

Going Places

Saskatchewan's Tourism Industry Newsletter

Winter 2017

3

REGISTER NOW FOR THE
HOST SASKATCHEWAN
CONFERENCE – APRIL 5-6

6

FINALISTS ANNOUNCED FOR
THE SASKATCHEWAN TOURISM
AWARDS OF EXCELLENCE

12

INTRODUCING THE 2017
SASKATCHEWANDERER

16

INTRODUCING THE TOURISM
EMPLOYERS OF CHOICE FOR
2017

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

Articles may be reprinted with permission.

Cover Image

Sunrise on the Montreal River, near Air Ronge and La Ronge
Corey Hardcastle

Bookmark Industry Matters

The dedicated industry website, 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 and visit often!

Remembering Darcee Biliski	2
Message from the CEO	3
Register now for the HOST Saskatchewan Conference – April 5-6	3
Prince Albert National Park and Grasslands National Park plan for Canada's birthday bash	4
Celebrate Canada 150 in your favourite Saskatchewan provincial park	4
Message from the Chair	5
Speakers announced for Tourism Workplace Leadership Conference	5
Finalists announced for Saskatchewan Tourism Awards of Excellence	6
Saskatchewan Tourism Awards of Excellence honour three Tourism Builders	7
Tourism Trends	
Partners join forces to deliver Millennial Travel Program	8
Top Five Tips for marketing to millennials.....	9
Selling Saskatchewan	
Spring advertising campaign adds urban storytelling to the mix.....	10
Compelling photographs added to image library ..	10
Robin Esrock adds more Saskatchewan experiences to The Great Canadian Bucket List	10
Travel Media Highlights.....	11
Partnership with RCMP Heritage Centre raises the bar on travel trade offerings.....	11
Around the Province	
Introducing Andrew Hiltz, the 2017 Saskatchewaner	12
On your mark. Get set. Go!	12
In the Spotlight.....	13

In Development

Workshop series addresses demand for event planning tools	14
Kwame Neba rejoins Tourism Saskatchewan as Director of Product Development	15
Valley of Festivals brand unites Qu'Appelle Valley communities	15
Workshop presentations and networking benefit Destination and City Marketing Organizations	15
STEC News	
Introducing the tourism Employers of Choice for 2017.....	16
Nominate a colleague for a Tourism Ambassador Award	16
Tourism employees share their stories 150 ways in 150 days.....	16
Customized training gives TCU Place competitive advantage	17
Top Five Tips for coaching and mentoring employees	17
Interactive Insights	
Tourism Saskatchewan engages Matador Network in new partnership	18
Influential bloggers share their travel adventures ..	18
Here & There	19
Stock your shelves with copies of the 2017 Saskatchewan Discovery Guide.....	19
Save the date for Saskatchewan Tourism Week – May 28-June 3, 2017.....	19
Mark Your Calendar	20

Remembering Darcee Baliski October 9, 1967 – January 11, 2017

Saskatchewan's tourism sector recently lost a friend and champion. Darcee Baliski became active in tourism in 1992 when she worked with the *Riverbend Review* in Hafford and was introduced to the newly formed Heart of Canada's Old North West tourism region. Her exemplary skills and enthusiasm led to greater involvement with the region, and later with the tourism industry as a whole.

Darcee began with bookkeeping and reporting, and helped steer the organization through a period of success and growth. When the Saskatchewan tourism regions changed and "The Heart" folded into the West Central Tourism Region, Darcee was employed as Membership Manager.

Her commitment to tourism benefitted many communities and partners. She was active in the

formation of the Aspen Region Economic Development Association. Her management support for the Redberry Pelican Project led to two nominations for the British Airways Tourism for Tomorrow Awards. Darcee was instrumental in the establishment of the Redberry Lake (UNESCO) Biosphere Reserve. Her employer, Peter Kingsmill, recalled that "without Darcee's tireless dedication and endless good humour, it is unlikely that many of these things would have been accomplished."

Another industry colleague, Randy Goulden, shared these words: "As I sit this morning and revel on the beautiful Saskatchewan sunrise, I am reminded of our friend Darcee. Her smile was as wide as the skies and always welcoming. Darcee was the epitome of a Saskatchewan ambassador. She had an inventory of tourism product in her head, from small rural to large



Darcee Baliski

one-of-a-kind attractions. She could tell you where to stay, where to eat and what to see, all with her enthusiasm and pride of this place we call home."

Tourism Saskatchewan extends condolences to Darcee's family and friends.



MESSAGE FROM THE CEO

Throughout my career in tourism, I have been inspired by people who have an unquenchable thirst for knowledge. Age or years of experience are not

limiting factors. At one end of the scale, you have industry veterans, balanced at the other end by young entrepreneurs. All are visionaries and risk-takers who are never satisfied with being “good enough.” They are always considering ways to improve and deliver greater satisfaction and service.

Tourism Saskatchewan strives to provide our operators with workshops and training opportunities that are affordable, relevant and give them tools and knowledge to help grow their business. The *HOST Saskatchewan Conference*, April 5-6 in Saskatoon, has an impressive lineup of presenters. It is important for us to feature experts who can speak to timely issues, travel trends and consumer expectations.

Tourism Saskatchewan’s partnership with Destination Canada (DC) brings profile to Saskatchewan in national and international markets. The conference’s opening plenary session will offer highlights on DC’s work in promoting Canada to the world.

Following a keynote address by Darrell Bricker, CEO of IPSOS Public Affairs, concurrent sessions will offer delegates food for thought on culinary tourism and developing an effective online strategy.

Day 2 is a chance to highlight some of our own activities and programs. As an organization committed to continuous improvement, Tourism Saskatchewan set in motion a comprehensive review of its consumer content across all marketing channels. Content Strategy Inc., from Vancouver, will be on hand to share findings from recent focus groups and surveys with travellers.

The conference ends on a high note with Chris Hughes’s presentation *On the Road to Awesome*. Hughes is part of the team piloting experiential tourism AWEshops and working with a number of Saskatchewan operators to expand the inventory of unique, authentic product offerings in our province.

Tourism Saskatchewan is also pleased to host the second annual *Tourism Workplace Leadership Conference* on June 14 in Saskatoon. The theme is *Reaching Up – Coaching, Mentoring and Inspiring Others*. This day-long conference focuses on human

resources and provides beneficial takeaways to enhance the workplace and strengthen business. A stellar lineup of speakers and presenters begins with a keynote address by Kendal Netmaker, an inspiring young Saskatchewan entrepreneur whose accomplishments are impressive.

Concurrent sessions will provide attendees with information and strategies to apply to their own coaching and mentoring practices. Tourism HR Canada will lead a forum for secondary and post-secondary educators that will assist with program development and enriched experiences for students.

Evening festivities are highlights of both conferences. The *Saskatchewan Tourism Awards of Excellence Gala* on April 5 and the *Tourism Professional Recognition Dinner* on June 14 will shine a spotlight on achievement and leadership among our industry.

Industry delegates bring valuable insights to these assemblies and contribute to their success. I look forward to welcoming you in the spring.

Mary Taylor-Ash

Register now for the HOST Saskatchewan Conference – April 5-6



A great lineup is planned for the *HOST Saskatchewan Conference*, which will take place in Saskatoon on April 5-6 at the Sheraton Cavalier Saskatoon Hotel. Register now to secure your spot at the largest annual gathering for Saskatchewan’s tourism sector.

Following opening greetings, Jon Mamela, Senior Vice-President Marketing Strategy/Chief Marketing Officer with Destination Canada, will lead a session titled *Destination Canada – Is Canada’s Tourism Industry “In The Zone”?* Delegates will learn how the national tourism organization is creatively working with industry to capitalize on Canada’s 150th anniversary.

Darrell Bricker, CEO of IPSOS Public Affairs, will be the luncheon keynote speaker. As an executive at one of the world’s leading market research firms, Bricker has his finger firmly on the pulse of public opinion, allowing him to provide an unparalleled perspective on trends affecting business and the economy. His presentation titled *Understanding the New Canada* will help delegates tune into the Canada of today, and will highlight the importance of understanding the changes that have taken place through the years.

How to Maximize Your Relationship with Tourism Saskatchewan: Interactive Roundtables will offer two-way communication between delegates and Tourism Saskatchewan representatives.

Day 1 will conclude with two concurrent sessions – *Capitalize on Culinary* and *The Internet: Where Travel Begins*. Panelists in the culinary discussion – Barbi Petersen, The Black Door Events; Christie Peters, The Hollows and Primal; Andy Yuen, Odd Couple Restaurant; and Shawn Moen, 9 Mile Legacy Brewing Company – will share examples of local businesses promoting Saskatchewan’s unique culinary offerings.

Kevin Hayes, Director of Digital and Media Strategy at Phoenix Group, will lead the second session and demonstrate how an enhanced digital strategy can influence decision-making. Hayes will review trends in online search patterns, current social media use and online review sites.

The 28th annual *Saskatchewan Tourism Awards of Excellence Gala* will be celebrated that evening (see page 6 for more information).

Day 2 will begin with breakfast at 8:30 a.m., followed by a plenary session led by Kathy Wagner, Founding Partner and Principal at

Content Strategy Inc. In *Finding the Path to Great Content*, Wagner will share strategies for creating effective messaging that will connect with your customers.

Chris Hughes, Partner with BC Hughes Tourism Consulting, will close out the conference with a session on experiential tourism titled *On the Road to Awesome*. Hughes will reflect on his personal experiences and revelations as a motorcycle tourist in Saskatchewan, explore why it is better to be the underdog, and share his five tips to create AWEsome experiences.

The cost to register for the *HOST Saskatchewan Conference* is \$279 (plus GST). This fee covers the entire two-day event, including conference meals, a ticket to the *Saskatchewan Tourism Awards of Excellence Gala*, refreshment breaks and conference materials. To register, visit store.industrymatters.com/events.

For more information, visit IndustryMatters.com or contact Nancy Hubenig at 306-787-9844, nancy.hubenig@tourismsask.com.

Prince Albert National Park and Grasslands National Park plan for Canada's birthday bash



Prince Albert National Park



Grasslands National Park

Saskatchewan's two national parks have the role of being flagship tourism attractions and protecting areas that preserve natural landscape and habitat and provide sanctuary to native flora and fauna.

Prince Albert National Park (PANP), situated 60 km north of Prince Albert, was officially opened in 1928. It spans more than 3,800 sq. km and features aspen parkland, boreal forest, rare fescue meadows and numerous lakes. The park is one of Saskatchewan's most popular four-season destinations and offers a range of visitor experiences, from northern wilderness adventures to the comforts of a lakeside resort.

