energy and dedication, Scheller has been a tireless ambassador for the Cypress Hills area.

## **Park Town Hotel, Saskatoon, Employer of the Year Award**

*Sponsored by Transcontinental Printing*

The Park Town Hotel is a 59-year-old business located in downtown Saskatoon. With over 170 employees, the property operates on an ethos of excellence in customer service. In 2016, the hotel won the Better Business Bureau of Saskatchewan's Torch Award for Business Ethics, as well as the ABEX Priority Focus for Immigration Award. The Park Town Hotel recognizes that its success and longevity stems from the support and loyalty of its employees. As such, the hotel is committed to providing the best quality of life possible for its staff, both within and outside the workplace. The results can be seen in its high retention rate and the number of staff members who have worked there for more than 15 years. Employees are recognized and rewarded for positive customer feedback. Training through Park Town University is offered to every department. Many employees have received certification as tourism professionals through Saskatchewan Tourism Educational Council programs.

# In Development

## Pilot project workshop engages event organizers



SaskPower Windscape Kite Festival, Swift Current



Ness Creek Music Festival, Big River

Tourism Saskatchewan piloted Getting Your Event Off the Ground, the first component in its series of event planning workshops, on April 28 in Regina. Invitations to participate were sent to a number of community-based tourism events. Sixteen participants were on hand for the half-day session, and represented the following: Calling Lakes Brand Development Committee (Fort Qu'Appelle), City of Humboldt, City of Regina, Fête Fransaskoise Festival/Conseil cultural fransaskois, Living Sky Casino (Swift Current), Mid Summer's Art Festival (Fort Qu'Appelle), Painted Hand Casino (Yorkton), Parks Canada/Batoche National Historic Site, Saskatchewan Broomball Association, Saskatchewan Cycling Association, Skate Canada - Saskatchewan and The Caring Place (Regina).

Sandra Butel, CEO of the Regina Folk Festival and a certified event professional, facilitated the workshop. Butel served on the industry validation committee that helped to develop the content of the refreshed introductory workshop. She worked alongside of Tourism Saskatchewan and Saskatchewan Tourism Education Council professionals, and undertook Facilitator Skills Development Training to prepare for delivering this and upcoming sessions.

Workshop attendees tested the new participant manual, which lists the course objectives. These range from developing a clear understanding of the steps for defining target audiences and the purpose of the event to building the skills to complete a business plan and identify critical planning elements. An additional exercise involved developing vision and mission statements.

By the end of the course, participants had the knowledge to:

- Classify events and attractions within their community
- Classify target audiences (Who?) and the purpose (Why?) for the event, and identify the remaining basic elements – What? Where? When? and How?
- Complete an event business plan template (provided among the course materials)
- Map a critical path for their specific event

Julie Bedel attended on behalf of the Mid Summer's Art Festival, which has benefitted from involvement in Tourism Saskatchewan's Event Hosting Program. Bedel acknowledged several positive takeaways from the workshop.

"It reinforced the effectiveness of the strategic plan that we have been following, and provided hints for improvement. For example, the activity on themes offered great ideas for keeping our festival fresh," she said. Bedel stressed the challenge of organizing a yearly event and offering something unique and different that will maintain local interest, as well as attract visitors from outside of the community.

Elodie Colombet Rosa, who represented the Fête Fransaskoise Festival, held annually at Pike Lake Provincial Park, echoed how the workshop reinforced efficiencies already in place and identified beneficial practices that can be easily implemented. "The workshop helped our festival committee realize that we are heading in the right direction on both organization and marketing levels. It also gave us great tools and advice, as well as short-term and long-term objectives to consider," Rosa said.

Getting Your Event Off the Ground will be available to industry in the fall. For information about the workshop series, contact Kari Burgess at 306-933-5913, [kari.burgess@tourismsask.com](mailto:kari.burgess@tourismsask.com).

## Event Hosting Program spring intake supports a diverse range of activities

Funding was approved for 27 festivals, events and conferences that applied to the Event Hosting Program spring intake, which closed March 31. Applications are adjudicated based on criteria in the four categories: Community Annual Tourism Events, Marquee Annual Tourism Events, National and International Tourism Events and Special Tourism Projects. The following are select examples of upcoming events that are among the successful applicants.

### All Folk'd Up Music Festival, Montmartre, July 7-9, 2017

The All Folk'd Up Music Festival is held annually in Kemoca Regional Park, adjacent to Montmartre. The festival is an impressive showcase of talent, and capitalizes on its rural outdoor setting and small-town hospitality to bring together family and friends for three fun-filled days. More than 70 per cent of programming has a Saskatchewan connection.

### RuBarb Summer Theatre Festival, Moose Jaw, July 20-August 20, 2017

Offering diverse, wholesome entertainment, RuBarb Productions works with professional artists from across Canada to deliver high-quality performances that will have audiences falling in love with live theatre. RuBarb Summer Theatre Festival features productions of *The Importance of Being Earnest* and *My Fair Lady*, and programming components that include Broadway in the Park, Opera Under the Stars, lunchtime concerts and more.

### 87th Annual Congress of the Humanities and Social Sciences, Regina, May 26-June 1, 2018

The congress is the convergence of annual conferences for the more than 70 scholarly associations representing 160 universities and colleges from across Canada. Anticipated attendance is 8,000 delegates, making this assembly the largest conference in Regina's history.

September 30 is the deadline for the Event Hosting Program fall intake. Application forms are available on [IndustryMatters.com/event-hosting-program](http://IndustryMatters.com/event-hosting-program). If you have questions about the application process, contact Tyler Lloyd at 306-787-5525, [tyler.lloyd@tourismsask.com](mailto:tyler.lloyd@tourismsask.com).

