

# Going Places

Saskatchewan's Tourism Industry Newsletter

Spring 2018

5

INDUSTRY INVITED TO  
TOURISM TOWN HALL IN  
SASKATOON

6

INDUSTRY ACHIEVEMENT  
CELEBRATED AT THE  
SASKATCHEWAN TOURISM  
AWARDS OF EXCELLENCE

10

RÉGINA AND SASKATOON  
RECOGNIZED FOR SPORT  
HOSTING PERFORMANCE

11

GOVERNMENT INVESTMENT  
IN READY TO WORK ASSISTS  
AT-RISK INDIVIDUALS

TOURISM  
**Saskatchewan**  
CANADA



# TABLE OF CONTENTS

## Editor

Susan Parkin  
Tourism Saskatchewan  
189 - 1621 Albert Street  
Regina, Saskatchewan  
Canada S4P 2S5

Phone: 306-787-2927  
Fax: 306-787-6293

Email: [susan.parkin@tourismsask.com](mailto:susan.parkin@tourismsask.com)

Articles may be reprinted with permission.

## Cover Image

Night sky over Meacham  
Darcy Senft

## Bookmark Industry Website

The new industry website, [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.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.

Saskatchewan Tourism Week celebrated from May 27-June 2.....2

Message from the CEO .....3

HOST Saskatchewan Conference helps delegates discover and tell their stories.....3

**Tourism Trends**

Targeted, strategic marketing builds on tourism growth in 2017 .....4

Message from the Chair .....5

Industry invited to Tourism Town Hall in Saskatoon on September 25 .....5

Industry achievement celebrated at the Saskatchewan Tourism Awards of Excellence Gala ...6

**Selling Saskatchewan**

Saskatchewan Experience Suite delights Rendez-vous Canada delegates .....8

2018 Saskatchewan Travel Guide now available.....8

Travel Offers generate interest and business .....9

Travel Media Highlights .....9

New category added to ExploreSask Photo Contest .....9

**In Development**

Regina and Saskatoon recognized for sport hosting performance .....10

Tourism Talks hosted in Assiniboia ..... 11

Government investment in Ready to Work assists at-risk individuals ..... 11

**STEC News**

Service First customized to serve businesses and communities ..... 12

Welcoming International Visitors revised for Canada-China Year of Tourism 2018 ..... 12

Thirty tourism Employers of Choice named in 2018..... 12

**In the Spotlight..... 13**

**Around the Province**

From scenic views to open roads ..... 14

Camping made easy in Saskatchewan provincial parks..... 14

**Here & There ..... 15**

Saskatchewan represented in Canadian Traveller's Top 40 Under 40..... 15

**Mark Your Calendar ..... 16**

## Saskatchewan Tourism Week celebrated from May 27-June 2

Communities throughout Saskatchewan celebrated Saskatchewan Tourism Week. Public barbecues, community tours, open houses, and contests and promotions acknowledged the week that was officially proclaimed by the Government of Saskatchewan.

Festivities in the north included a barbecue in La Ronge at the Woodlands & Waterways Regional Visitor Centre. Approximately 200 people attended.

The east central area was buzzing with activity throughout the week. 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 geocache hunt and Saskatchewan Tourism Week logo search took participants on an adventure through the town.

In Yorkton, the Get on the Bus FAM Tour took participants to various attractions through the city.

Melville kicked off a week-long schedule of events with the grand opening of the new

Tourism Melville location at the Horizon Credit Union Centre. The more than 200 people in attendance were also treated to a barbecue, Kerr's bouncer, games and a Rodz n' Relics car show.

The Watrous and Area Arts Council hosted its annual Saskatchewan Tourism Week barbecue in Cenotaph Park. Approximately 175 residents and visitors were served. Humboldt's 107.5 BOLT FM was live on-location, promoting the event to the region and talking about what tourism means for the local economy.

A new tourism attraction held its grand opening and ribbon cutting on June 2. Departing from the Cudworth Heritage Museum – Railway Station, the Wheatland Express Excursion Train will be taking tourists on sight-seeing trips through central Saskatchewan this summer.

In the south, Lake Diefenbaker Tourism hosted a Nine and Dine event at Harbor Golf Club and Resort. Friends of the Elbow Trail held a fundraising dinner and show. Proceeds will help maintain the newly constructed



(Left to right) Warren Kaeding, MLA – Melville-Saltcoats; Helen Hicks, Melville resident; Jeniffer Mann, Tourism Melville; and Walter Streeklasky, Mayor of Melville, cut the ribbon on the new Tourism Melville Office. Photo provided by the Melville Advance.

6-km Elbow Trail, which is part of the Trans Canada Trail (The Great Trail).

Cypress Hills Destination Area offered a free Saskatchewan Tourism Week experience at Cypress Lake that included kayaking with Carefree Adventures, a picnic and outdoor yoga class. The event was well received by the 20 participants, and plans are in the works for a similar event in Grasslands National Park.



## MESSAGE FROM THE CEO

Spring marks the start of a new fiscal year for Tourism Saskatchewan. Plans for this 12-month cycle were carefully plotted months earlier. When the time comes to put strategies and concepts into action, there is excitement and anticipation all around. With confidence, knowing that we are building on a solid

foundation, we look forward to undertaking work that will deliver on our priorities to:

- Market Saskatchewan's tourism experiences and stories;
- Strengthen Saskatchewan's tourism experiences;
- Improve destination competitiveness; and
- Nurture an internal culture focused on excellence.

From the outside, these four strategic priorities may seem markedly different, the work parceled among specific branches of our organization. Internally, my colleagues and I strive for a one-team approach. It is important for all of us to share knowledge and keep each other up-to-date on activities across the organization. We know that to do our finest work and provide the best service to our industry, consumers, partners and stakeholders, we must have our own house "in order." Tourism Saskatchewan, in some ways, resembles any family. There are certainly distinct roles and personalities at play, but strong ties and mutual goals align us.

Given that tourism is a fiercely competitive industry, there is an obvious focus on research, innovation and connecting with our key markets on the channels they access most. Effective digital engagement and influence requires a thoughtful, strategic approach and an ability to adapt to change and employ different tactics. At the same time, we cannot overlook customer service. Communicating with and motivating travellers via the digital world is one thing; delivering exceptional customer service and great guest experiences is another. Travel memories are made when there are people in the picture – welcoming operators and employees, proud community ambassadors and creative individuals with a wide-angle vision for our industry.



*Wheatland Express Excursion Train departs from Cudworth on June 2. Photograph provided by Kevin Dunn, 2018 Saskatchewaner.*

It is always a special day when a new tourism venture is introduced. On June 2, I had the pleasure of attending the grand opening of the Wheatland Express Excursion Train, which links the communities of Wakaw and Cudworth and offers passengers an authentic, prairie-inspired experience. The much-anticipated ribbon-cutting ceremony and departure was a grand way to conclude Saskatchewan Tourism Week, which was celebrated province-wide from May 27-June 2.

I consider myself fortunate to work in an industry that enables communities to shine, puts smiles on faces and encourages people to discover and explore our province.