The resort village of Waskesiu, located within the park, will be the site of many of the celebrations honouring Canada's 150th birthday. On June 24, PANP will host a grand re-opening of its Nature Centre. New exhibits will be unveiled that engage park visitors and provide a better understanding of the natural surroundings and the traditions and cultures associated with the area.

July 1 is always a special day in the park. The Canada Day celebration starts early with a pancake breakfast, followed by a parade and

flag-raising ceremony. No birthday party is complete without cake. A big one is needed to accommodate 150 candles and hundreds of park guests.

Mid-month, on July 15, Parks Day and the Waskesiu Children's Festival offer fun-filled activities and a chance to connect with nature, history, family and friends. Park visitors can also celebrate Canada 150 during the Waskesiu Lakeside Music Festival on August 25-27. The festival wraps up the summer season with an entire weekend of family-friendly activities and live entertainment.

Grasslands National Park, in southwest Saskatchewan, was established in 1981 and protects one of Canada's few remaining tracts of natural prairie and raw wilderness. Its two locations provide geographically distinct landscapes to explore. The East Block is ancient fossil country and breathtaking badlands. Features of the West Block include the Frenchman River Valley, a 300-strong herd of Plains bison and some of Canada's rarest species.

The park is a dark sky preserve and has been declared the best place in Canada to observe the night sky. Picture this – in the dead of night, you

may see your own shadow, cast by the light of the Milky Way. The unobstructed cycle of daylight and darkness restores natural behaviours among species and balances the ecosystem.

Head to the park this summer to enjoy Canada 150 celebrations. The Grasslander Classic, July 28-30, is a weekend of festivities in the West Block and village of Val Marie. A book launch of *Ranch Stories from Grasslands National Park* by Thelma Poirier will be part of the festivities that weekend.

Fossil Fever, August 16-20 in the East Block, provides an exclusive opportunity to spend a day digging with Royal Saskatchewan Museum palaeontologists. Badlands Blast on August 19, also in the East Block, has a definite fossil theme and offers fun for the entire family.

Throughout 2017, Parks Canada is offering free admission to national parks, national historic sites and national marine conservation areas. The popular Learn to Camp program will be offered at national parks and national historic sites in Saskatchewan this summer. Call 1-888-773-8888 to pre-register. Visit pc.gc.ca for more information.

Celebrate Canada 150 in your favourite Saskatchewan provincial park – there's cake!

Submitted by the Ministry of Parks, Culture and Sport

Saskatchewan provincial parks will be joining with the rest of the country to celebrate Canada's 150th anniversary. Planning is currently underway for a summer packed with events and activities to commemorate this special year.

Start planning for a summer of fun. The reservation launch for nightly campsites will begin on April 4, and will be staggered over 10 days. Different parks will become available for reservations each day. Consider extending your summer and booking your camping getaway through to the fall. Information about the reservation launch, dates and using the online reservation system can be found at saskparks.net/reserve-a-site.

Each provincial park will have its own Canada Day celebration. Family activities and, of course, cake are part of the festivities marking the special day in our nation. Additional celebrations will be scheduled throughout the summer, and park visitors will also be able to enjoy the talents of Saskatchewan Express, performing a Canada 150 tribute.

Saskatchewan provincial parks offer an escape from everyday life to enjoy golf, water recreation, hiking and more. New this year will be a special geocaching program, offering all new geocaches to treasure seekers. Preplan your adventure by visiting saskparks.net or geocaching.com to find each of the caches and their co-ordinates. You can

also acquire the information at individual park offices.

The Learn to Camp and Learn to Fish programs are back by popular demand. These programs offer instruction and the use of equipment to those who are new to camping and fishing. For details, visit saskparks.net and search Learn to Camp or Learn to Fish.

Now is the time to start planning a summer of fun in Saskatchewan provincial parks. Visit saskparks.net for Canada 150 events and activities in a park near you.



MESSAGE FROM THE CHAIR

The start of a new calendar year is always a busy time at Tourism Saskatchewan. Plans are in full swing for upcoming conferences and industry celebrations, for the launch of the spring advertising campaign, and for a new fiscal year that begins on April 1.

The winter issue of *Going Places* provides an opportunity to remind our stakeholders about the *HOST Saskatchewan Conference* on April 5-6 and *Tourism Workplace Leadership Conference* on June 14. Both events will be held in Saskatoon this year, and each has an impressive lineup of keynote speakers and presenters. These assemblies provide delegates with opportunities for networking and knowledge sharing, as well as beneficial takeaways that contribute to business success.

This issue of our industry newsletter traditionally features several announcements. Inside, you can read about Andrew Hiltz, the 2017 *Saskatchewan Wanderer*. His enthusiasm, sense of humour and unabashed Saskatchewan pride are winning him fans on social media channels and in communities that he has visited. Tourism Saskatchewan partners with three government ministries, Agriculture, the Economy and Parks, Culture and Sport, to enable a full-time ambassador to travel the province and explore Saskatchewan industries, destinations, communities and more.

There is always anticipation for the announcement of the *Saskatchewan Tourism Awards of Excellence* finalists. On March 6, the names of the 33 award finalists and three Tourism Builders – Trent Fraser, Irene LeGatt

and Steve McLellan – were revealed. The list of finalists sheds light on the variety of tourism experiences in Saskatchewan, from exceptional culinary offerings to inviting accommodations to festivals and events that delivered great hospitality, service and leadership in 2016. Turn to pages 6-7 to discover who will be in the spotlight at the gala and read about the contributions of our Tourism Builders.

Tourism Saskatchewan looks forward to hosting the 28th annual *Saskatchewan Tourism Awards of Excellence Gala* on April 5 in Saskatoon. The gala will be a festive ending to Day 1 of the *HOST Saskatchewan Conference*.

The tourism *Employers of Choice* for 2017 were also announced in March. Tourism Saskatchewan is proud to stand alongside 26 businesses, in 12 Saskatchewan communities, that earned the designation. *Employers of Choice* will be formally recognized at the *Tourism Professional Recognition Dinner* on June 14, which concludes the *Tourism Workplace Leadership Conference*.

In between these events is an entire week that brings profile to the tourism industry. Mark your calendar for *Saskatchewan Tourism Week*, May 28-June 3, held in conjunction with *Tourism Week in Canada*.

Norm Beug

Speakers announced for Tourism Workplace Leadership Conference

Plans are underway for the second annual *Tourism Workplace Leadership Conference*, which will take place in Saskatoon on June 14 at the Hilton Garden Inn Saskatoon Downtown. Tourism Saskatchewan and STEC are proud to host this important full-day forum that will provide practical, progressive human resource strategies to strengthen business and enhance the province's tourism sector.

The conference theme is *Reaching Up – Coaching, Mentoring and Inspiring Others*. Sessions, presentations and keynote addresses will offer ideas and inspiration for success with business, careers and employee professional development.

Kendal Netmaker, founder and CEO of Neechie Gear, is the opening keynote speaker. During his address titled *Empowerment Through Coaching and Mentoring*, Netmaker will share his success story and journey – from growing up on a Saskatchewan First Nation and living on social assistance to becoming an award-winning entrepreneur.

Shana Ring, President of Destination Leadership, will lead the session titled *The Coaching-Mentor-Managing Distinction*. Ring's presentation focuses on the EXPEDITION Coaching Workplace Styles Assessment.

The concurrent session *Innovative Trends in HR* examines leading human resource management practices, and includes a facilitated networking component. A series of fast-paced, small-group

discussions will encourage participants to discover their own innovation, share ideas and build a network of colleagues who can keep the conversations going long after the conference is over.

Secondary and post-secondary educators will value the session *Human Capital Issues in Tourism: Tackling Talent Gaps and Deficiencies*, led by Philip Mondor, President of Tourism HR Canada.

The evening will mark the 24th annual *Tourism Professional Recognition Dinner*, which acknowledges individuals who have recently earned Professional Certification or Journey person status in a tourism occupation. A highlight will be the presentation of the Tourism Ambassador Awards.

Who should attend? The conference is intended for mid-level managers in tourism and hospitality businesses, frontline employees considering tourism as a career, *emerit*-certified employees or those currently enrolled in certification, and secondary and post-secondary educators.

The registration cost is \$125 (plus GST) and includes one ticket for the *Tourism Professional Recognition Dinner*. For individuals who are being honoured at the dinner, a special registration fee of \$75 (plus GST) is offered. To register, visit store.industrymatters.com/events. A full conference agenda and additional details will be posted on IndustryMatters.com.



Sponsorship Opportunities

Sponsorship packages are available to interested businesses. An investment in the *Tourism Workplace Leadership Conference* brings profile to participating organizations and to their work and achievements in human resources.

Three levels of sponsorship are available and each includes opportunities for staff to attend. For a \$1,000 investment, there is also an opportunity for a business to sponsor lunch at the conference.

For more information about sponsorship, visit IndustryMatters.com or contact Darcy Acton, at 306-933-7466, darcy.acton@tourismsask.com.

FINALISTS ANNOUNCED FOR SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE



Tourism Saskatchewan is pleased to announce the names of 33 finalists for the *Saskatchewan Tourism Awards of Excellence* for 2016.

One hundred nominations were received in the 12 award categories that acknowledge quality in marketing, service, business practices, human resource development and other areas.

The finalists and award recipients will be honoured at the 28th annual *Saskatchewan Tourism Awards of Excellence Gala*, which will be celebrated on April 5 at the Sheraton Cavalier Saskatoon Hotel. The gala will be held in conjunction with the *HOST Saskatchewan Conference*, which takes place on April 5-6 in Saskatoon.

The three recipients of the Tourism Builder Award will also be honoured that night. The Tourism Builder Award recognizes individuals who have made tourism an important part of their life's work and have helped position Saskatchewan as a welcoming destination.

Tickets for the *Saskatchewan Tourism Awards of Excellence Gala* are available for \$120 (plus GST) or \$800 (plus GST) for a corporate table of eight. The evening will start with a networking reception at 5:30 p.m., followed by dinner service at 6:30 p.m. and the award presentations at 8 p.m.

Visit store.industrymatters.com/events to order tickets. For more information, contact Nancy Hubenig at 306-787-9844, awards@tourismsask.com.