## Regina tourism attractions venture Into Left Field

Tourism Saskatchewan hosted its fourth experiential tourism AWeshop on May 2-3 in Saskatoon. Consultants Jill Vandal (the Tourism Company) and Chris Hughes (BC Hughes Tourism Consulting) designed and facilitated the session that involved six tourism industry partners from Regina.

Like the name suggests, AWeshops are a cut above traditional workshops and immerse participants in an approach to experiential tourism development that Vandal and Hughes have termed Into Left Field. Left Field philosophy stresses unconventional thinking and focusing on the small details to create unexpected moments of awe for guests.

AWeshops are designed as two-day, fully immersive assemblies that take participants out of their familiar environment to ensure uninterrupted focus on creativity and on identifying unique tourism product offerings that will enrich visitor experiences. A session held in early 2016, for example, hosted a group of operators from northern Saskatchewan. Later in the year, two AWeshops were held in

Moose Jaw for operators from Saskatoon and from the Cypress Hills Destination Area.

The Saskatoon AWeshop began with examining Saskatchewan's tourism landscape, reviewing terms and definitions and introducing Left Field concepts. A critical step in the process involves identifying and examining visitor touch points. What are touch points? They are the connections a business or experience makes to consumers through the senses – sight, sound, smell, taste and touch. They occur at every stage in the business/client relationship, from initial contact to onsite interaction to post-visit follow-up.

Participants embraced their role as travellers and witnessed experiential tourism in action during a Fired Up Solar Supper at Solar Gardens, the Living Art Company. The evening was hosted in partnership with Black Fox Farm & Distillery. Both businesses are located outside of Saskatoon, and offer authentic experiences that showcase Saskatchewan products.



*AWeshop evening hosted at Solar Gardens, The Living Art Company*

Day 2 of the agenda focused on The Six Steps to Build AWethentic Saskatchewan Experiences and challenged participants to imagine new product concepts to wow their guests. Professionals in Tourism Saskatchewan's Product Development department were on hand to assist with the exercise.

Vandal, Hughes and the Product Development team will continue to work with the participants to advance ideas for immersive, engaging tourism product offerings.

## Downward Goat Yoga springs out of AWeshop experience

Dana Hassett, co-owner of Grotto Gardens Country Market, in Maple Creek, appreciated the opportunity to be a part of Tourism Saskatchewan's experiential tourism pilot project and attend an AWeshop in Moose Jaw in 2016. She ventured in with a seed of an idea that would take root and develop into Downward Goat Yoga.

"A friend sent a link to a story about goat yoga taking place in Oregon," Hassett said. "I filed it away in the back of my mind and it came forward in the workshop when we were asked to brainstorm 'left field' ideas."

Grotto Gardens Country Market already had the main features in place for this particular yoga practice. Nubian goats and Nigerian Dwarf goats delight visitors to the family-owned Saskatoon berry orchard and bakery that opened in 2016. The operation was among the finalists honoured at the Saskatchewan Tourism Awards of Excellence Gala in April, nominated for Rookie of the Year.

Hassett acknowledged the benefits of AWeshop participation and the one-on-one coaching that followed and enabled the project to advance

from the idea stage to product launch in just a few months. In addition to working with AWeshop facilitator Chris Hughes and with Product Development staff, Hassett received encouragement and support from the Cypress Hills Destination Area.

A formal announcement of the program in the spring generated widespread media coverage, as well as inquiries and bookings. The first class of Downward Goat Yoga was held in May, almost a month earlier than anticipated. Social media activities are creating curiosity about the classes, described as a unique blend of physical activity and pet therapy. "With each posting of photographs and videos clips of class demonstrations, we get a few more registrants the next day," Hassett said. "All the comments on Facebook have been positive. People crave a true, authentic experience and our Downward Goat Yoga seems to be an adventure that they want."

Visit [grottogardens.ca](http://grottogardens.ca) to discover more about Downward Goat Yoga.



## New web map encourages Saskatchewan tasting tours

Saskatchewan is repeatedly making headlines for its superior craft alcohol products and award-winning micro-brewers and distillers. A new, interactive web map will lead to interesting discoveries of the people and products that are gaining attention.

The map, located on [saskdrinks.com](http://saskdrinks.com), will showcase members of the Saskatchewan Craft Brewers Association and the Saskatchewan Artisan Wine and Spirits Association. Partners at the table with these associations include Tourism Saskatchewan, Tourism Saskatoon and Economic Development Regina Inc.

Shawn Moen, secretary of the Saskatchewan Craft Brewers Association and co-owner of 9 Mile Legacy Brewing Company, explained that the functionality will be similar to Google Maps, but with an artistic design. "Inspiration was taken from other craft jurisdictions," Moen said. "You see really fun, interactive maps if you go to places like Portland. Ours is going to rank up there with some of the more creative versions."

Clicking on a business's logo will bring up information about the products, as well as links to social media activities. Additional icons on the map will redirect to tourism information.

Moen added that the map emphasizes the expanding craft landscape in Saskatchewan. "It shows that we are an industry, not just individual competitors, which is an important message to send," he said. "My hope is that consumers will use the map to go on beverage tours in Saskatchewan. If we are able to achieve this, we are doing more than just benefiting individual businesses, we are growing an industry. Consequently, that industry growth will contribute to tourism growth for the province."

# STEC News

## Employers and workers benefit from pursuing trade certification

Among 49 designated trades in Saskatchewan, three are available to tourism and hospitality workers. Interprovincial Red Seal Cook is one of the most common and longest-recognized tourism trades. Since 1997, Saskatchewan workers also have been able to certify as journeypersons in Food and Beverage Person and Guest Services Representative trades.