*Mary Taylor-Ash*

## HOST Saskatchewan Conference helps delegates discover and tell their stories



The 2018 HOST Saskatchewan Conference, held on April 12 at the Delta Hotels by Marriott Regina, welcomed approximately 150 representatives of tourism businesses, organizations, attractions and events from across the province. Delegates appreciated the new, day-long format. An impressive schedule of speakers and presentations addressed timely topics, ranging from Destination Canada's work in international markets to advice on travel storytelling and creating engaging digital strategies.

Visit [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.com) to access the presentations by the following:

- Jon Mamela, Destination Canada, *Delivering Breakthrough Initiatives and Campaigns*
- Dalene Heck, Hectik Travels, *What's Your Story?*
- Bill Eager, Internet expert and author, *Winning Social Media Campaign Strategies*

Keith Henry, President and CEO of the Indigenous Tourism Association of Canada, delivered the keynote address at the delegate luncheon. Following Henry's remarks, Tara Janzen, Fundraising and Development Manager at Wanuskewin Heritage Park, provided an update on the Thundering Ahead campaign and efforts to attain UNESCO World Heritage Site status.

The evening celebration of the Saskatchewan Tourism Awards of Excellence Gala was a festive conclusion to the industry assembly (see Pages 6-7 for award recipients).

Tourism Saskatchewan thanks all of the delegates, speakers and sponsors for contributing to the success of the conference and gala.

# Tourism Trends

## Targeted, strategic marketing builds on tourism growth in 2017



Cypress Hills Interprovincial Park

Travel figures for 2017, released in the spring, signalled encouraging news for Saskatchewan's tourism industry. Total travel expenditures reached \$2.37 billion, an increase of 8.2 per cent over the previous year. This new total suggests a rebound for the tourism economy, comparable to growth levels achieved in 2010-2014.

Visitation rose nearly 10 per cent, with more than 13.6 million visits made to and within the province in 2017. Over 5.6 million were for one or more nights. Spending on overnight or longer visits measured \$1.6 billion, up eight per cent from 2016.

Growth was consistent across all tourism markets for Saskatchewan. The number of Canadian visitors jumped by 17 per cent. Canada 150 celebrations and related activities, such as free entry into national parks, may have played a role in the visitation increase. Favourable weather and a recovery in the Canadian economy are additional factors to consider.

Tourism Saskatchewan's strategic marketing activities focused on market segments identified as having the strongest return-on-investment or potential for growth. Recommendations from the 98-page Content Strategy report outlined a

clear path for transitioning from awareness-based, campaign-specific advertising to a digital-first focus that puts fresh, compelling Saskatchewan stories on the channels most popular with target audiences.

In September 2017, Insigtrix Research monitored summer vacation activities and travel intentions among Saskatchewan and Alberta residents. Advertising recall formed part of the research and concluded that Tourism Saskatchewan's advertising was seen by 57 per cent of Saskatchewanians and 45 per cent of Albertans. These figures were consistent with 2016; however, a notable shift occurred in the type of advertising that was reaching and influencing survey participants.

For the first time, recall of online ads significantly outpaced traditional media. Twenty-three per cent of Saskatchewan residents and 17 per cent of Albertans saw the advertising online, compared to 12 per cent and nine per cent, respectively, who recalled television or video as the sources.

Tourism Saskatchewan strives to be "always on" – ensuring engaging, timely content is available to consumers when they want it and on the

channels they use most. A digital-focused campaign was launched in April to encourage spring and summer travel planning. On-going activity across social media channels and on [TourismSaskatchewan.com](http://TourismSaskatchewan.com) amplifies targeted digital advertising. Intriguing stories and impressive photographs and videos are attracting followers and seeing high levels of visitor engagement.

One example of new content with widespread appeal is the video *Grain to Glass: Craft Beer in Saskatchewan*, unveiled on May 10. Check it out on [youtube.com/watch?v=zrn1TKu9IU0](https://www.youtube.com/watch?v=zrn1TKu9IU0).



## Free operator listings offered on TourismSaskatchewan.com

Saskatchewan tourism operators, including businesses, attractions, accommodations, campgrounds, communities, etc., are encouraged to take advantage of FREE listings on [TourismSaskatchewan.com](http://TourismSaskatchewan.com).

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 or [information.updates@tourismsask.com](mailto:information.updates@tourismsask.com).

For more information about Tourism Profiles, contact Kathy Rosenkranz at 306-787-2312, [kathy.kosenkranz@tourismsask.com](mailto:kathy.kosenkranz@tourismsask.com).



## MESSAGE FROM THE CHAIR

I am always inspired by the level of achievement in our industry. The 29th annual Saskatchewan Tourism Awards of Excellence Gala, on April 12, was yet another impressive showcase and highlighted accomplishments in 2017.

It is interesting to see different themes emerge from year to year. Sports was a topic that received its share of attention, with the FIBA 3x3 World Tour (Saskatoon) earning the Rookie of the Year Award and the Saskatchewan Roughrider Football Club capturing the Gil Carduner Marketing Award.

Indigenous tourism businesses and experiences were well represented, with honours paid to the Saskatchewan Indian Gaming Authority, named Employer of the Year, and Chris Standing, senior interpreter at Wanuskewin Heritage Park (Saskatoon), who received the Employee of the Year Award.

Western-themed accommodations and hospitality was definitely one of the flavours of the evening. Two Maple Creek businesses, Ghostown Blues Bed & Breakfast, winner of the Service Excellence Award, and Historic Reesor Ranch, awarded Business of the Year (under 20 full-time employees), clearly spoke to the renowned hospitality in southwest Saskatchewan.

Wins by the iconic Ness Creek Music Festival (Big River), named Marquee Event of the Year, and YXEats (Saskatoon), Community Event of the Year, were reminders that summer festival season is ahead. The latter event was among award recipients that are building Saskatchewan's inventory of great food and drink experiences. Grassroots Restaurant Group (Saskatoon) scored the title of Business of the Year (over 20 full-time employees) and the Saskatchewan Craft Brewers Association (SCBA) won the Fred Heal Tourism Ambassador Award. It was a big week for the SCBA, given April 7-14 was officially proclaimed Saskatchewan Craft Brewing Week.

Saskatchewan Tourism Week took place from May 27-June 2. Communities throughout Saskatchewan inspired residents to enjoy some of the attractions in their own city, town or neighbourhood, or venture into unfamiliar territory and make new discoveries. Read about some of the Saskatchewan Tourism Week festivities on Page 2.

On behalf of Tourism Saskatchewan, I wish our industry friends a busy, productive summer season.

*Norm Beug*

## Industry invited to Tourism Town Hall in Saskatoon on September 25



*Prairie River Cruises Ltd., Saskatoon*

Saskatchewan tourism operators are encouraged to attend the Tourism Town Hall in Saskatoon on September 25 from 2-4 p.m. at the Delta Hotels by Marriott Bessborough.

The Tourism Town Hall series involves the Tourism Industry Association of Canada (TIAC), Destination Canada and local industry partners. The meetings engage small- and medium-sized tourism businesses and keep industry up-to-date on national tourism issues.