The *Saskatchewan Tourism Awards of Excellence* finalists for 2016 are:

Business of the Year Award (Over 20 Full-time Employees)

Sponsored by The Western Producer
Park Town Hotel, Saskatoon
Regina International Airport, Regina
The Resort at Cypress Hills, Cypress Hills Interprovincial Park

Business of the Year Award (Under 20 Full-time Employees)

Sponsored by Saskatchewan Indian Gaming Authority
Harvest Eatery and Fresh Market, Shaunavon
Last Mountain Distillery, Lumsden
Saskatchewan Sports Hall of Fame, Regina

Community Event of the Year Award

Sponsored by the Saskatchewan Arts Board
Country at the Creek Music Festival, Big River
Mid Summer's Art Festival, Fort Qu'Appelle
Symphony Under the Sky at Motherwell Homestead, Motherwell Homestead National Historic Site, Abernethy

Marquee Event of the Year Award

Sponsored by Bell Media Saskatchewan
Craven Country Jamboree, Craven
SaskTel Saskatchewan Jazz Festival, Saskatoon
Yorkton Film Festival, Yorkton

Fred Heal Tourism Ambassador Award

Sponsored by Wanuskewin Heritage Park
Gail Kessler, Cypress Hills Destination Area, Maple Creek
Angela Schmitt, Redwillow Outfitting, Carrot River
Watrous Manitou Marketing Group, Watrous/Manitou Beach

Gil Carduner Marketing Award

Sponsored by Phoenix Group
Cypress Hills Destination Area, Maple Creek
Royal Saskatchewan Museum, Regina
Saskatchewan Fashion Week, Regina

Rookie of the Year Award

Sponsored by the Saskatchewan Roughrider Football Club
Café Terra, Eastend
Cowtown Kids Toy & Candy, Maple Creek
Grotto Gardens Country Market, Maple Creek

Service Excellence Award

Sponsored by the Saskatchewan Chamber of Commerce
Casinos Regina and Moose Jaw, Regina/
Moose Jaw
Regina International Airport, Regina
Skyxe Saskatoon Airport, Saskatoon

Tourism Employee of the Year Award

Sponsored by Harvard Broadcasting Regina
Heather Curry, Park Town Hotel, Saskatoon
Kristine Scheller, Cypress Hills Destination Area, Maple Creek
Matthew Growden, Waskesiu Marina Adventure Centre, Waskesiu Lake

Tourism Employer of the Year Award

Sponsored by Transcontinental Printing
DoubleTree by Hilton Hotel & Conference Centre, Regina
Park Town Hotel, Saskatoon
Saskatchewan Indian Gaming Authority, Saskatoon

Travel Media Award

Sponsored by Vendasta
Ashlyn George, Saskatoon
Jenn Smith Nelson, Regina
Robin and Arlene Karpan, Saskatoon

Tourism Builder Award

Sponsored by Tourism Saskatchewan
Trent Fraser, Regina
Irene LeGatt, Saskatoon
Steve McLellan, Regina

Saskatchewan Tourism Awards of Excellence honour three Tourism Builders

The Tourism Builder Award was introduced in 2016. It carries on the legacy of past recipients of the Chairman's Lifetime Achievement Award and President's Award of Merit, and involves industry in honouring peers who have made significant and long-standing contributions to Saskatchewan's tourism sector. Eligible nominations are reviewed by a select panel of industry veterans, a member of Tourism Saskatchewan's Board of Directors and a member of the Executive Leadership Team.

Congratulations are extended to Trent Fraser, Irene LeGatt and Steve McLellan, who will be formally recognized as Tourism Builders at the *Saskatchewan Tourism Awards of Excellence Gala* on April 5 in Saskatoon.



Trent Fraser, Regina

Trent Fraser has spent more than 20 years engaged in professional and volunteer pursuits that have benefitted the tourism sector. As Director of Marketing and Corporate Development for Saskatchewan's best known sport franchise, he was instrumental in re-energizing the Saskatchewan Roughriders brand and driving it to the top of Canadian Football League merchandise sales and ratings on *The Sports Network*. He pioneered fan-based marketing and introduced signature campaigns, notably The Melon Head and Heart of the Nation. Fraser was project manager for the Saskatchewan Pavilion at the 2010 Winter Olympic and Paralympic Games in Vancouver. His work with multiple stakeholders and communities to ensure that diverse interests were represented, and forged partnerships with more than eight provincial organizations and government ministries to create a pavilion that was a crowd-pleaser, attracted widespread media coverage and showcased Saskatchewan hospitality to the world. Fraser has shared his expertise with numerous boards and industry organizations, and led the development of business and strategic plans to achieve short-term and long-term success for the tourism sector. "Giving back" is his mantra and has served on a number of volunteer boards, including Tourism Saskatchewan, Saskatchewan Sports Hall of Fame and Regina Airport Authority. He has played a key part in recruiting national and international events and has served on several host committees. Fraser is respected for his business acumen and work ethic, but it is his fun-loving nature, creativity and enthusiasm for every project that leaves an indelible impression on those fortunate to work with him.



Irene LeGatt, Saskatoon

Irene LeGatt has dedicated her entire professional career and a tremendous amount of personal time and effort to advancing Saskatchewan's tourism sector. She began working for Parks Canada in 1983 as a historic interpreter, and advanced to positions in visitor activities, marketing and communications, and external relations. She served in management roles and was Acting Field Unit Superintendent for the Saskatchewan South Field Unit. LeGatt's leadership over the past 35 years is impressive. Her contributions range from enhancing visitor experiences to revitalizing infrastructure to developing communications and marketing strategies that not only focus on the tourism aspect but address the protection of rare species and preservation of traditional stories and cultural assets. LeGatt's business savvy has driven the success of numerous tourism special projects and capital initiatives, and guided tourism policy development from planning through to implementation. She is recognized for fostering a rapport with industry partners and stakeholders at the local, provincial and national levels. LeGatt has cultivated a legacy of meaningful relationships with colleagues, industry peers and numerous organizations that play a role in the province's tourism sector. These include Tourism Saskatchewan, Gabriel Dumont Institute, Métis Nation – Saskatchewan, Trails of 1885, and members of the Fransaskois community, to name just a few. Her volunteer efforts have benefitted the Western Development Museum, Saskatoon Heritage Festival and other organizations. If the living skies of this great province could talk, they would join the chorus of colleagues over the past three and a half decades and shout a resounding, "Thank you, Irene!"



Steve McLellan, Regina

Steve McLellan has spent several decades at the front and centre of Saskatchewan's tourism industry. Fresh out of college with a diploma in hotel administration, he opened Moose's Off Broadway restaurant in Yorkton, where he became active in the business community. Next, he managed the Moose Head Inn at Kenossee Lake. In 1989, he became executive director of the Tourism Industry Association of Saskatchewan (TISASK) and oversaw programs and services that benefitted 1,100 members. His vision for a program to recognize industry peers for exemplary work and service led to the creation of the *Saskatchewan Tourism Awards of Excellence*. He was active with the Tourism Industry Association of Canada as a board member and on committees, and was a founding director of the Saskatchewan Tourism Education Council (STEC), as well as the Tourism Alliance for Western and Northern Canada. McLellan served on the provincial task force that led to the creation of Tourism Saskatchewan, merging TISASK, STEC and the Government of Saskatchewan's tourism department. He became Tourism Saskatchewan's Director of Member Services and Sales and was instrumental in the new organization's first Annual General Meeting and Conference. McLellan served as Executive Director of Tourism Regina from 1997-2007. Under his leadership, many successful marketing campaigns were launched, a vibrant membership base was established and a destination marketing fund was created that would generate revenue for marketing the city as a tourism destination. Currently CEO of the Saskatchewan Chamber of Commerce, McLellan continues to champion the province, promote its impressive tourism assets and advocate on behalf of the industry.

Tourism Trends

Partners join forces to deliver Millennial Travel Program



Village Guitar & Amp Co., Saskatoon

Tourism Saskatchewan markets primarily to Saskatchewan and Alberta residents, who make up 83 per cent and seven per cent, respectively, of visits to and within the province. In 2015, they accounted for 11 million visits to tourism businesses and attractions, and spent an estimated \$1.4 billion. Comprehensive and thoughtful research drives all of Tourism Saskatchewan's marketing decisions, and determines where marketing efforts and resources are placed.

There is stiff competition among countries and jurisdictions vying to reach consumers and influence their vacation plans. And as more people travel, more research is undertaken to identify trends and lucrative markets. Like consumers, who can choose from a limitless selection of trips and experiences, destination marketing organizations (DMOs) have a variety of choices. There are infinite reports to consider, and many campaigns or options for buy-in can quickly deplete marketing budgets or might be out of reach altogether.

By engaging in partnerships, DMOs can acquire additional research and knowledge about demographics and trends, participate in broader campaigns and reach alternative markets that signal interest in travel, exploration and discovery.

Millennials, also referred to as Gen Y, clearly have the attention of destination marketers. Members of this age group, born between 1980 and 1996, seemed to have wanderlust in their DNA. Destination Canada (DC), in its *2015 Millennial Domestic Travel Summary Report*, cited that millennials accounted for 20 per cent of global travel in 2010 and 187 million international visits, a number forecast to double by 2020.

Making up 23 per cent of Canada's total population and 29 per cent of the national adult population, the millennial segment is estimated to yield 4.6 million potential travellers interested in exploring the country.

The DC report outlined some of the traits of this market that bode well for tourism, stating that millennials:

- travel for longer periods than other tourists and spend more time in destinations;
- travel more frequently and further than other age groups;
- have a greater likelihood of returning to a destination;
- are pioneer travellers, who discover and promote destinations not yet visited by traditional tourists;
- play an important role in the tourism landscape and image of destinations;
- instigate travel trends and thrive on influencing others;
- are on the cutting edge of technology, more connected than any other age group and more likely to use technology to make recommendations; and
- value travel as an essential aspect of their lives.

The research and subsequent report informed DC's Millennial Travel Program, designed to inspire millennials to travel during Canada's 150th birthday in 2017. Program components and partnership opportunities were shared with destination marketing organizations in 2015.

"Much of Destination Canada's research is oriented toward their primary responsibility of marketing Canada internationally," Les Holmlund, Tourism Saskatchewan Digital Marketing Consultant, said. "They have a broader research focus than provincial destination marketing organizations, and

their findings help us to understand markets and see where there is potential. The research conducted on the Canadian millennial travel segment shaped the Millennial Travel Program and its associated campaign Far & Wide, which provides beneficial partnership opportunities. Destination Canada's campaigns and partner programs extend our reach to other markets, such as millennials and U.S. travellers."

DC has teamed up with Bell Media to capture compelling Canadian stories in a series of videos that are featured on the travel website farandwide.much.com. Tourism Saskatchewan, Parks Canada and Tourism Saskatoon are partners in the program. Two Far & Wide episodes were filmed last summer, one in Saskatoon and the other at Grasslands National Park. Holmlund noted that the Saskatoon video, Paris of the Prairies, was the fifth in the series to air and was launched in October 2016. At the end of December, it had the most views of the 13 videos on *YouTube* and third highest viewed on the Far & Wide *Facebook* page.

