

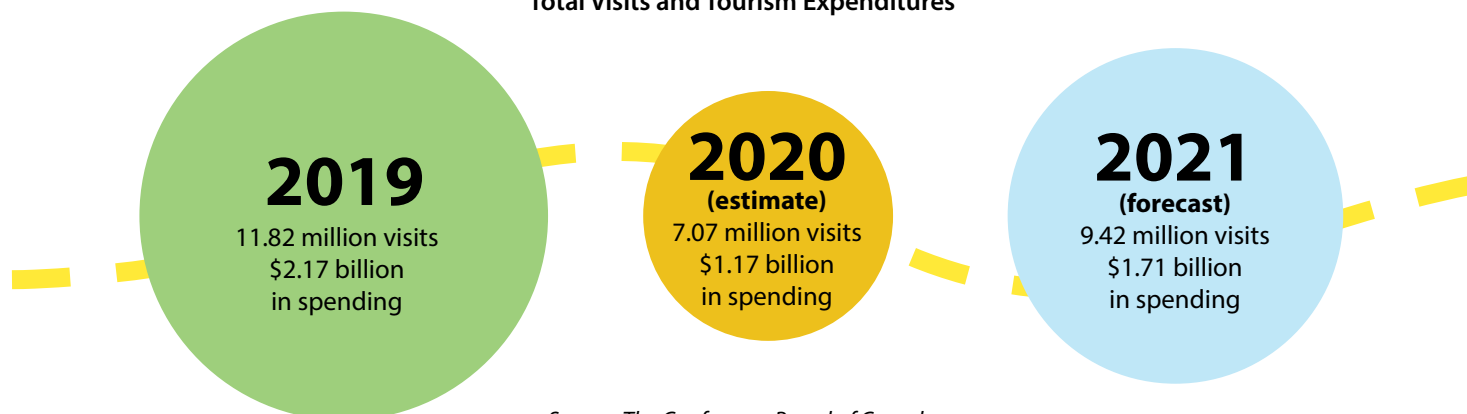
Saskatchewan Tourism Week

May 23-29, 2021



The Road to Recovery – By the Numbers

Total Visits and Tourism Expenditures



Source: The Conference Board of Canada

Tourism, in Saskatchewan and worldwide, has been hard hit by COVID-19. In 2020, the pandemic posed an unprecedented challenge to the global tourism industry.

Pre-pandemic, tourism spending in Saskatchewan reached \$2.17 billion in 2019. There were 11.82 million visits made to and within the province that year. Tourism-related employment hit 71,100, making up 12 per cent of Saskatchewan's total labour force.

Estimates for 2020 show that spending dropped to \$1.17 billion and the province saw 7.07 million visits to and within its borders. Employment declined 30 per cent over the previous year, with roughly 49,800 people employed in the tourism sector in August 2020.

Looking ahead, the industry will start to see signs of recovery toward the fall of 2021, corresponding with widespread vaccine distribution. There is optimism with \$1.71 billion in tourism spending and 9.42 million visits forecast for Saskatchewan in 2021.

However, full recovery to pre-pandemic levels is not expected until 2023.

tourismsaskatchewan.com