Presenters include senior representatives from TIAC, Destination Canada and the Indigenous Tourism Association of Canada.

Tourism operators, industry representatives and stakeholders across the province are invited to participate. **The event is free, but pre-registration is necessary.** To register, contact Debbie Aldous-Ibbitson, Tourism Saskatoon, at 306-242-1206, [daldous@tourismsaskatoon.com](mailto:daldous@tourismsaskatoon.com).

Additional details about the Tourism Town Hall will be shared through *Industry Updates* and on [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.com).

# Industry achievement celebrated at the Saskatchewan Tourism Awards of Excellence Gala

Saskatchewan's tourism sector honoured businesses and individuals at the 29th annual Saskatchewan Tourism Awards of Excellence Gala, held in Regina on April 12.

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 industry colleagues. Approximately 300 tourism stakeholders gathered for the celebration at Delta Hotels by Marriott Regina. The gala coincided with the HOST Saskatchewan Conference, which took place earlier in the day.

Congratulations to the recipients of the Saskatchewan Tourism Awards of Excellence for 2017.



**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 the Regina Airport Authority*



**FIBA 3x3 World Tour, Saskatoon**  
(Left to right): Todd Brandt (Tourism Saskatoon), Gregg Sauter (Saskatchewan Roughrider Football Club)



**Ghostown Blues Bed & Breakfast, Maple Creek**  
(Left to right): Cindy Wright (Saskatchewan Chamber of Commerce), Caralee Hansen (Ghostown Blues Bed & Breakfast)



**Chris Standing, Wanuskewin Heritage Park, Saskatoon**  
(Left to right): Chris Standing (Wanuskewin Heritage Park), Gloria Evans (Harvard Broadcasting Regina)



**Saskatchewan Indian Gaming Authority, Saskatoon**  
(Left to right): Zane Hansen (Saskatchewan Indian Gaming Authority), James Bogusz (Regina Airport Authority)

**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*



**Saskatchewan Roughrider Football Club, Regina**  
(Left to right): Mason Gardiner (Saskatchewan Roughrider Football Club), Laila Haus (Phoenix Group)



**Saskatchewan Craft Brewers Association, Saskatoon**  
(Left to right): Andrew McDonald (Wanuskewin Heritage Park), Shawn Moen and Grant Frew (Saskatchewan Craft Brewers Association)



**Jim Byers, Toronto, ON**  
(Left to right): Daniel Dalman (Tourism Saskatoon), Doug Campbell (Vendasta)



**YXEats, Saskatoon**  
(Left to right): Randy Pshebylo (YXEats), Michael Jones (Saskatchewan Arts Board)

**MARQUEE EVENT OF THE YEAR AWARD**

*Sponsored by CTV*



**Ness Creek Music Festival, Big River**  
(Left to right): Kerri Fischer, Gord Olson and Carlie Letts (Ness Creek Music Festival), Sabeen Ahmad (CTV)

**BUSINESS OF THE YEAR AWARD**

**(Under 20 Full-time Employees)**  
*Sponsored by the Saskatchewan Indian Gaming Authority*



**Historic Reesor Ranch, Maple Creek**  
(Left to right): Scott and Theresa Reesor (Historic Reesor Ranch), Jonathan Pasap (Saskatchewan Indian Gaming Authority)

**BUSINESS OF THE YEAR AWARD**

**(Over 20 Full-time Employees)**  
*Sponsored by The Western Producer*



**Grassroots Restaurant Group, Saskatoon**  
(Left to right): Dale Mackay (Grassroots Restaurant Group), Laurie Michalycia (Western Producer)

**TOURISM BUILDER AWARD**

*Sponsored by Tourism Saskatchewan*



**Bernadette McIntyre, Regina**  
(Left to right): Bernadette McIntyre, Irene Seiferling (Tourism Saskatchewan Board of Directors)



**Ian McGilp, Saskatoon**  
(Left to right): Ian McGilp, Irene Seiferling (Tourism Saskatchewan Board of Directors)

Detailed information regarding each category winner is available at [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.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 2017. To avoid potential conflict of interest, Award Selection Committee members were not included in the judging when their own companies were nominated in a category (business or individual).

**Robin Campese**, Ministry of Parks, Culture and Sport, Regina  
**Diane Cohoon**, Saskatoon  
**Lindsay Coleman**, Park Town Hotel, Saskatoon  
**Ted Gross**, Country Thunder Saskatchewan, Craven  
**Rebecca Hay**, Royal Saskatchewan Museum, Regina  
**Miriam Johnson**, Saskatchewan Roughrider Football Club, Regina  
**Alan Long**, Shakespeare on the Saskatchewan Festival, Saskatoon  
**Shelly Pikowicz**, Waters Edge Eco-Lodge, Meadow Lake  
**Meredith Schmidt**, Last Mountain Distillery, Lumsden

**Angela Schmitt**, RedWillow Organics, Carrot River  
**Bob Siemens**, Cowtown Kids Toy & Candy, Maple Creek  
**Joan Steckhan**, Prairie River Cruises Ltd., Saskatoon  
**Curtis Tutthill**, Regina Airport Authority, Regina  
**Jeanette Wicinski-Dunn**, Country at the Creek Festival, Big River  
**Laura Zary-Jackson**, Gold Eagle Lodge, North Battleford



# Selling Saskatchewan

## Saskatchewan Experience Suite delights Rendez-vous Canada delegates



The Honourable Bardish Chagger, Minister of Small Business and Tourism (centre), enjoying hospitality in the Saskatchewan Experience Suite, along with (left) Todd Brandt, President and CEO, Tourism Saskatoon; (right) David Goldstein, President and CEO, Destination Canada; and Alaina Lockhart, Parliamentary Secretary for Small Business and Tourism. Photo provided by William Au Photography/Destination Canada.

Saskatchewan partners attending RVC included Lloyd Lake Lodge and the RCMP Heritage Centre

Tourism Saskatchewan and several industry partners made an impressive, welcoming statement at the 2018 Rendez-vous Canada (RVC), held in Halifax in May. Annual attendance at RVC, Canada's premier international travel trade marketplace, positions Saskatchewan directly in front of national and international tour operators and travel agents. Tourism Saskatchewan conducted nearly 150 business appointments with travel buyers from Canada, China, German-speaking Europe, the U.K. and U.S.

The 2018 RVC was the largest ever, attracting over 1,900 delegates. Space limitations at the new Halifax Convention Centre worked in Tourism Saskatchewan's favour and presented a unique opportunity to host an exclusive Saskatchewan Experience Suite just off the main marketplace floor. The Experience Suites were an original concept launched this year to create an immersive brand experience that would showcase the look, feel and taste of smaller provinces and territories.

"On the Edge of Nature" was an appropriate theme for the space representing the province. Guests were welcomed by inspiring imagery and décor that highlighted Saskatchewan's brand pillars: land and sky; time and space; and community. A northern lights image by Saskatchewan

photographer Chad Chicilo provided a dramatic backdrop to outdoor scenes, replete with evergreens, foliage and a cozy campfire.