Trade certification is an important way for a worker to demonstrate proficiency in their field. "Employees get a designation that is very well recognized as a standard," Jeff Ritter, CEO of the Saskatchewan Apprenticeship and Trade Certification Commission (SATCC), said. "It proves that they have honed the necessary skills in their designated trade. Journeyperson status confirms a high level of professionalism, skill, ability and commitment. It opens doors for career advancement. The status of a journeyperson is recognized by just about all employers throughout Canada."

For employers, supporting certification opportunities is a proven way to increase employee satisfaction and engagement, boost productivity and reduce turnover. It sharpens a business's competitive edge and makes a positive impression on clients and job seekers.

"Organizations that are committed to their employees are viewed as desirable places to work. By encouraging certification, employers are cultivating that supportive kind of environment, one that's going to make it easier to recruit and, more importantly, retain the right employees."

"People also play a role in training and overseeing the company's next generation of workers," Ritter added. "Certification helps guarantee a company's long-term competitiveness because it demonstrates to potential clients that your employees possess the skills and abilities to do high-quality work."

Apprenticeship is widely understood as a partnership between an employer and employee to provide work-based education. Tourism apprenticeships bring the Saskatchewan Tourism Education Council (STEC) into the picture as the body that delivers the recognized, standards-based training required for journeypersons. Ritter acknowledged the long-standing partnership and the role that STEC plays as the liaison with the industry to ensure that the on-the-job training component meets the requirements that are set up by the SATCC. "It's a really close, co-operative relationship," he emphasized.

## Supported Tourism Apprenticeships for eligible employees



Supported tourism apprenticeships are available the Guest Services Representative and Food and Beverage Person trades. The cost within the Supported Tourism Apprenticeship program is \$570 for tuition and \$175 for an indentureship fee. Unsupported, a self-directed tourism apprenticeship is \$2,100, plus the indentureship fee. To be eligible, each employee must have completed a minimum of 3,000 hours of trade experience, be 18 years of age or older, and meet basic literacy and numeracy requirements by the time they enter into the program. Trade experience hours can be from multiple employers.

Apply by August 31 to take part in this year's Supported Tourism Apprenticeship program, which runs from September 1, 2017- May 31, 2018. For more information, contact Kari Burgess at 306-933-5913, [kari.burgess@tourismsask.com](mailto:kari.burgess@tourismsask.com).

## Committed partners recognize the value of Ready to Work

Ready to Work, introduced by STEC in 1994, has helped more than 5,000 people enter into and contribute to Saskatchewan's workforce. The success of the program and its participants can be largely credited to supportive employers. Many have a long-standing relationship with the program and recognize its value as a source of skilled graduates who are, in fact, ready to work. These businesses, in turn, provide rewarding jobs, along with further training and skill development opportunities.

Athabasca Catering LLP has long supported Ready to Work. The company provides camp services in northern communities and remote locations, and employs hundreds in food services and hospitality occupations.

Rob Campbell recently concluded a six-year career at Athabasca Catering, which involved roles as guest experience manager and division

manager at various locations. He is also a training facilitator and certified hotel general manager with more than three decades of experience in hospitality management. Campbell knows what employers need, and recognizes that the job coaching and mentoring that follows 12 weeks of Ready to Work classroom training sets the participants up to succeed.

"Facilitators and job coaches are really good at reaching out to employers and sending us resumés. They know what we're looking for," Campbell said, emphasizing that Ready to Work participants understand the nature of the work and what the jobs require in terms of skills and ability. He also acknowledged STEC's continued involvement, maintaining relationships with the graduates after they have been hired.

Athabasca Catering is committed to providing employment opportunities to First Nations

people in the north and in communities where the company provides services. "Employers need to see that there is a really large, non-traditional workforce available to them," Campbell said, pointing out disadvantages in terms of work and hiring "only because they may not have experience or skills that they can bring to the table in a resumé."

Ready to Work takes that reality into consideration and works with participants to build confidence, present themselves to potential employers and transition to rewarding work experience. Campbell acknowledged that Ready to Work participants, after more than three months of commitment in a learning process, "stand a good chance, and to be honest a better than average chance, of being successful in the work relationship."

## Regina Airport Authority celebrates earning Employer of Choice

Tourism Employers of Choice recognize that the designation helps with recruiting and retaining committed personnel. The Regina Airport Authority (RAA), which was announced among the 2017 Employers of Choice in February, celebrated the achievement by paying tribute to its staff.

On March 6, RAA management hosted a staff pancake breakfast before acknowledging a series of accomplishments. To begin, the Regina International Airport had just received the prestigious Routes Americas Marketing Award for the second time in three years. Next, the RAA had been recently named among the finalists for the Saskatchewan Tourism Awards of Excellence, qualifying in two categories – Service Excellence Award and Business of the Year Award (Over 20 Full-time Employees).

Saving the best for last, the RAA announced that it had earned Employer of Choice designation from Tourism Saskatchewan. “A priority for the RAA is providing the kind of workplace that makes employees proud. It was important for staff to be among the first to hear about the designation, before the official announcement reached the media,” Curtis Tutthill, RAA Director of Human Resources and Sustainability, said.

Ken Dueck, Executive Director of Industry and Community Development, brought congratulations from Tourism Saskatchewan. “Being recognized as an Employer of Choice really is a team effort,” Dueck said, reminding everyone that the program requires the participation of both the employer and employees.



“Employers of Choice are dedicated to making their organizations great places to work – places where employees feel appreciated and valued, and where they are acknowledged and rewarded for their contributions,” Dueck said.