The Grasslands National Park episode will air in March. Thirteen Saskatchewan travel stories have been published on farandwide.much.com, with several others still to come.

In its report, DC identified some of Canada's characteristics that are particularly appealing to millennials and offer a range of experiences. These include:

- vast geography, diverse landscapes and beautiful scenery
- exciting sport/outdoor activities, offered in a variety of seasons
- vibrant cities close to nature
- major cultural and sports events
- opportunities to socialize and meet people
- learning experiences

Holmlund acknowledged Saskatchewan's abundance of these features, adding that the partners have identified a list of experiences and destinations that are ideal subjects for additional travel stories. "The compelling content – videos, blog posts and stories promoted via the French and English content hubs – is valuable," he said, adding that advertising opportunities further drive traffic to that content and to Tourism Saskatchewan's own website.

A goal of the campaign in 2017 is to generate sales by promoting packages and special offers. There is a definite demand for these by millennial travellers and offering packages that relate to the videos and stories on farandwide.much.com is commonsense. Viewers of the Grasslands National Park video will be tempted by packages that offer a unique park experience and simplify travel planning.

Research commissioned by Eventbrite and summarized in an article titled *Millennials: Fueling the Experience Economy* provides food for thought on this market and their passion for adventure and experiences:

[T]his generation not only highly values experiences, but are increasingly spending time and money on them: from concerts and social events to athletic pursuits, to cultural experiences and events of all kinds. For this group, happiness isn't as focused on possessions or career status. Living a meaningful, happy life is about creating, sharing and capturing memories earned through experiences that span the spectrum of life's opportunities. . . . their high focus on experiencing life supports the growth of an economy driven by the consumption of experiences.

Sources:

Destination Canada. Canada Millennial Domestic Travel Summary Report, March 2015.

Eventbrite. Millennials: Fueling the Experience Economy,

<https://www.eventbrite.com/blog/academy/millennials-fueling-experience-economy/>

TOP FIVE TIPS FOR MARKETING TO MILLENNIALS

Millennials have been characterized as a generation with an appetite for travel and a fear of missing out that drives them to embrace experiences and share their memories on social media. They are less concerned with possessions, and value authenticity and the personal connections that come with travel. Millennials speak the language of technology, which is why it is so important for tourism operators and businesses to have an online presence and to be able to provide information to these young travellers when and how they want it. Here are some tips to get your information on their radar.

1. BE MOBILE

Do you have an online presence? Is your website up-to-date and mobile-enabled? Millennials rely on mobile devices and digital platforms to plan their trips. Two-thirds of them use their phones to book their entire trip. Millennials have grown up with technology and use their phones to conduct business transactions and connect with friends on social media. Providing them with the mobile experience and service that they expect at every point along their journey is a win-win.

2. PROMOTE UNIQUE EXPERIENCES

Millennials seek personalized, unique experiences. They appreciate authenticity and want to immerse themselves in local culture and cuisine. They like nostalgia – the things they did as kids, from summer camp adventures to carnivals, still carry appeal. Their curiosity, sense of adventure and desire for activities motivate them to explore untraditional destinations or communities and neighbourhoods off of the beaten path. Their schedules are flexible and they are open to shoulder season travel.

3. MARKET YOUR EXPERIENCES ON MULTIPLE CHANNELS

Millennials consult multiple sources for travel planning and use a variety of channels for travel inspiration. Peer reviews and word-of-mouth are important to them. They are social media savvy and follow multiple channels (*Facebook*, *Instagram*, *YouTube*) for ideas as they plan their trips. They have strong peer-to-peer networks and trust the recommendations of their friends. To reach them, ensure that you have a presence on popular channels. If they are happy with the service and experiences that you provide, they may become your best advocates and will champion your business on their social channels.

4. RESPOND QUICKLY TO INQUIRIES

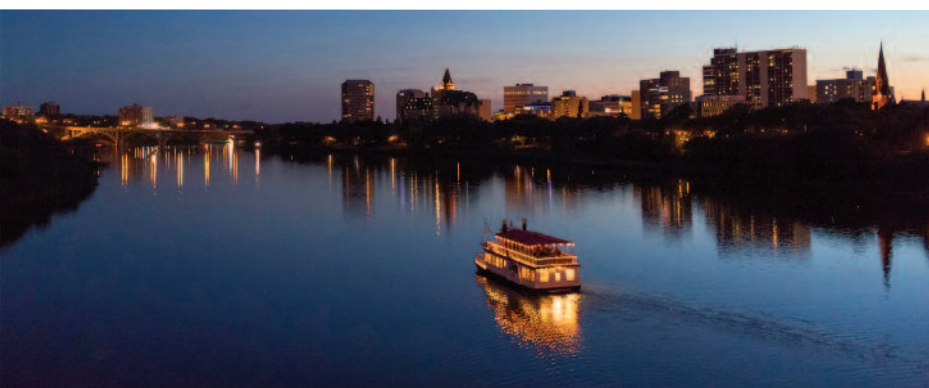
Without a moment to waste and instant communication as their standard, millennials expect quick responses to their questions. Providing them with information that they seek, when and how they want it, is a positive step along the customer journey and demonstrates your commitment to great service. Delaying a response suggests that you are not interested in their business. They want quick and timely information, and will soon look to another operator if you fail to reply.

5. PACKAGE IT UP

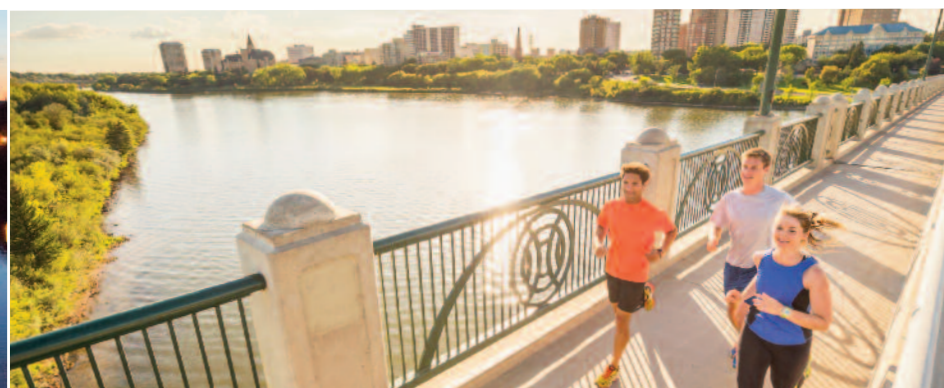
Millennials are interested in travel packages that offer value and can provide them with authentic, engaging experiences. Do your homework and research packages that are designed to appeal to millennial travellers. Keep in mind their interest in discovering something new and different about a destination. Consider creating shoulder season packages that offer authentic experiences and position destinations in new, untraditional ways.

Selling Saskatchewan

Spring advertising campaign adds urban storytelling to the mix



Prairie River Cruises, Saskatoon



University Bridge, Saskatoon

Tourism Saskatchewan's 2017 spring advertising campaign will launch on April 10. A new 60-second television commercial has an urban flavour and complements the series of five tantalizing commercials that build on the brand pillars: land and sky; time and space; and community. The first two launched in 2015 with the introduction of the new brand. Grasslands National Park and a farm setting near Regina were featured. In 2016, two more spots were added that showcased northern Saskatchewan experiences – canoeing on the Churchill River in Lac la Ronge Provincial Park and family camping in Prince Albert National Park.

The new commercial, filmed in Saskatoon last summer, is energetic, lively and interprets the brand from a younger perspective. Stories are interwoven through the use of familiar prairie patterns. Creative development was guided by the Phoenix Group, Tourism Saskatchewan's

advertising agency of record. Both 60-second and 30-second cuts are planned, along with shorter online video segments.

This new spot, coupled with the Prince Albert National Park commercial, will contribute to a strong campaign that strikes a balance between Saskatchewan's vibrant urban scene and the quiet beauty of the outdoors.

As in recent years, the annual spring campaign will target Alberta and Saskatchewan residents. Comprehensive research in 2016 identified the characteristics and travel interests of key market segments in the two provinces. These refined market segments will be the target audience. The primary goal of the campaign is to increase awareness of Saskatchewan as a great place to visit and discover a rich variety of tourism experiences.

Compelling photographs added to image library

Tourism Saskatchewan works with two photographers of record, Chris Hendrickson Photography (Saskatoon) and Huszar Visuals (Regina), to collect a variety of images that support Saskatchewan's tourism brand. Photo shoots were organized in Regina and Saskatoon in September and October, and yielded more than two dozen new additions to the image library. Topics and settings for the Regina shoot included evening dining at The Capitol Restaurant & Cocktail Bar and autumn colour and activities in Wascana Park. In Saskatoon, images were captured at Wintergreen Fine Craft Market, the Saskatoon Farmers' Market, in Meewasin Park, and at Black Fox Farm & Distillery during its pumpkin festival.



The Capitol Restaurant & Cocktail Bar



Saskatoon Farmers' Market

Robin Esrock adds more Saskatchewan experiences to The Great Canadian Bucket List

Popular travel personality and adventurer Robin Esrock will release the second edition of *The Great Canadian Bucket List* in May. Esrock's fondness for Saskatchewan is loud and clear in this new publication that repeats Saskatchewan content from the original book, plus offers more. Fifteen chapters identify bucket list experiences in the province. Tourism Saskatchewan has hosted Esrock on a number of visits to Saskatchewan and provided support for his new book through the Travel Media Program. This partnership includes profile on canadianbucketlist.com through the placement of Tourism Saskatchewan banner ads and videos, along with promotion via social media. Esrock's Saskatchewan adventures, shared on Facebook, Twitter, YouTube, Instagram and Pinterest, provide engaging content for Tourism Saskatchewan's own social media channels.



TRAVEL MEDIA HIGHLIGHTS

Ice Team wowed by Saskatchewan hospitality and Tobin Lake walleye

Ice fishing conditions in Saskatchewan this winter were ideal. From mid-December, a thick layer of ice had formed and fishing shacks dotted many lakes. But long before winter had settled in, the Travel Media team was working with *Across the Ice Belt TV* host Jeff “Jiggy” Andersen and making plans to bring him and his Ice Team to the province for the first time.

Ice Team has a mission to “grow and advance the sport of ice fishing through education and fun” and its Number 1 goal is to be an educational resource for anglers of all ages and skill levels.

With Tobin Lake programmed into his GPS, Andersen and Ice Team pros Jason Hamilton and Tony Mariotti, set out from Minneapolis on

December 18. To get a sense of their excitement and anticipation for the adventure, check out their “Live from the Truck” broadcast (facebook.com/iceteamrevolution/).