Tourism Saskatchewan, along with industry partners Tourism Saskatoon, RCMP Heritage Centre, Lloyd Lake Lodge and Manitou Springs Resort & Mineral Spa, provided the warm hospitality. Wanuskewin Heritage Park also attended as part of the Indigenous Tourism Association of Canada delegation. Guests were treated to signature Saskatchewan treats, including s'more cookies, chickpea snacks, saskatoon berry and prairie cherry spritzers, along with other distinct tastes.

The Saskatchewan Experience Suite became a must-see for RVC delegates and enabled the province to stand out from other well-known Canadian destinations. Feedback from international buyers and media was overwhelmingly positive. These guests were surprised and delighted by Saskatchewan's beauty and diversity. The suite provided a relaxed space for additional informal meetings, and the atmosphere that was created sparked additional conversations and leads.

## 2018 Saskatchewan Travel Guide now available

The new 2018 *Saskatchewan Travel Guide* is now available to display and to share with visitors. Order your free bulk quantities by contacting Patti Peesker at [patti.peesker@tourismsask.com](mailto:patti.peesker@tourismsask.com).

The decision to cease printing the *Saskatchewan Discovery Guide* was based on solid research. Fewer people request print material, particularly comprehensive guides that are at the provincial level. The 2018 *Saskatchewan Travel Guide* touches on some of the province's unique features, attractions and events. The piece is not intended to cover all areas, towns or tourism operations in the province, and neither display advertising nor listings are included.

Tourism operators are encouraged to take advantage of FREE listings on [TourismSaskatchewan.com](http://TourismSaskatchewan.com). The website receives more than 1.5 million visitors annually, and provides the most effective marketing exposure for businesses. To get your free web listing, or to update your existing listing, contact Tourism Saskatchewan at 1-877-237-2273 or email [information.updates@tourismsask.com](mailto:information.updates@tourismsask.com).

The 2017-2018 *Official Saskatchewan Road Map* is also available. Order your free bulk quantities of either of these items in the 2018 travel literature series by contacting [patti.peesker@tourismsask.com](mailto:patti.peesker@tourismsask.com).





## Travel Offers generate interest and business

A new Travel Offers section on [TourismSaskatchewan.com](http://TourismSaskatchewan.com) provides a channel to promote unique, authentic product offers that will tempt customers. Tourism operators and businesses can list their offers for free on the consumer website.

Travel offers are an additional and effective way for tourism businesses to extend their season, create shoulder season traffic and drive new business by getting messages in front of travellers already considering a Saskatchewan vacation.

The service is year round, and options are flexible and varied. A travel offer can include a packaged

deal (accommodation, transportation, meals, etc.); value-added incentives, such as attraction passes or a meal included in the price; or discounts for a specific amount or percentage.

For ideas and examples of current offers, visit [TourismSaskatchewan.com/travel-offers](http://TourismSaskatchewan.com/travel-offers).

Give your offer a short, convincing title that evokes a sense of intrigue. Craft a clear, concise description (approximately 100 words), using active, inviting language and including the price/value. An accompanying image should convey the experience offered. Quality photographs that feature people resonate with

prospective customers, who can envision themselves enjoying your unique experience.

Consumers want details. Include the start and end dates, and a direct link to your company's web page, where customers can acquire more information and book their travel.

To inquire about listing a Travel Offer on [TourismSaskatchewan.com](http://TourismSaskatchewan.com), contact Belva Schlosser at 306-787-5488, [belva.schlosser@tourismsask.com](mailto:belva.schlosser@tourismsask.com).



## TRAVEL MEDIA HIGHLIGHTS

### Manitou Beach rediscovered

In April, journalist Jana G. Pruden visited Saskatchewan on assignment with *The Globe and Mail* for its 2018 *Hidden Canada* feature, published on May 19. Advanced planning for her trip involved Tourism Saskatchewan's Travel Media team, along with Brendan Manz, Community Development Officer, Watrous Manitou Marketing Group. During her visit, from April 9-11, Pruden drew inspiration from the relaxed atmosphere of Manitou Springs Resort & Mineral Spa. In her *Hidden Canada* story, Pruden described discovering Manitou Beach almost 20 years ago. "It was like stepping back in time," she wrote, reflecting on a summer road trip and spontaneous late night stop. "Coming over a hill into Manitou Beach, we saw a road lined with cars and trucks in all directions, and in the centre, a luminous dance hall, spilling the light and music and people into the night." Two decades later, the atmosphere and nostalgia of bygone eras is ever-present in the iconic Danceland,

the Jubilee Drive-in movie theatre and Burger Buoy, located on the waterfront. Pruden acknowledged these and other attractions in her article, posted on [theglobeandmail.com/life/travel/article-hidden-canada-your-annual-travel-guide-to-the-countrys-undiscovered/](http://theglobeandmail.com/life/travel/article-hidden-canada-your-annual-travel-guide-to-the-countrys-undiscovered/).

### Performance and culture bookend Jennifer Allford's Regina visit

Jennifer Allford, *Calgary Herald* columnist and contributor, had a feeling that her four-day trip to Regina in April would shed light on the city's interesting character and people. "I live near Calgary's McMahon Stadium, the unofficial home of Rider Nation, and I always get a kick out of seeing green faces [on the way to a] game. I like Saskatchewanians, so I was pretty sure I was going to like Regina," Allford said. Allford's schedule was jam-packed, beginning with the First Nations University of Canada Spring Powwow and concluding with Globe Theatre's



2018 First Nations University of Canada Spring Powwow

production of *The Rez Sisters*. In between, it was all about local flavours and discovering some of the unique attractions and neighbourhoods. "I loved the feel of the place, the old brick buildings, the original signage and walking through Wascana Park," she added. Tourism Saskatchewan's Travel Media program supported Allford's visit and assisted with planning and scheduling. Stories will be published in the fall in *CAA Saskatchewan Magazine* and *WestJet Magazine*.

## New category added to ExploreSask Photo Contest

Tourism Saskatchewan's annual ExploreSask Photo Contest kicked off during Saskatchewan Tourism Week (May 27-June 2). A new **Wildlife** ([#ExploreSaskWildlife](https://twitter.com/ExploreSaskWildlife)) category invites amateur and professional photographers to submit images of Saskatchewan's wild species, birds and insects in natural settings. The six other contest categories are **Communities** ([#ExploreSaskComms](https://twitter.com/ExploreSaskComms)), **Events and Festivals** ([#ExploreSaskEvents](https://twitter.com/ExploreSaskEvents)), **Outdoor Fun** ([#ExploreSaskOutdoor](https://twitter.com/ExploreSaskOutdoor)), **Park Adventures** ([#ExploreSaskParks](https://twitter.com/ExploreSaskParks)), **Prairie Life** ([#ExploreSaskPrairie](https://twitter.com/ExploreSaskPrairie)) and **Woods and Water** ([#ExploreSaskWoods](https://twitter.com/ExploreSaskWoods)).