Following the announcement, the RAA posted a message on an electronic billboard proclaiming the achievement.

## Teachers’ Tool Kit updated

STEC recently updated its Teachers’ Tool Kit, adding a new series of activities for students in kindergarten through to high school. The Teachers’ Tool Kit provides teachers with resources to engage students and teach them about the province’s tourism experiences and career opportunities.

In developing the Teachers’ Tool Kit, Tourism Saskatchewan staff consulted with educators and reviewed current Saskatchewan curriculum for each grade. The resources offer age and development appropriate activities that teachers can quickly and seamlessly integrate into their lesson plans. Regular updates and additions to the kit provide teachers and students fresh and engaging content and build anticipation for the resource each year. Download the Teachers’ Tool Kit at [IndustryMatters.com/stec](http://IndustryMatters.com/stec).



## TOP FIVE TIPS FOR BEING A TOURISM AMBASSADOR IN YOUR COMMUNITY

When visitors stop in a community, their experiences are shaped by the people whom they meet. Their first point of contact may be a gas station attendant, staff at a local shop, a park entrance employee or a resident who provides directions. Everyone has the potential to serve as a tourism ambassador for their community. There is a responsibility to consider. Your interaction with visitors shapes their first impressions and influences the messages and stories shared about their travels. These five tips will help you fulfil your role and make your community inviting.

### 1. TAKE PRIDE IN PROVIDING SERVICE TO OTHERS

Being of service to others is important and valued. Be courteous and friendly. Smile and greet your customers in a welcoming manner. Ask how you can help. Listen to them and make them feel like they are an important part of your day. A positive, cheerful attitude is pivotal to a great first impression.

### 2. KNOW YOUR COMMUNITY

Develop a thorough knowledge of local activities, events and attractions. Make a list of your favourite things to do in your area. Better yet, make it a community effort – work with other businesses, associations and town administrators to create a list of attractions, events and popular activities. Distribute the list to every local business and organization, and encourage operators to share with staff. As a bonus, you may discover something new about your community and develop a deeper sense of pride in your hometown.

### 3. SHARE INFORMATION AND RESOURCES

Stock up on maps and materials offering visitor information. Travellers will be grateful when you can provide them with information or show them directions. Organizers of local events or festivals may have brochures or flyers that you can distribute to your customers. The materials often become conversation starters. They are reminders of the busy schedule of local activities and enable fast and easy reference. With examples on hand, no one can say, “There is nothing to do around here.” If there are no specific activities that day, use the examples and resources to highlight upcoming events. Your guests may decide to extend their stay or plan a return visit.

### 4. TAKE THE LEAD

Your leadership and the positive experiences that you provide as a tourism ambassador will inspire others. People may come forward with their own ideas for making the community a welcoming destination. Informal networks may grow into formal tourism and economic development strategies. Your personal effort may be what it takes to get the ball rolling.

### 5. SHARE AND CELEBRATE ACCOMPLISHMENTS

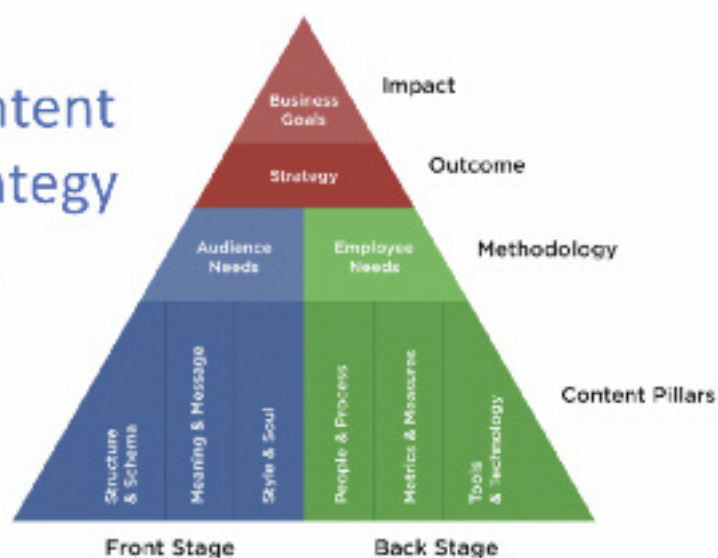
Organize, as a community, to recognize and reward those who go “above and beyond.” Highlight their efforts in the local newspaper or a company newsletter. Share stories of appreciation that you hear from visitors.

The Saskatchewan Tourism Education Council offers a range of resources and workshops, such as WorldHost and Tourism Community Champions, to help individuals, businesses and groups become enthusiastic ambassadors and develop tourism in their communities to its full potential. For information, call STEC toll-free at 1-800-331-2529.

# Tourism Trends

## Content strategy project delivers a roadmap for change

Content strategy is...



Many organizations face the same challenge – change is difficult. Traditional ways of doing business and techniques that have long been viewed as “tried and true” are hard to part with. The attitude – “If it’s not broke, don’t fix it” – can be deeply ingrained in the workplace culture.

The machinery may be fully operational and running smoothly, but is it keeping up?

In the competitive world of tourism marketing, simply keeping up is not enough. Tourism destinations and businesses can pull ahead in the race by being proactive, investing in research to understand their customers, and shifting gears and direction, if necessary. And if a major overhaul is required, where does a business start?

In 2016, Tourism Saskatchewan set the wheels in motion for a sweeping analysis of its consumer content across all of its marketing channels (print, online, advertising). The need was straightforward. A content strategy would identify efficient and effective ways to inspire travel, improve visitor experiences and adapt to an increasingly digital world. Diagnosing all of the functions and parts, however, was more complex.