The team spent two days fishing Tobin Lake and capturing video for the Season 3 opener of *Across the Ice Belt TV*, scheduled to air in October on *Fox Sports North* and *Fox Sports Wisconsin*. Check out iceteam.com for past seasons of the series.

“Tobin Lake is one of those special places where you know, with every hookset, there is a chance your life can be changed by a personal best walleye,” Andersen said. “I just don’t experience that feeling on every lake that I fish. Special, yes it is!!!!”



Ice Team's Tobin Lake adventure

Partnership with RCMP Heritage Centre raises the bar on travel trade offerings

Relationships take work, but a little creativity and flexibility can go a long way toward keeping things interesting. This advice applies to a range of situations, including travel trade partnerships.

Tourism Saskatchewan’s 10-year history with the RCMP Heritage Centre has seen thoughtful effort from both parties to anticipate the needs of travel trade clientele and be one step ahead. The results have been repeat bookings from tour operators, satisfied guests and great profile for the province.

The RCMP Heritage Centre brings merits to the table. It is a flagship Saskatchewan attraction that is located on the grounds of “Depot” Division, the sole training academy for recruits since 1885. The iconic symbol of the Mountie in scarlet tunic is always a conversation starter at international travel trade marketplaces, such as Rendez-vous Canada and the Canada Shared showcase. This latter event, held in London, introduces media and travel trade influencers in the United Kingdom to the Canadian Signature Experiences collection, of which the RCMP Heritage Centre is a proud member.

The centre also attends the American Bus Association (ABA) Marketplace. Formal business appointments provide an opportunity to pitch destinations to qualified buyers and sellers of group travel products. At the 2016 marketplace, staff arrived armed with an additional tool to entice interest – a preview of the new RCMP Musical Ride virtual reality exhibit.

From the time of its opening in 2007, the RCMP Heritage Centre has maintained focus on providing unique visitor experiences and dynamic programming. New and changing exhibits, driving tours and access to special events at “Depot” Division are refreshing and appeal to travel trade operators, who are always looking for something new and interesting to entertain their guests.

Flexibility and a willingness to meet the needs of the travel trade has factored in this successful relationship. Opening early or closing late to



Amy McInnis, Tourism Saskatchewan Travel Trade Consultant, and Dan Toppings, RCMP Heritage Centre Project Manager, represent Saskatchewan at Canada Shared.

suit the arrival of tours is common practice. Arranging for catering services is another service that enables groups to spend ample time on site and fully participate in all that is offered.

“The RCMP Heritage Centre has been fortunate to partner with Tourism Saskatchewan on hosting familiarization tours, attending numerous travel trade marketplaces and working closely together to enhance summer programming,” Dan Toppings, RCMP Heritage Centre Project Manager, said. “This partnership has proven beneficial, as we have seen our travel trade attendance numbers increase by more than 65 per cent in 2016.”

For information about Tourism Saskatchewan’s Travel Trade Program, contact Heidi Wesling at 306-798-3186, heidi.wesling@tourismsask.com or Amy McInnis at 306-787-2199, amy.mcinnis@tourismsask.com.

Around the Province

Introducing Andrew Hiltz, the 2017 Saskatchewananderer



Andrew Hiltz, 2017 Saskatchewananderer

On January 12, the Government of Saskatchewan announced that Andrew Hiltz, from Coronach, was chosen as the 2017 *Saskatchewananderer*. Hiltz beat out more than 50 applicants for the role that will take him to destinations and communities across the province, and connect him with citizens, businesses and attractions. Through social media, Hiltz will share his adventures and bring profile to the qualities that make Saskatchewan a great place to live, work and play.

With a background in marketing and experience gained while travelling in Europe, Australia and North and South America during the last five years, Hiltz is positioned to excel in the role. He has a passion for exploring, a keen wit and genuine Saskatchewan pride that will endear him to the people he visits.

Being the *Saskatchewananderer* has been his goal for some time. "Friends and family have been encouraging me to apply for this job since day

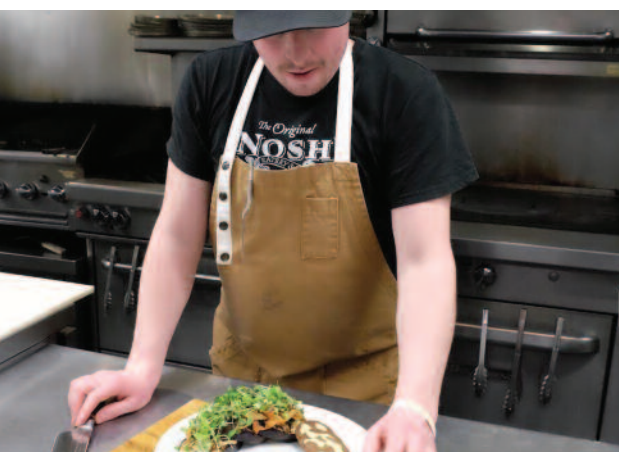
one," Hiltz said. "This was the first year that the stars aligned and I truly felt ready to take on the challenge."

Hiltz will travel in comfort, thanks to program sponsor CAA Saskatchewan, which is providing a Toyota RAV4, CAA membership and gas vouchers. DirectWest is also on board this year as the official search partner. Four government partners support the program: Tourism Saskatchewan, Ministry of Agriculture, Ministry of the Economy, and Ministry of Parks, Culture and Sport.

Planning is underway for Hiltz's 2017 schedule. Story ideas are welcome and can be submitted via *Facebook* (facebook.com/skwanderer), *Twitter* (@skwanderer) or *Instagram* (@saskatchewananderer). To keep up with his latest blogs, follow him on *YouTube* (youtube.com/user/skwandererofficial) or saskatchewananderer.ca.

On your mark. Get set. Go!

Submitted by Saskatchewananderer Andrew Hiltz



Nosh Eatery & Tap, Saskatoon



The Dead South



Nokomis Craft Ales, Nokomis

5:59 a.m. turns to 6:00 a.m. and the buzzer goes off. Today is January 12, which means that I am about to begin a year of employment as the 2017 *Saskatchewananderer*. My job is to entertain, educate and inspire people to get out and explore Saskatchewan. Sounds like fun, right? I agree.

Armed with two cameras, a GoPro and a microphone, I hit the ground running. First stop, Saskatoon. Chef Justin O'Reilly of Nosh Eatery & Tap has invited me to his restaurant on Broadway Avenue, where he is going to teach me how to cook one of his favourite entrees. The dish is Saskatoon-grown eggplant coated in maple and topped with mushrooms (grown in Regina), and carrots with micro greens (also grown in Saskatoon).

The vegetarian-focused restaurant, open since 2014, has received rave reviews. After the meal, I understood why.

Waving goodbye to Saskatoon, I set my sights on Langenburg, where Regina-based band, The Dead South, is playing for a sold out crowd at the community's George Layh Theatre. After two sets of boot stompin', finger snappin' bluegrass music, the crowd wants more. The entire theatre chants "ONE MORE SONG! ONE MORE SONG!" Without hesitation, the band steps back on stage.

If you had to think of one thing to pair with Saskatchewan food and music, what would it be? I mean, what would it be? Off I go to Nokomis, where Jeff Allport, owner and brewer

of Nokomis Craft Ales, has agreed to show me around. I watch as he mixes prairie-grown barley with Nokomis' quality water supply. He then boils the mixture and adds in the hops, eventually transferring the "wart" this creates to a tank where he adds yeast and leaves the creation to ferment. Fast forward two weeks and this creation is now beer.

Not everyone enjoys craft beer, bluegrass music or a plate of vegetables for supper, but my hope is that I can find and encourage appreciation for the unique things within this province – food, music and beer, or an event, a provincial park, or a career. And yes, that rhyme was intentional.

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 2016. In this issue, Tourism Saskatchewan salutes four award winners.

Cheryl Hughes, Balcarres, Fred Heal Tourism Ambassador Award

Sponsored by Wanuskewin Heritage Park

Cheryl Hughes founded Women on the Go Tours in 2013. The company's mandate is to provide guests with unique and fun Saskatchewan experiences and promote local businesses, events, venues and people, all while showcasing Saskatchewan's fascinating history and impressive landscapes. Guests come from across Saskatchewan and neighbouring provinces to enjoy these fun-filled tours. More than 840 people joined Hughes on 20 tours in 2015 that took them to rural areas and tourist attractions around the province, covering over 10,000 kilometres. Economic impact exceeding \$189,000 was one of many positive results of this initiative. The company's "giving back" program donated more than \$3,000 to Saskatchewan charities and non-profits. Hughes works tirelessly with organizations and communities to provide great guest experiences, even designing custom group tours. Her efforts have turned Women on the Go Tours into a uniquely Saskatchewan success story. Visit womenonthegotours.com for details about upcoming tours.



Jenn Smith Nelson, Regina, Travel Media Award

Sponsored by Saskatoon Media Group

Jenn Smith Nelson is a freelance writer, editor, photographer and blogger based out of Regina. She is a member of the Travel Media Association of Canada and the Professional Writers Association of Canada. Smith Nelson is an avid tourism ambassador with a great enthusiasm for Saskatchewan as a place to explore and discover. A keen eye, natural curiosity and unabashed passion for the province have driven the creation of impressive work showcasing Saskatchewan's tourism resources and experiences. Her work ranges from social media and blog postings on travelandhappiness.com to stories in national and international publications and on high-profile online travel sites like Vacay.ca and MySpotlightCanada.com. As travel columnist for *CBC Saskatchewan*, she shares her love of exploring the province with listeners. In 2015, Smith Nelson won awards from the Travel Media Association of Canada and the North American Travel Journalists Association for feature articles about Saskatchewan.



North Battleford International Street Performer Festival, North Battleford, Community Event of the Year Award

Sponsored by the Saskatchewan Arts Board

The North Battleford International Street Performer Festival is a three-day outdoor event that transforms the city's downtown into a lively performance and community gathering space. The volunteer-driven event is Saskatchewan's first and only festival showcasing international street performers. It is part of a larger initiative to renew pride, boost tourism and develop downtown North Battleford as the local arts and cultural hub. Started in 2014, the festival saw significant growth in attendance and sponsorship in its second year, and the number of street performers and food vendors increased. Sponsorship from local businesses and organizations exceeded \$76,000. Information gathered from onsite surveys revealed overwhelming customer satisfaction and 95 per cent of attendees indicated a willingness to return. The majority of festival volunteers were youth under the age of 35, a strong indication of interest and engagement in community-focused projects for years to come. Information about the 2017 festival, July 28-30, is available at nbstreetfest.com.



