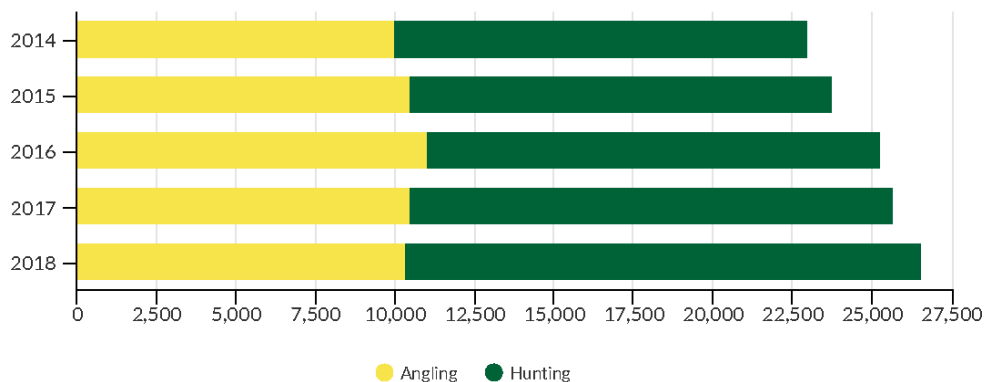
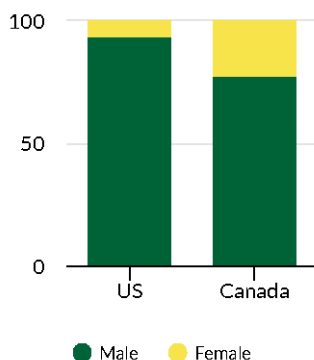


Trends Report: U.S. Hunting and Angling in Saskatchewan

Saskatchewan continues to gain recognition in the United States as a premier destination for hunting and fishing, demonstrated by a 16% increase in hunting and angling licence sales to U.S. visitors in the past five years.



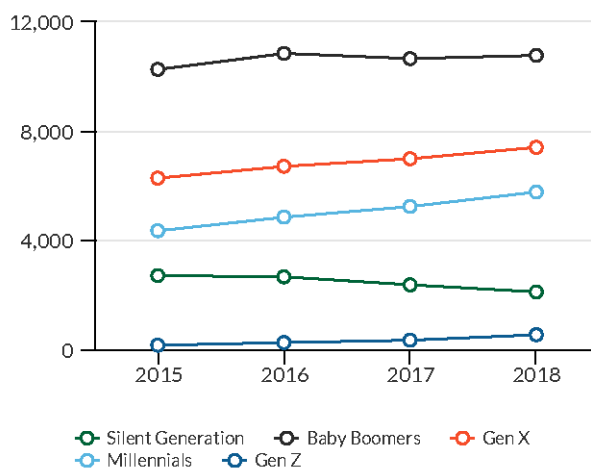
Who's coming?



The average age of hunters and anglers from the U.S. is 51 years old. The significant majority of them (94%) are male.

In comparison, 78% of Canadian hunters and anglers are male and tend to be younger on average (41 years old).

While Baby Boomers (born 1945-1964) make up over 40% of U.S. hunters and anglers, Generation X (born 1965-1980) and Millennials (born 1981-2000) account for the most growth in licence sales.



Where are they coming from?

Border states are the largest markets for angling licences, despite a decline in sales between 2017 and 2018. There has been growing interest in the Midwestern states, particularly Iowa and Illinois.

Hunting licence sales increased in nine of 10 top states. Tennessee and North Carolina showed the strongest growth in licence sales, with a slight decrease in Louisiana.