Authors of *The Language of Content Strategy*<sup>1</sup> explain content as a “business asset that we use to communicate to our customers, prospects, and investors. Content is how we communicate our brand, how we acquire and retain customers, how we drive our reputations, and how we build a social enterprise. It is the lifeblood of any organization.”

In November, Tourism Saskatchewan contracted Vancouver-based Content Strategy Inc. (CSI) to deliver a roadmap for navigating the digital age and employing tools and processes to ensure the right information and messages are reaching the right markets. The company makes content strategy its core business and is one of a limited number of firms in Canada that have expertise in this field.

Co-founder Kathy Wagner shared that CSI observes a common barrier among its clients across a wide range of organizations. “People are not always open to new ideas, to changing the way that they work and think,” she said. “We have found that industries struggle with many of the same issues. It’s the solutions that are different.”

An advantage from the start of the project with Tourism Saskatchewan was that two factors were clearly understood by everyone involved:

1. The media landscape has changed, and the shift to digital communication has reduced the impact of traditional marketing tactics.
2. Audiences expect to get their needs met through digital experiences. They are no longer captive audiences and are less trustful of brands.

Wagner and her colleague, Blaine Kylo, managed the ambitious project and its aggressive timeline. They worked closely with the 11-member internal steering committee that was formed and with staff assigned to the project.

“It was critical to ensure that we had the right people at the table for the content strategy project,” Elizabeth Braitenbach, Manager of Communications, said. “Because this was a consumer-facing project, we needed to have a cross-representation of the Marketing and Communications division, as well as the e-Business and Technology department, which oversees the website and has responsibilities for data collection.”

Wagner and Kylo led a series of onsite staff workshops and training sessions, and conducted external interviews, surveys and focus group sessions with consumers. A Findings and Foundations Report was delivered by February and included the results of focus groups held in Saskatoon and Calgary, as well as data from an online survey of more than 1,600 Saskatchewan, Alberta and U.S. residents.

A comprehensive content inventory and audit was performed. Over 100 corporate documents and research reports, along with the outcomes of internal stakeholder interviews and staff workshops, were evaluated. The findings shaped the basis of the Final Recommendations Report, delivered on March 31. The extensive report offered fresh approaches to conducting business, taking a digital-first approach. Strategies were presented that concentrate on a range of responsibilities, processes and functions, including:

- website information architecture, social media channels, print literature
- identification and detailed description of three primary consumer/visitor personas
- new content ecosystem
- consumer-focused content journey mapping
- governance model addressing content lifecycle, team structure, content engine, content toolkit, areas of responsibility

On the heels of submitting this report, Wagner travelled to Saskatoon to deliver a presentation to industry at the HOST Saskatchewan Conference. One of her main messages to delegates was to talk with and listen to their customers. “If you truly understand what they are interested in, what they want to know and what is important to them, then you are light years ahead of most people,” she said. “Too often, people don’t talk to their customers because they think they either know them or that they represent them.”





Kathy Wagner, Content Strategy Inc.



Workshop process



Tourism Saskatchewan staff involved in content strategy development

Wagner commented on the uniqueness of working on a tourism-focused project. "Tourism Saskatchewan has a valid need to create ongoing regular content. People are looking for it, so it's already a win. Your customers want content. It's how they prefer to learn about tourism opportunities and destinations, and consuming content is enjoyable for them."

The recommendations put forward by CSI build on foundational projects introduced in the past two years – the compelling tourism brand for the

province, along with the identification of key visitor market segments. The new content strategy will create more effective and efficient internal processes, while the improved messaging and new approaches will connect with consumers and position Saskatchewan more competitively as a travel destination.

<sup>1</sup>Abel, Scott and Bailie, Rahel Anne. *The Language of Content Strategy*. XML Press, 2014. P13.

## Digital-first marketing demands change to print publications

Due to changing trends in how consumers access travel information, Tourism Saskatchewan will not publish listings-based print guides (*Saskatchewan Discovery Guide* and *Saskatchewan Fishing and Hunting Guide*) in 2018. The *Saskatchewan Official Road Map* will continue to be produced.

All tourism operators, including businesses, attractions, accommodations, campgrounds, communities, etc., will be offered **FREE listings** on [TourismSaskatchewan.com](http://TourismSaskatchewan.com). The website receives more than one million visitors annually, and provides the most effective marketing exposure.

Extensive customer research of key Saskatchewan tourism markets revealed that an overwhelming majority of travellers use online sources to find information and plan their vacations. Web, mobile and social media are now the most used and preferred information and search methods.

**Ensure that your Tourism Profile is up-to-date.** For changes to current web listings, contact Tourism Saskatchewan at 1-877-237-2273, [informationupdates@tourismsask.com](mailto:informationupdates@tourismsask.com).

Tourism Saskatchewan is currently developing a new self-serve Tourism Profile website that will allow operators to update and maintain web listings at any time throughout the year. Operators will be notified when the Tourism Profile website is available. For more information about Tourism Profiles, contact Kathy Rosenkranz at 306-787-2312, [kathy.rosenkranz@tourismsask.com](mailto:kathy.rosenkranz@tourismsask.com)

Smaller, printed pieces for consumers and for fishing/hunting markets will be produced for distribution in 2018. The printed brochures will be visually appealing and feature content that will resonate with key audiences. Additional research will be conducted in the fall to determine how travellers and potential travellers use print travel information and identify their preferred types of print materials. The findings will inform future decisions regarding printed publications.