Canadian Western Agribition, Regina, Marquee Event of the Year Award

Sponsored by Bell Media Saskatchewan

The Canadian Western Agribition is deemed the best beef show on the continent and is the largest livestock show in Canada. Its attendance and economic output continue to grow. In 2015, Agribition contributed \$56.2 million to the provincial economy and hosted more than 130,000 visitors, including over 6,500 students and 800 international guests from 70 different countries – a 32 per cent increase in international buyers. Its First Nations pavilion received nearly 60,000 visitors who experienced language stations and cultural exchanges. Agribition strives to enhance the visitor experience and add new events and features for their enjoyment. A food pavilion, introduced in 2015, offers visitors a chance to learn where and how their food is grown, meet producers and sample products. Partnership with the Canadian Professional Rodeo Association brought the Agribition Pro Rodeo to the schedule in 2016. Check out agribition.com for announcements about the 2017 showcase, which takes place from November 20-25.



In Development

Workshop series addresses demand for event planning tools

Tourism Saskatchewan's Event Hosting program has undergone a number of enhancements since it was launched in 2013. Industry consultation has factored in changes that have added value to the program and made it relevant to a range of events that foster tourism growth and stimulate the economy.

Providing funding to tourism events and special tourism projects that meet criteria is one focus of the program. Another is offering knowledge and tools that are beneficial to event organizers.

A new workshop series is in development and will assist organizations and communities that host events. Workshop topics range from marketing and promotion to financial and risk management to human resource development and volunteer engagement.

Professionals in Tourism Saskatchewan's Event Planning department and its education department, the Saskatchewan Tourism Education Council, have worked closely with several industry leaders, enlisted to serve on a validation committee. Their expertise helped to develop and test the content of the introductory workshop, *Getting Your Event Off the Ground*, and training manual that will be provided to participants.

Committee members Sandra Butel, Artistic Director and CEO of the Regina Folk Festival, and Lynn Severt, Client Services Manager with the Conexus Arts Centre, shared their understanding of the need for tools to assist event organizers.

Severt spoke to the fact that established events tend to be considered the "go to" for inquiries from local committees or community organizations planning events. "Many are looking for specific ideas for their events or trying to locate resources. Often, these calls change focus as I try to get a feel for their event and discover that there is no insurance, or that they ordered a stage but didn't realize that it came without a sound and

lighting technician. In so many cases, they would have benefited from having access to a sample critical path, risk management plan, marketing plan and other resources."

Butel echoed the need for information that explains some of the legalities and practical matters that need to be addressed in the early stages of event planning. She also spoke to some of the challenges common to volunteer-driven events. "Burnout is really high. Events take a lot of energy, and volunteers tend to move on after a few seasons. People are very drawn to putting on events, thinking it's going to be easy and a lot of fun. It is fun, but not always easy."

Creating a workshop series that examines best practices, builds on the knowledge available in this province and focuses on enhancing the event landscape is an ambitious project. Butel emphasized the mentoring power and strengths in Saskatchewan among established festivals, organizations and event professionals who have been "doing it well for a long time." She added that the workshop series will contribute to broader consideration of the big picture and the success that well-planned events can achieve. "Once these tools are available, a lot of great conversations and development will happen."

Getting Your Event Off the Ground will be piloted this spring with participants in the Event of Events Competition that the Regina Hotel Association introduced in 2016. Upon completion and review of the pilot, a schedule for public launch will be determined. This initial workshop will be a prerequisite for other workshops in the series. Information will be posted on IndustryMatters.com.

For information about the workshop series, contact Kari Burgess at 306-933-5913, kari.burgess@tourismsask.com.

Download Event Hosting Program guidelines on IndustryMatters.com

Tourism Saskatchewan has refreshed its Event Hosting Program guidelines document to reflect enhancements to the program. Recent changes include the eligibility of meetings and conventions that draw more than 200 delegates to apply for funding.

The document outlines the four funding streams: Community Annual Tourism Events, Marquee Annual Tourism Events, National and International Tourism Events, and Special Tourism Projects.

To review the document, visit IndustryMatters.com/event-hosting-program. Application forms are available on the website, along with materials detailing criteria for each category.

March 30 is the deadline for the Event Hosting Program spring intake. For assistance with completing the application, download Top Five Tips for a Successful Event Funding Application, available at IndustryMatters.com/promote-your-business/top-five-tips.

If you have questions about the Event Hosting Program or the application process, contact Tyler Lloyd at 306-787-5525, tyler.lloyd@tourismsask.com.



Kwame Neba rejoins Tourism Saskatchewan as Director of Product Development



Kwame Neba, Director of Product Development

Tourism Saskatchewan is pleased to have Kwame Neba rejoin the organization as Director of Product Development. Neba first began working in Tourism Saskatchewan's Saskatoon office in June 2011 and held several roles, including: Manager of Industry Human Resource Development, Quality Assurance Specialist and Acting Program Director of Quality Assurance. In 2013, he accepted a position with the Government of the Northwest Territories as Manager of Tourism Industry Services. He assumed his new responsibilities with Tourism Saskatchewan in February.

Neba has more than 15 years of experience in tourism and brings with him knowledge of the industry from

both academic and practical levels. He holds masters degrees in tourism management and public administration, as well as a law degree. Leading Tourism Saskatchewan's Product Development department, he will oversee the consulting services and programs offered to support the development and growth of the province's tourism sector.

Tourism Saskatchewan extends its appreciation to former Director of Product Development, Tracy Breher, who was with the organization since 2001. Breher departed in October to take on a new career opportunity.

Valley of Festivals brand unites Qu'Appelle Valley communities

In the two years since working with acclaimed community branding expert Roger Brooks, a core group of individuals in the Qu'Appelle Valley have been active in planning for their valley's future.

Representatives of the municipalities of Fort Qu'Appelle, Lebret, Katepwa, Fort San, B-Say-Tah and the RM of North Qu'Appelle form the branding committee for the Calling Lakes District. Through regular meetings and dedicated committee work, they developed a strategic planning document and are now focused on creating a marketing plan for the region.

The committee worked through Brooks' *13 Steps to Branding Success*, introduced during his BrandCamps that Tourism Saskatchewan's Product Development department hosted in 2014 and 2015. This process led to a number of positive outcomes, including the compelling Valley of Festivals brand for the area. The committee's focus is on enhancing current Qu'Appelle Valley events and festivals, and attracting new events that will highlight the natural beauty, history and community pride that is alive and well in the region.

"Organizations have adopted the Valley of Festivals logo and it gives a feeling of unity – that each part of the whole is working under one umbrella," Julie Bedel, member of the Calling Lakes District Planning



Commission Branding Committee said. "Whenever we can work together, it will be better for all. The Chamber of Commerce, Mid Summer's Art Festival, Qu'Appelle Valley Centre for the Arts, Qu'Appelle Valley EcoMuseum, the Fort Qu'Appelle & District Lions Club and supportive municipalities, as examples, see the value of working together to move the Calling Lakes District closer to realizing the dreams of making it a destination of choice for many."

In the summer of 2016, a new event approached the committee with a partnership proposal that would see the Qu'Appelle Valley as the host location of the first Spoke n' Hot Gran Fondo. Two hundred cyclists participated in the event, held on August 7. A selection of three routes, from 20 to 161 kilometres, suited a range of abilities and gave participants a chance to enjoy spectacular scenery and the signature hospitality of Qu'Appelle Valley communities. Plans are underway for the 2017 Spoke n' Hot Gran Fondo on August 6. The event is a great addition to the calendar of activities in the Valley of Festivals.

Workshop presentations and networking benefit Destination and City Marketing Organizations

Tourism Saskatchewan values its partnership with Destination Marketing Organizations (DMOs) and City Marketing Organizations (CMOs), and recognizes the integral role that they play in the promotion and development of tourism in the province. As the structure and functionality of DMOs and CMOs continues to change and evolve, clear understanding of the challenges is critical. Regular meetings provide opportunity to examine issues, discuss current needs and plan for future success.

On December 6-7 in Saskatoon, Tourism Saskatchewan hosted representatives of 12 CMOs and DMOs. The agenda included department presentations on a number of programs and services that Tourism Saskatchewan offers, including the Event Hosting Program and Travel Media Program, as well as a recently completed pilot in online reputation management. Harley Rivet from Deep Dish Digital delivered a session titled *Building a Marketing Focused Website*.

The networking that takes place over the two days continues to be one of the most valuable aspects of the workshop. Participants agree that meeting face-to-face to talk about challenges, opportunities and change is beneficial. They appreciate acquiring new knowledge, ideas and solutions to take back to their respective organizations and communities. Plans are in place for a spring meeting, prior to the *HOST Saskatchewan Conference*.

STEC News

Introducing the tourism Employers of Choice for 2017

Tourism Saskatchewan is among 27 businesses that earned the tourism *Employer of Choice* designation for 2017, the highest number since the program was introduced in 2010.

The *Employer of Choice* program is managed by the Saskatchewan Tourism Education Council (STEC). Registrations are accepted from May 1 until November 30 each year, and the process requires participation by both employers and employees.

The program continually evolves in response to improvements in industry and professional practices. "We are always working to keep the program relevant to employers," Darcy Acton, STEC Workforce Development Consultant, said. "STEC works closely with the Alberta Hotel and Lodging Association (AHLA) to keep the program fresh. The AHLA established Canada's first rigorous, independent *Employer of Choice* program developed specifically for the tourism/hospitality sector and provided the model for Saskatchewan's successful program."

Industry consultation and feedback from participants have been pivotal in the development and enhancement of the program in Saskatchewan, Acton added. Employers see the value in completing the process. The *Employer of Choice* designation represents a validation of a commitment to human resources best practices.

Employers note that earning the title increases staff engagement. Additionally, the *Employer of Choice* logo is becoming a widely recognized recruitment and retention tool.

Congratulations to the *Employers of Choice* for 2017:

- Airline Hotels and Resorts
 - Country Inn & Suites Regina
 - Country Inn & Suites Saskatoon
 - Hilton Garden Inn Saskatoon Downtown
 - Travelodge Saskatoon Hotel
- 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 Swift Current
 - Home Inn & Suites Regina Airport
 - HomeSuites Regina
 - Home Inn & Suites Saskatoon South



- Delta Hotels by Marriott Bessborough, Saskatoon
 - DoubleTree by Hilton Hotel & Conference Centre, Regina
 - Radisson Hotel Saskatoon*
 - Regina Airport Authority
 - Saskatoon Prairieland Park Corporation*
 - Tourism Saskatchewan
- *Employer of Choice since 2010

Employers of Choice will receive formal recognition at Tourism Saskatchewan's annual *Tourism Workplace Leadership Conference* in Saskatoon on June 14.

Nominate a colleague for a Tourism Ambassador Award

Tourism Ambassador Awards are presented annually to outstanding professionals who make exceptional contributions to tourism and hospitality in Saskatchewan. Ambassadors can be powerful mentors to new employees, make their community a household name or spend their lifetime dedicated to tourism.