The prize-winning photographer, in each category, will receive a \$250 Visa gift card. The Grand Prize winner, selected from the seven category winners, will receive an additional \$250 Visa gift card.

Photographers may also submit entries through Instagram and Twitter by using the [#ExploreSask](https://twitter.com/ExploreSask) category hashtags. For complete contest rules and to submit your entry, visit [TourismSaskatchewan.com/PhotoContest](http://TourismSaskatchewan.com/PhotoContest). The deadline for entries is September 16, 2018.



2017 ExploreSask Photo Contest Grand Prize winner: Dallas Hordichuck

# In Development

## Regina and Saskatoon recognized for sport hosting performance



2018 Tim Hortons Brier, Regina



FIBA 3x3 World Tour, Saskatoon



Heather Bury, Tourism Saskatoon

In April, the Canadian Sports Tourism Alliance (CSTA) announced that Regina was the No. 1 city, with a population of less than 500,000, to host a national or international sporting event. Saskatoon followed in the No. 2 position. Overall, the cities placed at 8th and 9th in Canada for their hosting performance, according to the newly developed Global Sport Impact Canada Index.

The recognition was well-timed, following the Tim Hortons Brier, held in Regina (March 3-11), and in anticipation of the MasterCard Memorial Cup (May 17-27), the Canadian Pacific (CP) Women's Open (August 20-26), and other upcoming championships.

In Saskatoon, organizers of the FIBA 3x3 World Tour are gearing up for the second of three annual tournaments to be held in the city. The success of Saskatoon's first foray into hosting the event was acknowledged at the Saskatchewan Tourism Awards of Excellence Gala on April 12. The 2017 FIBA 3x3 World Tour, held last July, received the Rookie of the Year Award.

Saskatoon was recently announced as the host city for the 2018 4 Nations Cup. This international women's hockey tournament will be held on November 6-10 and will feature the

gold, silver and bronze medalists from the 2018 Winter Olympic Games, including Team Canada.

Events Regina is credited with rallying forces to support the bidding process and aggressively promoting Saskatchewan's capital as a welcoming and highly successful host destination. The partnership is led by Economic Development Regina and the Regina Hotel Association, and involves the City of Regina, Evraz Place, Tourism Saskatchewan, the University of Regina and Wascana Centre Authority and other local organizations. In the past five years, Events Regina assisted in the presentation of bids for more than 50 national and international events.

John Lee, President and CEO of Economic Development Regina, acknowledged the model that has secured major events and solidified Regina's reputation as a great host city. "The dynamic thought leadership and collaboration of the group has made Regina a leader for hosting events, conventions and tradeshows. With this passion and dedication amongst so many partners, Regina will be known as one of the top places in North America to host an event or conference," Lee said.

Events Regina was among the finalists for the 2018 CSTA PRESTIGE (Program Recognizing

Exceptional Sport Tourism Initiatives, Games and Events) Awards, qualifying in the category of Sport Tourism Organization of the Year.

The PRESTIGE Awards Luncheon takes place during the annual CSTA Sport Events Congress. Tourism Saskatoon sponsored the recent luncheon on March 8 in Halifax. It was a proud moment when Heather Bury, Sport and Event Sales Executive with Tourism Saskatoon, received the honour of CSTA Sports Tourism Rising Star. Bury is part of the Saskatoon Sports Tourism team, which leads efforts to bring national and international events to the city. Saskatoon Sports Tourism works with a number of investing partners, including the City of Saskatoon, Dakota Dunes Casino, Prairieland Park, SaskSport, SaskTel Centre, Tourism Saskatoon and the University of Saskatchewan.

"We're incredibly proud to collaborate with our investing partners to further develop our sports tourism industry," Stephanie Clovechok, Managing Director of Saskatoon Sports Tourism, said. "In Canada, sports tourism is a \$6.5 billion a year industry and the fastest growing segment of the tourism industry in our country. It's important that we identify sport events for Saskatoon and Saskatchewan to capture a portion of this expanding tourism industry."

## Tourism Talks hosted in Assiniboia



Tourism Saskatchewan held its first 2018 Tourism Talks assembly on March 15 in Assiniboia. CEO Mary Taylor-Ash and several staff members hosted nearly a dozen local operators and stakeholders at the Assiniboia & District Museum. Taylor-Ash opened the day-long forum with greetings from Tourism Saskatchewan's Board of Directors and staff, and briefed attendees on the objectives of the Tourism Talks series of meetings: 1) foster industry relationships and partnerships; 2) support growth through education and collaboration; and 3) increase awareness of Saskatchewan tourism products and experiences.

The agenda included presentations on Tourism Saskatchewan's programs and services offered to industry. A group activity identified tourism assets in the Assiniboia region and initiated discussion about working collectively to attract visitors.

Delegate feedback is an important outcome of Tourism Talks. There were high scores for the opportunity to network with neighbouring operators and communities, and gain a broader understanding of the benefits of collaboration. Tourism Saskatchewan presentations were deemed valuable. Participants appreciated the information that was shared and the time designated to answering questions and engaging in one-on-one conversations.

Tourism Saskatchewan extends thanks to Tourism Talks attendees from the communities of Assiniboia, Bengough and Mossbank.



Tourism Saskatchewan hosted Assiniboia and area delegates on March 15.

## Government investment in Ready to Work assists at-risk individuals



(Second and third from left) David Buckingham, MLA – Saskatoon Westview and The Honourable Ralph Goodale, Minister of Public Safety and Emergency Preparedness and MP – Regina Wascana, participated in the announcement of funding projects that will help 400 Saskatchewan residents acquire skills and hands-on work experience.

On May 17, the Government of Canada, in partnership with the Government of Saskatchewan, announced investment exceeding \$2.4 million in the Ready to Work: Tourism and Hospitality Careers project.

Ready to Work is a career awareness, skills development and transition to employment program that assists participants in finding long-term, rewarding careers in tourism. It is co-ordinated nationally by Tourism HR Canada and delivered in Saskatchewan by the Saskatchewan Tourism Education Council (STEC).

Ready to Work: Tourism and Hospitality Careers is a 31-month project involving 200 Indigenous youth, new Canadians and individuals at-risk. Training will provide them with valuable skills, knowledge and experience and position them for fulfilling work in tourism, hospitality and service industries. Project activities will take place in 12 Saskatchewan communities.

The announcement was made at the Saskatoon Trades and Skills Centre, which received funding for its Skills for a Stronger Community project.

# STEC News

## Service First customized to serve businesses and communities

On May 1, the Saskatchewan Tourism Education Council (STEC) completed facilitator training for its new Service First customer service training program. Service First is a four-hour workshop that teaches basic skills and the attitude required by individuals in frontline tourism positions. Training is available to communities and organizations throughout the province.

Service First can be tailored to address the unique needs of tourism businesses. Currently, STEC is working with SaskParks to deliver a customized workshop for park employees. The training focuses on understanding the value of tourism, professionalism, and creating exceptional experiences for visitors.

Earlier this year, Tourism Regina approached STEC about introducing a customer service training component for its annual tourism familiarization (FAM) process offered to businesses in the city.