# Around the Province

## Wandering one big small town

Submitted by Saskatchewaner Andrew Hiltz

As we take the turn, I feel my vision closing in on me. I am flexing every muscle in my body as hard as I can, in order to keep blood flowing to my brain. My eyes are open, but my sight is disappearing. I am seconds away from blacking out. Why? Because I am travelling 1,000 km/hr in a CT-155 jet, pulling 6.5gs of force.

Lucky for me, the pilot, Major Andrew Faith from 15 Wing in Moose Jaw, translates my grunts to English and realizes that I have had enough. He straightens out the jet and asks how I am doing. When I catch my breath, I reply, "This is the greatest day of my life!"

As the Saskatchewaner, I've lost count of how many times I have said those words. From jets and dogsleds to small town restaurants and incredible music, this province never ceases to amaze me.

Looking back at my first few months of wandering, I see a collage of faces – wonderful people doing amazing things for this province. Without question, my favourite part of the job is that every single day, I am given the opportunity to meet these inspiring people.

As a small town guy who grew up on the prairies, I've noticed a funny thing about Saskatchewan residents – they all seem like old friends. Wherever I go, within minutes of the conversation I feel like I've known them forever. Each city or town is unique in its own way, but the people and their values are so similar. Kind, welcoming and passionate, prairie folk will take you in and treat you like one of their own.

That's what I love about this place – it feels like one big small town.



Top: Andrew Hiltz's jet selfie

Bottom: First Nations University of Saskatchewan Spring Powwow

## Plan your summer getaway to a Saskatchewan provincial park

Submitted by the Ministry of Parks, Culture and Sport

Saskatchewan has an enviable provincial parks system. Thirty-five parks offer a variety of camping opportunities, challenging hiking trails, world-class paddling and programs for all ages. A new record of nearly four million visits was set in 2016, and 2017 promises to be another exciting year.

Canada's 150th anniversary demands a celebration. In addition to the Canada Day parties that each park will host on July 1, there are new activities scheduled just for 2017. All provincial parks throughout Saskatchewan will offer two days of free entry on Canada Day (July 1) and Canada's Parks Day (July 15). This is a great opportunity to get out and enjoy your favourite park for the day. Pack yourself a picnic lunch and explore some of the new activities, including special Canada 150 programs.

For treasure hunters, there are anniversary geocaches located throughout the park system. Many have a special treat inside.

Every park has its own unique features. This year, they share a common theme through an uncommon object – a large 5-ft. x 6-ft. picture frame.

Find a frame and "picture yourself" in a Saskatchewan provincial park. Hit the road, explore our beautiful parks and see how many different photos you can capture. Share your fun on Facebook or Instagram using the [#saskparks](#) and [#canada150](#) hashtags.

Camping is the most popular park activity. From backcountry experiences to full-service hook ups, provincial parks offer something for everyone. Book your campsite in advance at [saskparks.goingtocamp.com](http://saskparks.goingtocamp.com) or by calling 1-800-737-7275.

The Learn to Camp and Learn to Fish programs continue to be offered this summer, and Saskatchewan Express will be performing a Canada 150 tribute in a number of locations. Visit [saskparks.net](http://saskparks.net) to view the events calendar and plan for a summer full of fun.

If you prefer the peace, quiet and colours of fall, several parks offer fall camping. Sites in some parks, such as Cypress Hills Interprovincial Park and Moose Mountain Provincial Park, can be reserved online. Learn more about fall camping at [saskparks.net/FallCamping](http://saskparks.net/FallCamping).

## SaskParks contributes to 150 Ways in 150 Days

Throughout the spring, the Saskatchewan Tourism Education Council collected 150 inspiring quotations from tourism professionals, who expressed why they love working in the industry. Comments were shared on social media via [facebook.com/SaskatchewanTourismEducationCouncil](https://www.facebook.com/SaskatchewanTourismEducationCouncil).

Participant names were entered in a draw for a Saskatchewan Provincial Parks pass for the 2017 season, which was donated by SaskParks. Sincere thanks is extended to SaskParks and to everyone who contributed to this tribute to Canada's 150th birthday.

# Here & There

## Top 10 B&Bs in Saskatchewan announced

The Saskatchewan Bed and Breakfast Association (SBBA) announced its Top 10 accredited member B&Bs on April 3. All SBBA members are inspected to meet the association's standards. The Top 10 rankings are based on feedback from visitors, collected through guest comment cards. Congratulations is extended to the following:

1. Fir River Ranch, near Hudson Bay, Audrey Stauber and Perrie Szmul
2. Academy B&B, Rosthern, Jill and Stewart Mitchell
3. Harbour View B&B, near Midale, Valerie and Meryl Wanner
4. Sunset Escape B&B, Spiritwood, Lorna and Gary Strate
5. Gilbertson Guest House, Frontier, Don and Donna Hernberg
6. TIE - Orioles Paradise B&B, Carnduff, Jean Hanson; and Rabbit Hill B&B, near Saskatchewan Landing Provincial Park, Carolyn and Eugene Mau
8. La Campagna B&B, near Canora, Linda Osachoff and Alfredo Converso
9. B-Say-Tah Point B&B, near Fort Qu'Appelle, Mike Maier and Eileen Lewko
10. Burns' House B&B, near Pangman, Sheila and Harry Larson

## Saskatchewan Legislative Building receives awards

The Saskatchewan Legislative Building dome restoration was recently recognized for excellence in copper craftsmanship. In April, the project was named among 15 recipients of the 2017 North American Copper in Architecture Awards. The annual awards are presented by the Canadian Copper and Brass Development Association and its American counterpart, the Copper Development Association Inc. The reconstruction of the dome took more than a year to complete, used approximately 10,000 kg of new stone and over 13,000 kg of new copper. In March, the City of Regina acknowledged the project with a 2017 Municipal Heritage Award for Restoration.