Six award categories recognize commitment to professional development in the workplace and in the industry. Consider nominating colleagues who have demonstrated exemplary work in the Accommodation, Food and Beverage Services, Recreation and Entertainment, Transportation and Travel Services industries, or deserve recognition as Educator of the Year.

May 19 is the deadline to submit nominations online at IndustryMatters.com. The 2017 Tourism Ambassador Awards will be presented at the 24th annual *Tourism Professional Recognition Dinner* on June 14 in Saskatoon.

For information about the awards or nomination process, contact Lendee Wiebe at 306-933-5910 or 1-800-331-1529, lendee.wiebe@tourismsask.com.

Tourism employees share their stories 150 ways in 150 days

As a tribute to Canada's 150th birthday, the Saskatchewan Tourism Education Council (STEC) is celebrating 150 reasons why tourism professionals love their work. Visit facebook.com/SaskatchewanTourismEducationCouncil for a daily quotation from a dedicated tourism worker. Do you have a story to share? Contact Kari Burgess at 306-933-5913, kari.burgess@tourismsask.com.



Customized training gives TCU Place competitive advantage

Dereck Osachoff is the Food Services Director at Eurest Dining Services (a division of Compass Group Canada), which provides food and banquet services to TCU Place Arts and Convention Centre. While attending the 2016 *Tourism Workplace Leadership Conference* in Saskatoon with his executive chef and banquet supervisor, Osachoff was struck by an idea.

He and other members of the TCU Place management team regularly discussed how to distinguish the convention centre from other service providers in an increasingly tight and competitive market.

"It is really important to set ourselves apart, to be more competitive," Osachoff said. "I asked myself, how do we do that? The answer is customer service. We can provide great customer service and keep our customers as happy as possible, so they will keep coming back."

After the conference, Osachoff contacted the Saskatchewan Tourism Education Council (STEC) and booked *WorldHost Fundamentals* for his 100

staff members. But that was only the start. He knew it would be worthwhile to develop training that was more personalized.

Kari Burgess, STEC Account Representative, worked with Osachoff and his team to develop a series of three customized packages tailored to the specific requirements of kitchen, serving and supervisory staff. Each package consists of four hours of standards-based training, delivered in small groups to accommodate work schedules.

"TCU Place is a prominent player in the tourism industry," Burgess said. "It was important for them to train their staff to meet nationally recognized industry standards."

The first package, Table Service Techniques, was delivered to TCU Place banquet staff in January. In February, kitchen and banquet staff completed the second component, Communication and Teambuilding. The three-stage customized package delivery concludes in March when kitchen staff and supervisors will participate in Time and Stress Management training.



TCU Place staff participate in customized training.

Planning is underway for future sessions that will prepare supervisory staff to complete *emerit* Tourism Certified Supervisor (TCS) qualifications.

Customizing training to fit employers' needs is among the wide range of services provided by STEC. "The project with TCU Place is a great example of what the STEC team can do," Burgess said. "Our facilitators have strong experience in the industry and also understand adult education principles."

"The training has been really well-received," Osachoff said. "Staff ask me, 'Why didn't we have this years ago?'"

To inquire about STEC training programs and services, contact Kari Burgess at 306-933-5913, kari.burgess@tourismsask.com.

TOP FIVE TIPS FOR COACHING AND MENTORING EMPLOYEES

Every job involves learning something new. For employees, having access to a coach or mentor can make the learning curve less intimidating. For workplace veterans, sharing knowledge and experience with colleagues is fulfilling. Coaching and mentoring are two different approaches, but each plays an important role. Coaching focuses on tasks and skills, and aims for immediate performance gains. Mentoring considers the long-term, and fosters relationships that are a significant part of employee development. Here are five tips to help you get the most out of your coaching and mentoring efforts.

1. UNDERSTAND AND SUPPORT DIFFERENT LEARNING STYLES

Some people are visual learners who absorb information by reading or watching. Others are auditory learners, whose strength is listening. Another group is kinesthetic learners. They retain knowledge best when they can touch or manipulate objects. Be patient, flexible and observant. Get to know your employees and support them with tools that harmonize with their learning styles.

2. SET OBJECTIVES

Setting objectives for your coaching and mentoring efforts provides direction and focus, and enables you to measure progress. Objectives can be as straightforward as determining when or how a project will be completed. Alternately, they can be as broad as identifying levels of achievement or building strengths for future professional development. Tourism businesses have the advantage of working with industry-recognized standards, such as *emerit*. Setting objectives is easy because you are not starting from scratch.

3. GET ORGANIZED

Training groups of employees requires organization. Locations, times, set-up and instructors must be arranged in advance. Be just as organized with individual coaching and mentoring. Dedicate time to work one-on-one. Prepare topic outlines, checklists, lesson plans and learning contracts. Set an example of professionalism.

4. OFFER FEEDBACK AND REINFORCEMENT

In a workplace where roles and responsibilities are constantly changing, feedback is essential; however, surveys suggest that few employees receive enough feedback to do their jobs well. Feedback enables mistakes to be corrected before they become habits. It helps employees refine their skills and knowledge. Keep your message clear and positive. Provide sincere praise for good work. Recognize staff accomplishments. A formal rewards and recognition program shows that you value employees' contributions to the organization.

5. INSPIRE AND MOTIVATE YOUR COLLEAGUES

Being an inspiring role model gains employee respect, engagement and buy-in. In return, you receive fulfilment. Your positive actions will motivate others. There are many tools available to help instil confidence among staff. Coaches and mentors benefit from developing techniques to stimulate learning, nurture individual interests and goals, and encourage employees to be role models themselves.

Reaching Up – Coaching, Mentoring and Inspiring Others is the theme of the second annual *Tourism Workplace Leadership Conference* on June 14 in Saskatoon. Workshops and presentations will offer ideas and inspiration for success with business, careers and employee professional development (see page 5 for more information).

Interactive Insights

Tourism Saskatchewan engages Matador Network in new partnership

The race to the top in tourism marketing is fast-paced and fiercely competitive. Collaborating with a contestant in the lead is a way to gain an edge. Tourism Saskatchewan is pleased to announce its partnership with *Matador Network*, the world's largest independent travel publisher and the most rapidly growing travel lifestyle brand on the Internet.

The simple message "Travel is people" is stated on the company's website, matadornetwork.com, where the standard is inspiring visual storytelling and thoughtful commentary on travel, culture and social issues. Since coming onto the scene in 2007, *Matador Network* has earned a reputation for motivating its readers to become "fearless travellers and better-informed, more engaged global citizens."

The new partnership engages *Matador Network* in the creation of Saskatchewan travel stories and videos that will raise the province's profile as a destination and expand its reach to consumers across Canada and in the United States. The collaboration will yield high-quality, relevant content to share online.

Planning is currently underway for a six-day content collection trip in late-June. The network's travel writers, photographers and videographers will be visiting a number of locations to gather material for a series of three high-quality travel videos and three articles that blend compelling stories with impressive images.

Saskatoon and Prince Albert National Park are confirmed as locations for two of the videos. Locations are under consideration for the third video, which will centre on a prairie theme. Regina will be the subject of one of the articles, while the remaining two cover a range of locations and experiences in Saskatchewan. Additional partners in the project include Tourism Saskatoon, Parks Canada (Prince Albert National Park) and Tourism Regina.

Throughout the summer, the stories and videos will be published, posted and promoted on matadornetwork.com, in the network's popular e-newsletter and on all of its social media channels. The material will also be featured on TourismSaskatchewan.com and shared across



Tourism Saskatchewan's social media channels. Stories and photographs will be included in upcoming issues of the *SaskSecrets* e-newsletter, which has more than 25,000 subscribers.

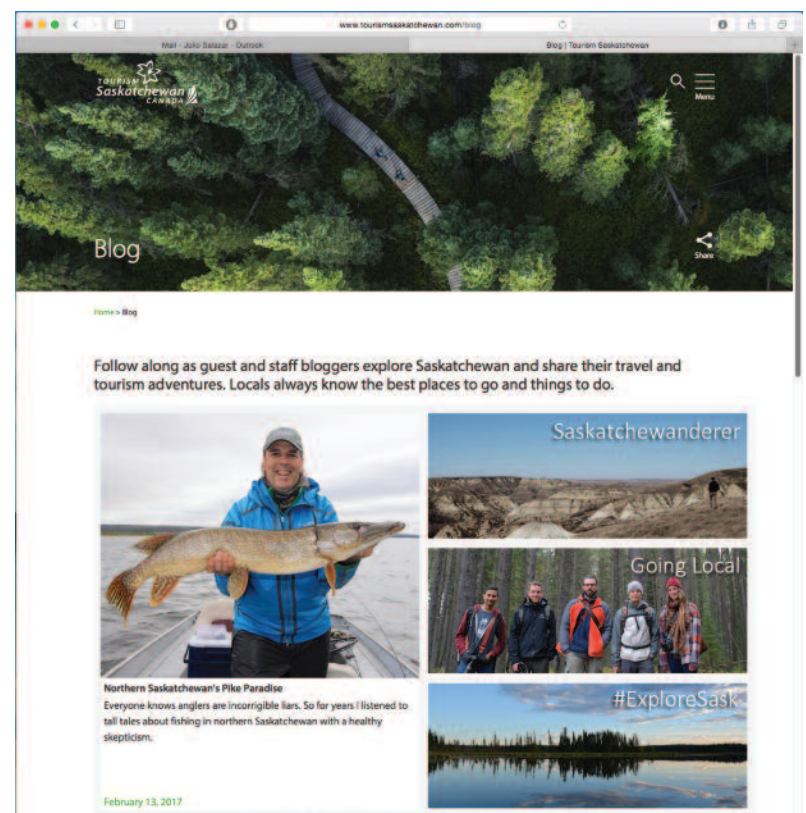
The nature of the content ensures a longer "shelf life" for these influential travel resources that will be used over the course of several seasons.

Influential bloggers share their travel adventures

Tourism Saskatchewan has added a feature to its consumer website that will appeal to travellers considering Saskatchewan as a destination. A new travel blog featuring entries from writers, photographers, local personalities and in-house experts presents Saskatchewan in a vivid and compelling format. Stories and photos range from discovering the perfect restaurant in a perfect place to catching a trophy-sized northern pike on a pristine lake.

First-hand accounts of great travel experiences can make a strong impression. The blog page delivers information in a conversational and genuine tone. The online format and visibility across social media channels appeals to consumers and addresses their demand for easy access to information that is fresh, engaging and inspiring.

