

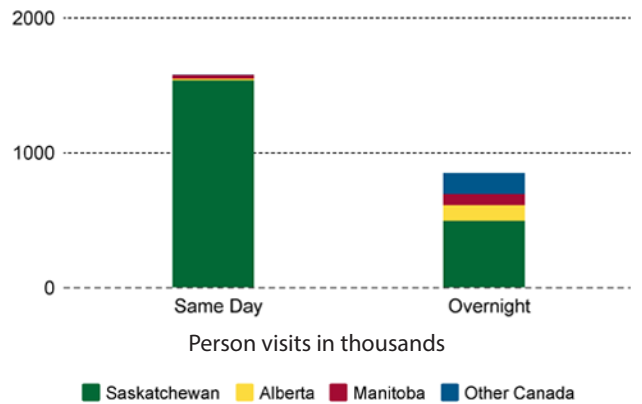
Regional Visitor Insights

Regina

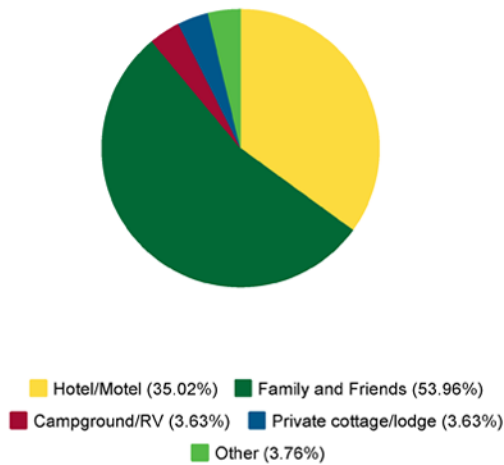
Visitation to Regina accounts for 18% of Saskatchewan's visitors – or over 2.3 million visits to and through the city. Saskatchewan residents make up the majority (86%) of Regina's visitors, followed by Alberta and Manitoba.



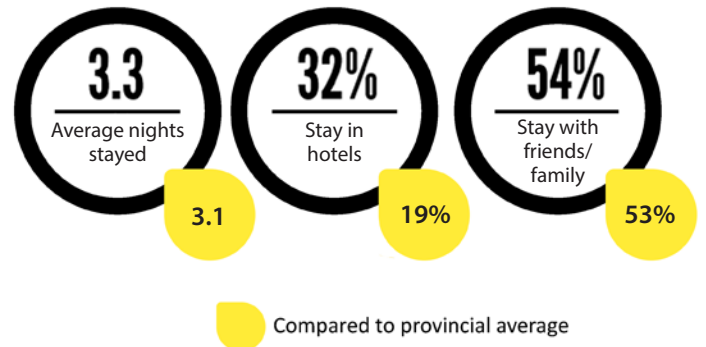
Visits by Province of Origin



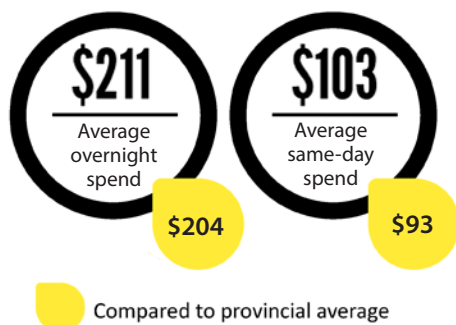
Accommodation



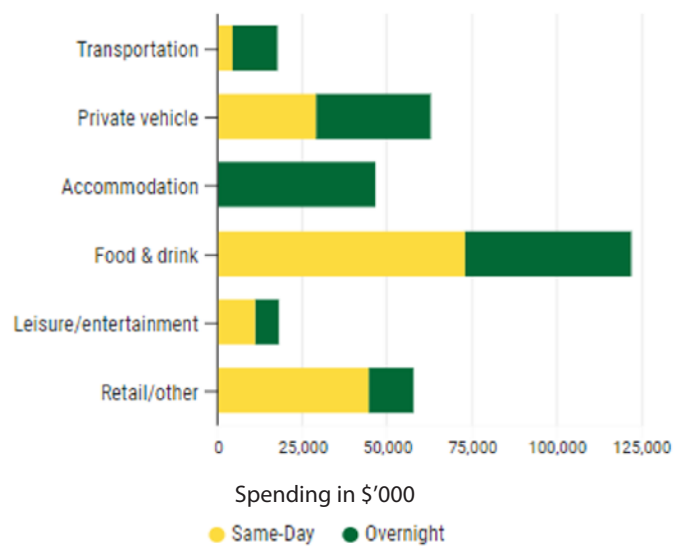
Visiting friends and relatives is the primary reason for travel to Regina, and also the top choice for accommodation. Business travel makes up 17% of overnight visits to Regina.



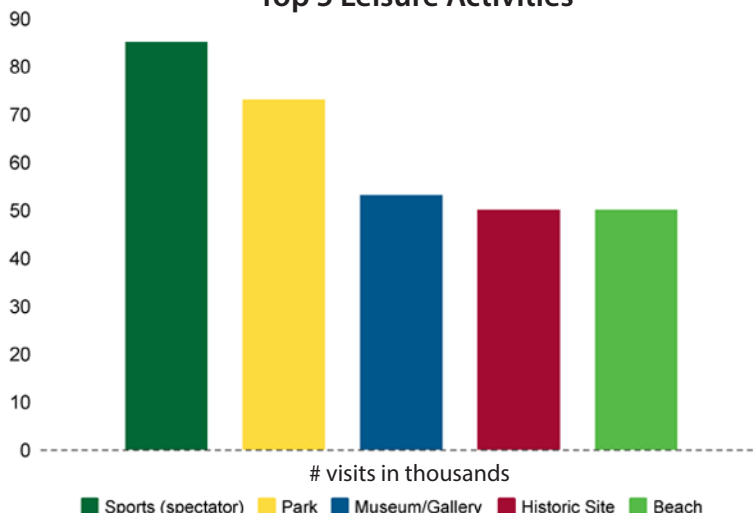
In 2017, Canadian visitors spent over \$325 million in Regina. Spending on food and beverage measured 38%; gasoline and vehicle maintenance accounted for 19%.



Visitor Spending



Top 5 Leisure Activities



Leisure travel makes up one-fifth of overnight visitation. While attending sports events is the most popular activity for visitors to Regina, cultural attractions are also a major draw.