## Skyxe named Best North American Airport in 2016

Skyxe Saskatoon Airport is no stranger to winning awards, from Airport Council International's (ACI) Most Improved Airport in 2015 to a recent Saskatchewan Tourism Award of Excellence in the category of Service Excellence. In March, ACI recognized Skyxe as the Best Airport in North America (under two million passengers). ACI employs the Airport Service Quality (ASQ) Award program to benchmark passenger satisfaction at airports worldwide. In-depth assessments of the quality of customer service address airport access, check-in, security screening, food and beverage, restrooms and more. For the second year, Skyxe was also ranked as the best airport in Canada for On-Time Performance (OTP), which is defined as leaving within 15 minutes of the scheduled departure time.

## Black Fox Farm & Distillery wins international award

Discriminating gin connoisseurs can look to Saskatchewan for some of the best in the world. Black Fox Farm & Distillery, near Saskatoon, recently won Best Cask Gin at the World Gin Awards in London, UK, for its Barrel Aged Vapour Infused Gin. The World Gin Awards select, reward and promote the world's best drinks to consumers and trade across the globe. John Cote and Barb Stefanyshyn-Cote opened Black Fox Farm & Distillery in 2015. Ninety per cent of the ingredients used in their gins, vodkas and liqueurs are grown on the farm. Visit [blackfoxfarmanddistillery.com](http://blackfoxfarmanddistillery.com) for details about products, tours and upcoming summer events.

## ExploreSask Photo Contest launches during Saskatchewan Tourism Week

Tourism Saskatchewan's annual ExploreSask Photo Contest is officially underway. The contest kicked off as part of Saskatchewan Tourism Week celebrations, and runs until September 15. Amateur and professional photographers are encouraged to submit images that capture the natural wonders of Saskatchewan and tell stories about its people and communities. The six contest categories are:

- **City Life** (#ExploreSaskCity) – images that portray the community spirit and vibrancy of Saskatchewan cities and towns
- **Events and Festivals** (#ExploreSaskEvents) – photos of people enjoying lively festivals, celebrations and events
- **Outdoor Fun** (#ExploreSaskOutdoor) – photos capturing enjoyment in the great outdoors
- **Park Adventures** (#ExploreSaskParks) – photos of memorable times spent hiking, camping and exploring Saskatchewan's regional, provincial or national parks
- **Prairie Life** (#ExploreSaskPrairie) – photos from prairie regions, showcasing the spirit of Saskatchewan people, as well as hidden treasures such as valleys, hills, badlands and other features
- **Woods and Water** (#ExploreSaskWoods) – photos that reflect Saskatchewan parkland, boreal forest and lake settings

The prize-winning photographer, in each category, will receive a \$250 Visa gift card. The Grand Prize winner, selected from the six category winners, will receive an additional \$250 gift card. There will also be five honourable mention prizes in each category.

For complete contest rules and to submit your entry, visit [TourismSaskatchewan.com/PhotoContest](http://TourismSaskatchewan.com/PhotoContest). Photographers may also submit entries through Instagram and Twitter by using the #ExploreSask category hashtags. Submissions will be displayed in an online gallery open for comments or to share with friends.