The learning outcomes of STEC's Service First program were a perfect fit with Tourism Regina's marketing objectives. As a result, STEC adapted Service First to create a new and dynamic training and orientation program called YQReady. The addition of YQReady expanded the traditional half-day FAM tour to a full-day training and orientation event, which was offered in May.

"We started the day with the fundamentals of Service First – understanding why tourism is important, what it means to be professional, and how to deliver great customer service," Kari Burgess, STEC Account Representative, said. "After that, Tourism Regina took the participants on a FAM around the city. They returned for a one-hour closing session, which included an exercise in developing their own custom tour packages."

"Working with Tourism Saskatchewan to develop YQReady provided excellent additional training



Service First delivered to YQReady participants in May

for our partners," Ashley Stone, Director of Tourism Regina, said. "The program delivered education on basic customer service skills, and an opportunity for participants to put themselves in visitors' shoes and explore Regina from a new perspective."

YQReady is designed primarily for seasonal and casual staff working in tourism businesses in Regina. Accommodation properties, destination attractions and event organizations are among the biggest users of the program.

## Welcoming International Visitors revised for Canada-China Year of Tourism 2018

Tourism and hospitality businesses are encouraged to access *emerit* tools to equip staff with knowledge and skills for delivering great customer service. In recognition of the Canada-China Year of Tourism 2018, a special edition of *emerit's Welcoming International Visitors* has been prepared. The free resource is one of the benefits of a partnership between Tourism HR Canada and the Government of Canada. Downloadable fact sheets have been created for nine tourism occupations, including Tour Guide, Visitor Information Counsellor and a range of frontline positions. Each sheet is a quick and easy reference for providing service to visitors from China. To access the material, visit <http://emerit.ca/product/WIVFCCYT-E/en>.



## Thirty tourism Employers of Choice named in 2018

In the last issue of *Going Places*, several names were omitted from the list of Tourism Employers of Choice for 2018. A record number of Saskatchewan employers earned the designation. Congratulations to the following:

- Airline Hotels and Resorts
  - Country Inn & Suites Regina
  - Hilton Garden Inn Saskatoon Downtown Hotel
  - Travelodge Hotel Saskatoon
- CAA Saskatchewan
- Canalta Hotels
  - Canalta Assiniboia
  - Canalta Esterhazy
  - Canalta Humboldt
  - Canalta Martensville
- Canalta Melfort
- Canalta Moosomin
- Canalta Shaunavon
- Canalta Tisdale
- Canalta Weyburn
- Ramada Weyburn
- d3h Hotels Inc. (Dimension 3 Hospitality)
  - Days Inn Regina Airport West
  - Days Inn Regina Eastgate\*
  - Home Inn & Suites Regina Airport
  - Home Inn & Suites Swift Current
  - Home Inn & Suites Yorkton
  - HomeSuites Regina
- Delta Hotels by Marriott Bessborough
- DoubleTree by Hilton Hotel & Conference Centre Regina
- Gold Eagle Lodge, North Battleford
- MasterBuilt Hotels
  - Microtel Inn & Suites Estevan
  - Microtel Inn & Suites Lloydminster
  - Microtel Inn & Suites Weyburn
- Radisson Hotel Saskatoon\*
- Saskatoon Prairieland Park Corporation\*
- Sheraton Cavalier Saskatoon Hotel
- Tourism Saskatchewan

\*Employer of Choice since 2010

The Employer of Choice program is available to all Saskatchewan tourism businesses. For information, contact Darcy Acton at 306-933-7466, [darcy.acton@tourismsask.com](mailto:darcy.acton@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 2018. In this issue, Tourism Saskatchewan salutes three award winners.



## **FIBA 3x3 World Tour, Saskatoon, Rookie of the Year Award**

*Sponsored by the Saskatchewan Roughrider Football Club*

In July 2017, Saskatoon became the first Canadian city to host a FIBA 3x3 World Tour event. Twelve teams from cities across the world, such as Ljubljana, Rio de Janeiro, New York and Montreal, along with Saskatchewan's own Team Saskatoon gathered to compete in the three-day tournament. Construction of a special half-sized basketball court was required, since 3x3, also known as streetball, is played with two teams of three players and a single hoop. A temporary stadium was created at an intersection in downtown Saskatoon, where the excitement attracted over 12,000 fans and curious spectators. Tourism Saskatoon, a dedicated host committee and enthusiastic volunteers drove the success of this first of three tournaments to be hosted by the city. The competition garnered international attention via the FIBA 3x3 YouTube channel and broadcasts by RedBull Media House and TSN.

## **Chris Standing, Saskatoon, Employee of the Year Award**

*Sponsored by Harvard Broadcasting Regina*

Chris Standing, Senior Interpreter at Wanuskewin Heritage Park, has deep ties to the land. His grandfather, Elder Cy Standing, was a member of the original team that brought the dream of Wanuskewin to fruition. A knowledgeable and passionate ambassador for the park, Standing is the first person to greet guests, and his personal stories enhance the visitor experience. He goes the extra mile to maintain connections through social media, extend personal invitations to events and celebrations, and develop repeat visitors to the park. His responsibilities include designing and facilitating the majority of cultural programs, while developing festival and event concepts. His goal is to inspire people, which he pursues through innovative approaches that deliver meaningful experiences. Standing's work helps to advance Saskatchewan's alignment with the nationwide commitment to Truth and Reconciliation, and champion understanding and mutually respectful relationships.

## **Saskatchewan Indian Gaming Authority, Saskatoon, Employer of the Year Award**

*Sponsored by Regina Airport Authority*

The Saskatchewan Indian Gaming Authority (SIGA) operates six First Nations casinos in Saskatchewan. During its 22-year history, SIGA has maintained a standard of exceptional customer service and first-rate amenities. The entertainment company invests in its people and is committed to cultivating the talent of employees. Through robust learning and professional development programs, health and wellness initiatives and opportunities for career advancement, SIGA builds an engaged workforce and an enviable workplace culture. These qualities are highlighted in achievements such as earning Great Place to Work® Canada certification. SIGA ranks in the Top 30 Saskatchewan companies recognized by *SaskBusiness Magazine*. The company is proud to be one of the largest and most progressive employers in the province, with over 60 per cent of its nearly 1,800 employees identifying as First Nation. SIGA's vision is to deliver sustainable net income and employment opportunities to the 74 First Nation communities in Saskatchewan.

# Around the Province

## From scenic views to open roads

Submitted by *Saskatchewanderer Kevin Dunn*



*Kevin Dunn, 2018 Saskatchewanderer*



*Lepine elevator, near Wakaw*



*Elbow Trail, along Lake Diefenbaker*

As the 2018 Saskatchewanderer, I am the official travel blogger and adventurer for Saskatchewan. It's a dream job, as I get to showcase Saskatchewan's diverse people, places and businesses all year long!