Check out TourismSaskatchewan.com/blog and discover the power of authentic travel stories. To find out more about the project, contact Carla Young at 306-787-0981, carla.young@tourismsask.com or Alexandra Cunningham at 306-787-2643, alexandra.cunningham@tourismsask.com.



Here & There

Marty Klyne appointed new CEO of RCMP Heritage Centre

On January 13, the RCMP Heritage Centre Board of Directors announced that Marty Klyne will serve as the organization's Chief Executive Officer. Klyne has over 25 years of experience in senior management. He held President and CEO positions with the Saskatchewan Gaming Corporation, Regina Regional Economic Development Authority and SaskNative Economic Development Corporation, and was Executive Vice-President of MAACO Systems Canada. Klyne was Publisher/CEO of the *Saskatoon StarPhoenix* and *Regina Leader-Post*. Prior to joining the RCMP Heritage Centre, he was Chief Operating Officer of the Queen City Sports and Entertainment Group (operating as the Regina Pats Hockey Club). The RCMP Heritage Centre will celebrate its 10th anniversary in May 2017. For more information about the centre, visit rcmphc.com.

Saskatchewan musicians capture JUNO Award nominations

Saskatchewan artists garnered nominations in six 2017 JUNO Award categories. Nominees from the province include:

- Andy Shauf – Adult Alternative Album of the Year (The Party); Breakout Artist of the Year; Recording Engineer of the Year
- Jess Moskaluke – Country Album of the Year (Kiss Me Quiet)
- Kacy & Clayton – Contemporary Roots Album of the Year (Strange Country)
- Colin James – Blues Album of the Year (Blue Highways)

With a nod in three JUNO nominations this year, plus a nomination for the Polaris Music Prize in 2016, Andy Shauf is one of the fastest-rising musicians in Canada. On his latest album, *The Party*, Shauf played all of the instruments (except for strings) and recorded the tracks in Regina.



Marty Klyne, CEO, RCMP Heritage Centre

Jess Moskaluke has been winning awards for her music since 2011, when she won the New Artist Showcase Award at the Canadian Country Music Association Awards. *Kiss Me Quiet* is her second album.

Kacy (Anderson) & Clayton (Linthicum) are a young duo from the Wood Mountain area, whose sound evokes psychedelic folk, old country blues and English folk tunes. *Strange Country* is their third album.

Colin James is a six-time JUNO winner and has received 16 nominations during his career. In 2016, he was inducted into the Western Canadian Music Hall of Fame during the BreakOut West Festival, celebrated in Regina.

The 46th annual JUNO Awards and JUNO Week celebrations will take place in Ottawa from March 27-April 2. The awards will be broadcast on CTV on April 2. Saskatchewan has hosted the JUNO Awards on two occasions, in Regina in 2013 and Saskatoon in 2007.

Stock your shelves with copies of the 2017 Saskatchewan Discovery Guide

The 2017 *Saskatchewan Discovery Guide* is available for bulk orders from tourism operators and stakeholders. Make travel planning easy for your customers by keeping a supply of guides at the front desk, in hotel rooms or on display racks.

The *Saskatchewan Discovery Guide* is a valuable travel planning tool, compact enough to fit in your backpack but jam-packed with information. Refreshed copy and new trip itineraries will appeal to a variety of travellers. Whether you are a nature lover, hotspot hunter, culture connoisseur, history buff or "all of the above," this comprehensive

guide, packaged with the official *Saskatchewan Road Map*, is a must-have. Accommodations, attractions and events are organized for quick reference. Indexes make it easy to find a park, golf course, event or community.

The 2017 *Fishing & Hunting Guide* is also available for bulk orders and distribution.

Ensure that your business has plenty of travel guides in stock to share with your customers and visitors. To order your FREE bulk quantities, contact Patti Peesker at 306-787-2420, patti.peesker@tourismsask.com.



Save the date for Saskatchewan Tourism Week – May 28-June 3, 2017

Saskatchewan Tourism Week will be celebrated province-wide from May 28 to June 3. These dates coincide with *Tourism Week in Canada*. It is a time for tourism businesses, operators, attractions and destinations across the country to stand united and promote awareness about a dynamic industry that contributes significantly to the Canadian economy.

"Tourism means business in Canada," the Tourism Industry Association of Canada (TIAC) declared in its annual update, *The State of Canada's Tourism Industry*. "With \$90 billion in

total economic activity and 1.7 million jobs related to the sector, tourism is one of the few truly national industries that generates business in every region, province, territory, town and community."

Travel expenditures in Saskatchewan reached \$2.15 billion in 2015, and there were approximately 12.2 million visits to and within the province that year. As of August 2016, almost 65,000 Saskatchewan citizens were employed in tourism.

Communities throughout Saskatchewan will celebrate *Saskatchewan Tourism Week* with events and festivities that encourage residents to discover some of the tourism resources in their own backyard and explore unique destinations and sites elsewhere in the province.

Watch for details about *Saskatchewan Tourism Week* on IndustryMatters.com.

Mark Your Calendar

PUBLIC EVENTS

Saskatoon Farmers' Market
Year-roundSaskatoon

RCMP Sergeant Major's Parade
January 3-December 15, 2017Regina

Government House Historical Society Victorian Teas
March 4-December 3, 2017Regina

Regina Farmers' Market
March 4-December 16, 2017Regina

CFL Week
March 21-26, 2017Regina

Saskatchewan Country Music Association Awards
March 31-April 2, 2017Saskatoon

First Nations University of Canada Annual Spring Celebration Powwow
April 8-9, 2017Regina

International Indigenous Fashion Week
April 21-23, 2017Regina

TheatreFest 2017
April 24-29, 2017North Battleford

CINERGIE International Francophone Film Festival
May 3-7, 2017Saskatoon

Kalyna Festival of Ukrainian Dance
May 4-7, 2017Yorkton

Saskatchewan Fashion Week
May 11-13, 2017Regina

Vesna Festival 2017
May 13, 2017Saskatoon

Savour the Southeast
May 13, 2017Estevan

Rafferty Reservoir Walleye Cup
May 20, 2017Mainprize Regional Park

Saskatchewan Highland Gathering and Celtic Festival
May 20-21, 2017Regina

Cathedral Village Arts Festival
May 22-27, 2017Regina

Yorkton Film Festival
May 25-28, 2017Yorkton

Saskatchewan Cache and Release
May 26-27, 2017Saskatoon

Lake Diefenbaker Walleye Classic
May 28, 2017Lake Diefenbaker

Mosaic: A Festival of Cultures
June 1-3, 2017Regina

Chaplin Lake Shorebird Festival
June 2-3, 2017Chaplin

The Petroglyphs, Lifeways and Land Festival
June 2-3, 2017St. Victor Petroglyphs Provincial Historic Park

Professional Bull Riders Canadian Tour
June 2-3, 2017Moose Jaw

Unity Western Days
June 2-4, 2017Unity

PotashCorp Children's Festival of Saskatchewan
June 3-6, 2017Saskatoon

ArtFarm V
June 10, 2017Weyburn

Humboldt Summer Sizzler
June 14-18, 2017Humboldt

JazzFest Regina
June 14-18, 2017Regina

Sakimay First Nation Powwow
June 16-18, 2017Sakimay First Nation

Elysium Music and Arts Festival
June 16-19, 2017Big River

Riverhurst Walleye Classic
June 17-18, 2017Riverhurst

Nipawin Pike Festival
June 18-September 30, 2017Nipawin

National Aboriginal Day
June 21, 2017various locations

Canada's Farm Progress Show
June 21-23, 2017Regina

Long Day's Night Music Festival
June 22-25, 2017Swift Current

Country at the Creek Music Festival
June 23-24, 2017Big River

Southern Saskatchewan Summer Solstice d'été Festival
June 23-24, 2017Gravelbourg

Moose Jaw Hometown Fair
June 23-25, 2017Moose Jaw

Whitewater Festival 2017
June 23-25, 2017Missinipe

SaskTel Saskatchewan Jazz Festival
June 23-July 2, 2017Saskatoon

Great Canadian Bacon Festival
June 24, 2017Kipling

Mortlach Saskatoonberry Festival
June 24, 2017Mortlach

SaskPower Windscape Kite Festival
June 24-25, 2017Swift Current

Claybank Brick Plant National Historic Site Heritage Day
June 25, 2017Claybank

INDUSTRY EVENTS
HOST Saskatchewan Conference
April 5-6, 2017Sheraton Cavalier Saskatoon Hotel

Saskatchewan Tourism Awards of Excellence
April 5, 2017Sheraton Cavalier Saskatoon Hotel

49° X 110° Spring Conference
April 27-28, 2017Swift Current

Saskatchewan Tourism Week
May 28-June 3, 2017Province-wide

Saskatchewan Hotel & Hospitality Association Convention & Trade Show
May 30-31, 2017Delta Regina Hotel

Tourism Workplace Leadership Conference
June 14, 2017Hilton Garden Inn Saskatoon Downtown

Tourism Professional Recognition Dinner
June 14, 2017Hilton Garden Inn Saskatoon Downtown

TRADESHOWS/MARKETPLACES/FAMS
TRAVEL MEDIA:
Travel Media Association of Canada (TMAC) Conference and AGM
May 24-27, 2017Quebec City, QC

TRAVEL TRADE:
Rendez-vous Canada
May 9-12, 2017Calgary, AB

CONSUMER SHOWS:
International Sportsmen's Exposition (ISE)
March 16-19, 2017Salt Lake City, UT

Edmonton Boat & Sportsmen's Show
March 16-19, 2017Edmonton, AB

Regina Outdoor Sports Show
March 18-19, 2017Regina

Northwest Sportshow
March 23-26, 2017Minneapolis, MN

International Sportsmen's Exposition (ISE) and Arizona Boat Show
March 23-26, 2017Scottsdale, AZ

Edmonton Home & Garden Show*
March 23-26, 2017Edmonton, AB

Lloydminster Showcase
March 24-26, 2017Lloydminster

Calgary Outdoor Adventure Show
March 25-26, 2017Calgary, AB

Regina Spring Home Show*
March 30-April 2, 2017Regina

Great Rockies Sportshow
March 31-April 2, 2017Bozeman, MT

Parkland Outdoor Show and Expo
April 1-2, 2017Yorkton

Yorkton Spring Expo
April 7-9, 2017Yorkton

**Tourism Saskatchewan attends*

STEC PROGRAMS/WORKSHOPS:
emerit Supervisor Certification Preparation Sessions
April 2-3 and 9-10, 2017Saskatoon

Serve It Right Saskatchewan (SIRS) workshop
June 30, 2017Saskatoon

Return Undeliverable Canadian Addresses to:

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

TourismSaskatchewan.com
1-877-237-2273