2016 ExploreSask Photo Contest, Woods and Water category winner, Corey Hardcastle, near Air Ronge and La Ronge

# Mark Your Calendar

## PUBLIC EVENTS

<b>Saskatoon Farmers' Market</b> Year-round .....Saskatoon	<b>Ness Creek Music Festival</b> July 13-16, 2017 .....Big River	<b>Whitewood Chacachas Rodeo</b> August 11-13, 2017 .....Whitewood
<b>RCMP Sergeant Major's Parade</b> January 3-December 15, 2017 .....Regina	<b>Country Thunder</b> July 13-16, 2017 .....Craven	<b>Thickwood Hills Studio Trail</b> August 12-13, 2017 .....Shell Lake
<b>Government House Historical Society Victorian Teas</b> March 4-December 3, 2017 .....Regina	<b>Saskatchewan Festival of Words</b> July 13-16, 2017 .....Moose Jaw	<b>North West Territorial Days</b> August 16-18, 2017 .....The Battlefords
<b>Regina Farmers' Market</b> March 4-December 16, 2017 .....Regina	<b>Gardiner Dam's 50th</b> July 14, 2017 .....Danielson Provincial Park	<b>Canadian Pro Chuckwagon Association Finals</b> August 16-20, 2017 .....Lloydminster
<b>Frontier Days Regional Fair and CCA Rodeo</b> June 28-July 1, 2017 .....Swift Current	<b>One Arrow First Nation Powwow</b> July 14-16, 2017 .....One Arrow First Nation	<b>Folkfest</b> August 17-19, 2017 .....Saskatoon
<b>Muskeg Lake Veteran's Memorial Traditional Powwow</b> June 30-July 2, 2017 .....Muskeg Lake Cree First Nation	<b>Back to Batoche Days</b> July 20-23, 2017 .....Batoche	<b>Fish for Freedom Ladies Walleye Tournament</b> August 18-19, 2017 .....Nipawin
<b>Saskatchewan Whitewater Festival</b> June 30-July 2, 2017 .....Missinipe	<b>Gateway Music Festival</b> July 21-23, 2017 .....Bengough	<b>Northern Lights Bluegrass and Old Tyme Music Festival</b> August 18-20, 2017 .....Big River
<b>Lieutenant Governor's Canada Day Garden Party</b> July 1, 2017 .....Regina	<b>Ochapowace Powwow</b> July 21-23, 2017 .....Ochapowace First Nation	<b>Piapot First Nation Traditional Powwow</b> August 18-20, 2017 .....Piapot First Nation
<b>Maple Creek Ranch Rodeo</b> July 1, 2017 .....Maple Creek	<b>Moose Mountain Annual Pro Rodeo</b> July 22-23, 2017 .....Kennedy	<b>Rock the River</b> August 18-20, 2017 .....Saskatoon
<b>Arcola Antique Ag Daze</b> July 2, 2017 .....Arcola	<b>Souris River Rodeo</b> July 22-23, 2017 .....Weyburn	<b>Saskatchewan Summer Star Party</b> August 23-27, 2017 .....Cypress Hills Interprovincial Park
<b>Regina International Fringe Theatre Festival</b> July 2-8, 2017 .....Regina	<b>ReginaCadabra Magic Festival</b> July 26-30, 2017 .....Regina	<b>Waskesiu Lakeside Festival</b> August 25-27, 2017 .....Prince Albert National Park
<b>Yorkton Exhibition Summer Fair</b> July 5-8, 2017 .....Yorkton	<b>Beach Bash</b> July 28-29, 2017 .....Estevan	<b>St. Walburg Wild Blueberry Festival</b> August 26, 2017 .....St. Walburg
<b>Shakespeare on the Saskatchewan Festival</b> July 5-August 20, 2017 .....Saskatoon	<b>Grasslander Classic</b> July 28-30, 2017 .....Grasslands National Park	<b>Symphony Under the Sky at Motherwell Homestead</b> August 26, 2017 .....Abernethy
<b>Chautauqua Summer Theatre Festival</b> July 6-8, 2017 .....Swift Current	<b>North Battleford International Street Performer Festival</b> July 28-30, 2017 .....North Battleford	<b>PotashCorp Fireworks Festival</b> September 1-2, 2017 .....Saskatoon
<b>Thunder on the Prairies – Tractor and Truck Pulls</b> July 7-8, 2017 .....Odessa	<b>Queen City Ex</b> August 2-6, 2017 .....Regina	<b>Rock and Roll Weekend at Danceland</b> September 1-2, 2017 .....Manitou Beach
<b>All Folk'd Up Music Festival</b> July 7-9, 2017 .....Montmartre	<b>PotashCorp Fringe Theatre and Street Festival</b> August 3-12, 2017 .....Saskatoon	<b>Flying Dust First Nation Powwow</b> September 2-4, 2017 .....Flying Dust First Nation
<b>Festival Fête Fransaskoise</b> July 7-9, 2017 .....Pike Lake Provincial Park	<b>Frenchman River Gospel Jam</b> August 4-6, 2017 .....Shaunavon	<b>Pinty's Grand Slam of Curling</b> September 5-10, 2017 .....Regina
<b>Love Gospel Jamboree</b> July 7-9, 2017 .....Love	<b>Macklin World Bunnock Championship Challenge</b> August 4-6, 2017 .....Macklin	<b>PotashCorp Country Music Week</b> September 7-10, 2017 .....Saskatoon
<b>Motif Moose Jaw Multicultural Festival</b> July 7-9, 2017 .....Moose Jaw	<b>Mid Summer's Art Festival</b> August 5, 2017 .....Fort Qu'Appelle	<b>Saskatoon Comic &amp; Entertainment Expo</b> September 16-17, 2017 .....Saskatoon
<b>Pion-Era</b> July 8-9, 2017 .....Saskatoon	<b>Living Skies Come Alive Fireworks Competition</b> August 5-6, 2017 .....Moosomin	<b>TRADESHOWS/MARKETPLACES/FAMS</b> <b>TRAVEL TRADE:</b> <b>Canada Specialist Mega FAM (Destination Canada partnership)</b> September 30-October 4, 2017 .....Saskatoon/Prince Albert National Park
<b>Tobin Lake Walleye Championship</b> July 7-9, 2017 .....Tobin Lake	<b>Threshermen's Show and Seniors' Festival</b> August 5-6, 2017 .....Yorkton	<b>TRAVEL MEDIA:</b> <b>German Media FAM (Destination Canada partnership)</b> August 14-21, 2017 .....Northern Saskatchewan
<b>Wood Mountain Sports &amp; Stampede</b> July 7-9, 2017 .....Wood Mountain	<b>Saskatoon EX</b> August 8-13, 2017 .....Saskatoon	<b>STEC PROGRAMS/WORKSHOPS:</b> <b>Supported Tourism Apprenticeship training</b> September 1, 2017- May 31, 2018 (application deadline, August 31, 2017).....Province-wide
<b>Mortlach Saskatoonberry Festival</b> July 8, 2017 .....Mortlach	<b>Saskatchewan Premier's Walleye Cup</b> August 10-12, 2017 .....Tobin Lake	<b>Employer of Choice registration deadline</b> November 30, 2017 .....Province-wide
<b>Regina Afrofest</b> July 8, 2017 .....Regina	<b>John Arcand Fiddle Festival</b> August 10-13, 2017 .....Saskatoon	
<b>Murraydale 109th Stampede and Picnic</b> July 9, 2017 .....Maple Creek	<b>Regina Folk Festival</b> August 10-13, 2017 .....Regina	
<b>A Taste of Saskatchewan</b> July 11-16, 2017 .....Saskatoon	<b>Dog Patch Music Festival</b> August 11-13, 2017 .....Loon Lake	
<b>Lloydminster Colonial Days Fair</b> July 12-15, 2017 .....Lloydminster	<b>Standing Buffalo First Nation Powwow</b> August 11-13, 2017 .....Standing Buffalo First Nation	

Information subject to change.

Return Undeliverable Canadian Addresses  
to:

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