With almost 500 miles of sandy shoreline, there's a lot to see and do both on and off of the water at Lake Diefenbaker. For me, running the Elbow Trail was a highlight. As part of The Great Trail, the Elbow Trail weaves along the Lake Diefenbaker shoreline, connecting to many lookout points and into Douglas Provincial Park. Experiencing the views that the Elbow Trail offers was amazing. While hiking the sandy cliffs, I saw sailboats head out to open water – a unique sight in central Saskatchewan!

Whenever I am planning my road trips, I always try to take the scenic route. That's a lot easier to do in the spring and summer months.

Saskatchewan has many roads that pass through open valleys, around wetlands and over rolling hills. I love the chance to pass by relics of Saskatchewan's history. Seeing once occupied homesteads, one-room schools and, of course, the famous grain elevators – it feels like I'm driving through time. Experiencing our shared heritage while travelling the highways is just one of the reasons I highly recommend considering different routes when you plan your next road trip journey.

Join along on my travels by following me on Facebook ([facebook.com/skwanderer](https://facebook.com/skwanderer)), Twitter ([@skwanderer](https://twitter.com/skwanderer)) or Instagram ([@saskatchewanderer](https://instagram.com/saskatchewanderer)). Keep up with the latest blogs and videos on [saskatchewanderer.ca](https://saskatchewanderer.ca) and YouTube ([youtube.com/user/skwandererofficial](https://youtube.com/user/skwandererofficial)). Happy Adventuring!

## Camping made easy in Saskatchewan provincial parks

Submitted by *the Ministry of Parks, Culture and Sport*

Brand new to Saskatchewan provincial parks this year are six Camp-Easy equipped campsites. With these ready-to-go sites now available in Buffalo Pound, Echo Valley and Pike Lake Provincial Parks, campers hardly need to pack more than their sleeping bags and favourite snacks. Located just outside of urban centres, Camp-Easy sites are ideal for a quick getaway, with minimal effort and preparation required.

Each Camp-Easy site features a large canvas tent on a wooden platform, six sleeping cots, a screened dining tent, camp stove and propane tank, lantern, wash bins, camp chairs and roasting sticks. Through the Camp-Easy program, more people will have the chance to try out camping, connect with nature and experience Saskatchewan's beautiful provincial parks.

While the equipped campsites are an excellent option for first-time campers, both new and

returning park visitors can take advantage of this exciting program. Feedback from both seasoned campers and those who have yet to visit our parks indicate strong interest in this type of offering.

Equipped campsites appeal to a wide variety of people, including families eager to try a new activity, newcomers interested in exploring Saskatchewan's provincial parks, convenience-seekers looking to minimize set up time and maximize relaxation, or anyone who may not have access to camping equipment.

SaskParks is looking forward to welcoming new guests to parks, and supporting the growth of future campers and outdoor enthusiasts through the Camp-Easy program.

For those who are new to camping and looking for a more guided experience, Sask Parks is offering a Learn to Camp program in Camp-Easy



*Camp-Easy equipped campsites available in three provincial parks*

sites on designated dates. Participants will receive lessons from Learn to Camp leaders on the camping necessities. The program introduces beginner campers to skills and activities that are useful for a successful and memorable experience.

Additional information about Camp-Easy and Learn to Camp is available at [saskparks.com](https://saskparks.com).

# Here & There

## Top 10 Saskatchewan Bed and Breakfast list announced

The Saskatchewan Bed and Breakfast Association (SBBA) announced the names of the Top 10 accredited member bed and breakfast operations on March 24. 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:

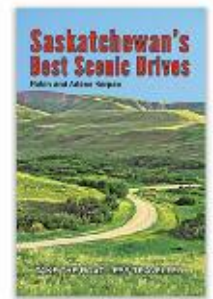
1. Fir River Ranch, near Hudson Bay, Audrey Stauber
2. Academy Bed & Breakfast, Rosthern, Jill and Stewart Mitchell
3. Harbour View Bed & Breakfast, near Midale, Valerie and Meryl Wanner
4. North Country Bed & Breakfast, near Hudson Bay, Norma and Wyman Jennings
5. Gilbertson Guest House, Frontier, Don and Donna Hernberg
6. Meadow's Edge Bed and Breakfast, Preeceville, Kathleen and Michael Pitt
7. B-Say-Tah Point Bed and Breakfast, near Fort Qu'Appelle, Mike Maier and Eileen Lewko
8. Orioles Paradise Bed and Breakfast, Carnduff, Jean Hanson
9. Sunset Escape, Spiritwood, Lorna and Gary Strate
10. Burns' House Bed and Breakfast, near Pangman, Sheila and Harry Larson

## Tracey Pascal named Saskatchewan Co-ordinator for the Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) recently announced Tracey Pascal as the Saskatchewan Co-ordinator. As the first Saskatchewan regional co-ordinator for ITAC, Pascal's responsibilities will include coordinating regional Indigenous tourism industry engagement sessions, connecting Indigenous operators to opportunities for tourism development and supporting the ITAC team in hosting the 2018 International Indigenous Tourism Conference in Saskatoon (October 30-31, 2018). She is a member of the Pasqua First Nation, and earned a Bachelor of Arts degree from the First Nations University of Canada. Pascal brings experience in communications and event planning to her new role.



Left to right: Tracey Pascal, Saskatchewan Co-ordinator, Indigenous Tourism Association of Canada; Andrea Lafond, CEO, Meewasin; Saskatchewan's Best Scenic Drives



## Andrea Lafond named CEO of Meewasin

The Meewasin Valley Authority Board of Directors recently introduced Andrea Lafond as the new Chief Executive Officer. Lafond has almost 20 years of leadership experience, primarily in the non-profit sector. Prior to assuming her new role on May 7, 2018, she was Vice-President of Operations at the Saskatchewan Indian Institute of Technologies. She also held positions at Wanuskewin Heritage Park and Metis Employment & Training. Lafond will lead Meewasin's efforts to conserve the cultural and natural assets of the South Saskatchewan River Valley. The agency was created in 1979, a partnership between the Government of Saskatchewan, City of Saskatoon and University of Saskatchewan.

## Robin and Arlene Karpan publish Saskatchewan's Best Scenic Drives

Travel authors and photographers Robin and Arlene Karpan unveiled their new book, *Saskatchewan's Best Scenic Drives*, in May. The Karpans describe Saskatchewan as "tailor-made for backroad exploring." Their 208-page guide, which features 185 colour photographs, is the perfect travel companion. Detailed maps, directions and GPS co-ordinates take the guesswork out of a Saskatchewan road trip. To view sample pages and learn more about the publication, visit [parklandpublishing.com](http://parklandpublishing.com).

## Saskatchewan represented in Canadian Traveller's Top 40 Under 40

*Canadian Traveller* recently announced its first Top 40 Under 40 list, which recognizes individuals under the age of 40 who perform outstanding work in Canada's travel industry. Saskatchewan was well-represented, with three industry professionals receiving acknowledgement. Congratulations to the following:

### Stephanie Clovechok, Vice-President & Director of Destination Innovation, Tourism Saskatoon

As Tourism Saskatoon's Vice-President & Director of Destination Innovation, Stephanie Clovechok assists new events, festivals and attractions by providing market intelligence and securing incubation funding to animate and enhance Saskatoon as a major destination for visitors. She advocates on behalf of local tourism operators and the industry to broaden understanding among government officials of tourism's significant impact on the Saskatoon economy. Clovechok is Managing Director of Saskatoon Sports Tourism, which works with local partners to bring major sporting events to Saskatoon.

### Kirk Morrison, Director – Events, Conventions and Tradeshows, Tourism Regina

Kirk Morrison is committed to unlocking Regina's infinite potential. He represents Tourism Regina, a

division of Economic Development Regina (EDR), in a partnership with the Regina Hotel Association, to position the city as a host for major events, conventions and tradeshows. His responsibilities include managing entrepreneur sector activities, as part of EDR's sector strategy. Morrison's background and experience in management consulting, high performance sport and volunteerism enable him to collaborate with community leaders, share information and identify growth opportunities.

### Jesse Tiefenbach, Chief Human Resource Officer, d3h Hotels Inc.

Employed by d3h Hotels for 11 years, Jesse Tiefenbach has fulfilled a number of roles and worked at several properties in Saskatchewan. He completed Guest Services Representative Journeyman certification and earned Certified Hotel General Manager designation. In 2017, he was named Chief Human Resource Officer, with responsibilities for all aspects of employment across the company's chain of 14 hotels. Tiefenbach serves on the Saskatchewan Apprenticeship and Trade Certification Commission Board as Employer Representative of the Agriculture, Tourism and Service Sector.



Top: Stephanie Clovechok  
Middle: Kirk Morrison  
Bottom: Jesse Tiefenbach

# Mark Your Calendar

## PUBLIC EVENTS

<b>Saskatoon Farmers' Market</b> Year-round .....Saskatoon	<b>Saskatchewan Festival of Words</b> July 19-22, 2018 .....Moose Jaw	<b>Saskatchewan Premier's Walleye Cup</b> August 10-11, 2018 .....Tobin Lake
<b>RCMP Sergeant Major's Parade</b> January 3-December 2, 2018 .....Regina	<b>Carry the Kettle First Nation Powwow</b> July 20-22, 2018 .....Carry the Kettle First Nation	<b>Regina Folk Festival</b> August 10-12, 2018 .....Regina
<b>Government House Historical Society Victorian Teas</b> March 3-December 2, 2018 .....Regina	<b>Onion Lake Powwow</b> July 21-22, 2018 .....Onion Lake First Nation	<b>Those Were the Days</b> August 11-12, 2018 .....The Battlefords
<b>Regina Farmers' Market</b> March 4-December 15, 2018 .....Regina	<b>One Arrow First Nation Powwow</b> July 21-22, 2018 .....One Arrow First Nation	<b>Regina International Film Festival and Awards</b> August 14-18, 2018 .....Regina
<b>Frontier Days Regional Fair and CCA Rodeo</b> June 28-July 1, 2018 .....Swift Current	<b>FIBA 3X3 World Tour Masters</b> July 21-22, 2018 .....Saskatoon	<b>Folkfest</b> August 16-18, 2018 .....Saskatoon
<b>RCMP Sunset-Retreat Ceremonies</b> July 1-August 7, 2018 .....Regina	<b>Beardy's and Okemasis First Nation Powwow</b> July 27-29, 2018 .....Beardy's and Okemasis First Nation	<b>Northern Lights Bluegrass and Old Tyme Music Festival</b> August 17-19, 2018 .....Big River
<b>Shakespeare on the Saskatchewan Festival</b> July 4-August 19, 2018 .....Saskatoon	<b>North Battleford International Street Performer Festival</b> July 27-28, 2018 .....North Battleford	<b>Rock the River</b> August 17-19, 2018 .....Saskatoon
<b>All Folk'd Up Music Festival</b> July 6-8, 2018 .....Montmartre	<b>Gateway Music Festival</b> July 27-29, 2018 .....Bengough	<b>Saskatchewan's Outback KCRA Rodeo</b> August 18-19, 2018 .....Carrot River
<b>Regina International Fringe Theatre Festival</b> July 11-15, 2018 .....Regina	<b>PotashCorp Fringe Festival and Street Festival</b> August 2-11, 2018 .....Saskatoon	<b>CP Women's Open</b> August 20-26, 2018 .....Regina
<b>Country Thunder Saskatchewan</b> July 12-15, 2018 .....Craven	<b>Electric Sky Electronic Music and Arts Festival</b> August 3-5, 2018 .....Big River	<b>Waskesiu Lakeside Music Festival</b> August 24-26, 2018 .....Prince Albert National Park
<b>Tobin Lake Walleye Championship</b> July 13-15, 2018 .....Tobin Lake	<b>Frenchman River Gospel Jam</b> August 3-5, 2018 .....Shaunavon	<b>Nutrien Fireworks Festival</b> August 31-September 1, 2018 .....Saskatoon
<b>Kahkewistaha First Nation Powwow</b> July 13, 2018 .....Kahkewistaha First Nation	<b>Macklin World Bunnock Championship Challenge</b> August 3-5, 2018 .....Macklin	<b>Shake the Lake Outdoor Music Festival</b> August 31-September 1, 2018 .....Regina
<b>A Taste of Saskatchewan</b> July 17-22, 2018 .....Saskatoon	<b>Living Skies Come Alive Fireworks Competition</b> August 4-5, 2018 .....Moosomin	<b>Saskatoon Comic &amp; Entertainment Expo</b> September 15-16, 2018 .....Saskatoon
<b>Back to Batoche Days</b> July 19-22, 2018 .....Batoche National Historic Site	<b>Threshermen's Show and Seniors' Festival</b> August 4-5, 2018 .....Yorkton	Information subject to change.
<b>Ness Creek Music Festival</b> July 19-22, 2018 .....Big River	<b>John Arcand Fiddle Festival</b> August 9-12, 2018 .....Saskatoon	

## Is your event listed on TourismSaskatchewan.com?

Tourism Saskatchewan's consumer website, [TourismSaskatchewan.com](http://TourismSaskatchewan.com), receives more than 1.5 million visitors annually. The site is a popular resource for vacation planning and researching activities and events in Saskatchewan communities. Posted information ranks highly in Google searches.

Event organizers are encouraged to submit dates and details about upcoming festivals, community celebrations and tourism events. Simply use the submission form located at [TourismSaskatchewan.com/things-to-do/events/submit-an-event](http://TourismSaskatchewan.com/things-to-do/events/submit-an-event).

Have dates or details about your event changed? Avoid disappointment and missed opportunities by updating your current information. Submit changes by contacting Tourism Saskatchewan at 1-877-237-2273, [information.updates@tourismsask.com](mailto:information.updates@tourismsask.com).

Return Undeliverable Canadian Addresses  
to:

TOURISM SASKATCHEWAN  
189 - 1621 Albert Street  
Regina, Saskatchewan, Canada  
S4P 2S5  
E-mail: [travel.info@tourismsask.com](mailto:travel.info@tourismsask.com)

[TourismSaskatchewan.com](http://TourismSaskatchewan.com)  
1-877-237-2273

