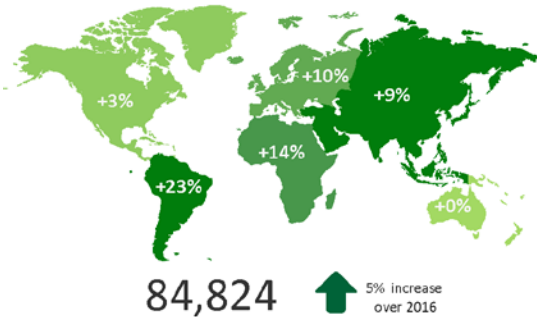


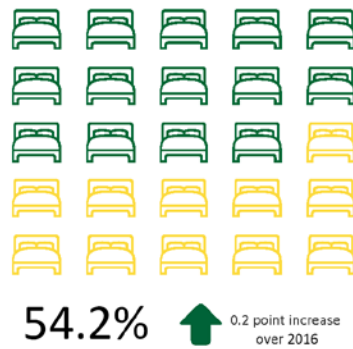
# Saskatchewan Tourism Trends Report

January to December 2017

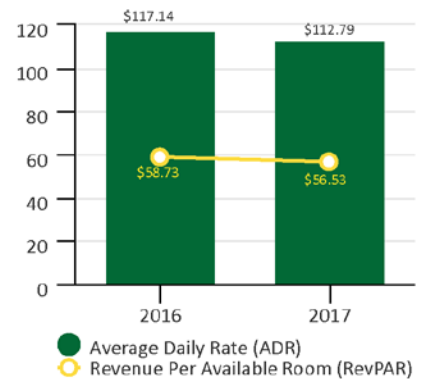
## International Air Arrivals (based on ticket sales)



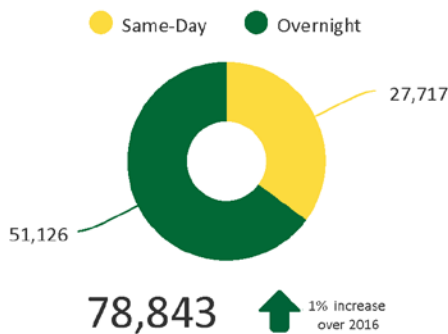
## Average Occupancy at Select Fixed Roof Accommodations\*



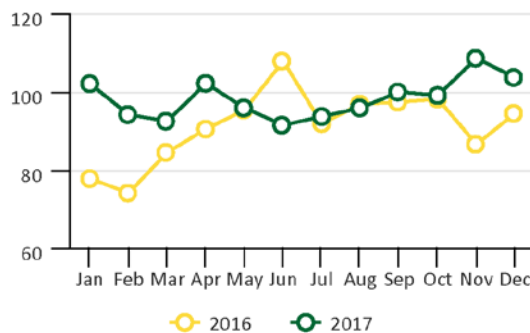
## Hotel ADR and RevPAR



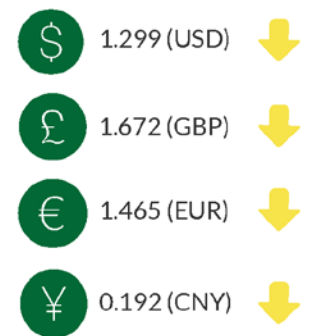
## Saskatchewan Border Crossing in U.S.-licensed Automobiles



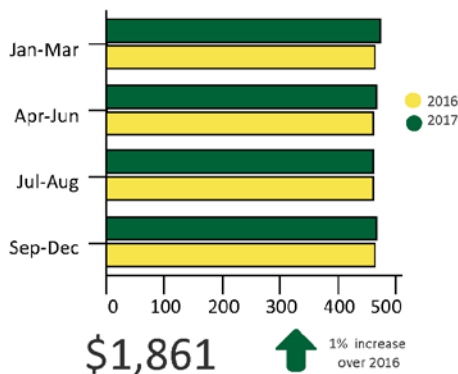
## Average Retail Prices for Regular Gasoline (Saskatoon) (cents per litre)



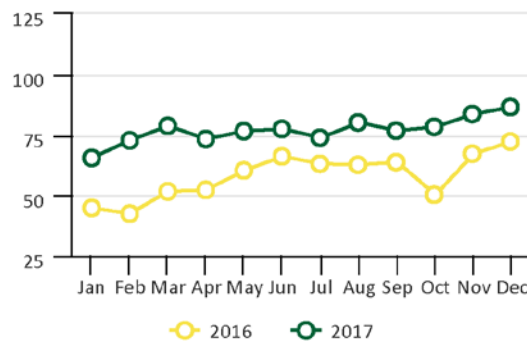
## Average Exchange Rate (expressed as unit of foreign currency converted into CAD)



## Restaurant Receipts (in millions of dollars)



## Consumer Confidence Index (Saskatchewan, Manitoba, Alberta)



### General Notes

Tourism Trends indicators cover major aspects of the tourism industry. The figures represented are not inclusive of all visitation and visitor spending in Saskatchewan. They are meant to serve as an indication of industry and economic trends. This publication is updated quarterly with the most recent data available; however, all data is subject to ongoing revisions from data suppliers.

Please note that percentage changes listed in this publication are for changes from the same period last year, unless otherwise noted.

### International Air Arrivals

Source: IATA Global Agency Pro (GAP)  
Represents actual airline tickets to Saskatchewan sold within the reporting period. Places of origin include North America (not including Canada), Europe, Asia and the Middle East, Oceania, South and Central America, and Africa. GAP captures approximately 90 per cent of the world's travel agency airline transactions and should be used as an indicator only.

### Saskatchewan Border Crossings in U.S.-licensed Automobiles

Source: Statistics Canada, reports of entries and re-entries from the offices of Canada Border Services Agency  
Represents the volume of U.S. residents entering Canada through U.S. land ports in automobiles licensed in the United States during the reporting period. Data exclude travellers who cross the border using a NEXUS card.

### Accommodation Indicators

Source: CBRE Hotels Trends in the Canadian Hotel Industry National Market Report  
Provincial hotel occupancy rate is the percentage of available hotel rooms occupied during a specific period of time. Provincial average daily room rate (ADR) is a statistical unit used to measure a hotel's pricing scale. Provincial average revenue per available room (RevPAR) is a function of both room rates and occupancy. Figures represent a sample of hotel rooms in the province and should be used as an indicator only.

\*These figures represent a point change difference from 2016 (not a percentage change)

### Restaurant Receipts

Source: Monthly survey of food services and drinking places, Statistics Canada, Table 21-10-0019-01 (seasonally adjusted)  
Reports the total dollars spent on food services and drinking places in Saskatchewan. In addition to identifying that restaurants and dining out are an important part of the tourism industry, restaurant receipts can serve as an indicator of how well the economy is doing. When the economy is strong, consumers generally have more money to spend on leisure activities, such as dining out, entertainment and travel.

### Exchange Rates

Source: Bank of Canada, exchange rates  
Arrows indicate changes in the strength of a foreign currency relative to the Canadian dollar compared to the same period last year.

### Average Retail Prices for Regular Self-Service Gasoline

Source: Monthly average retail prices for gasoline and fuel oil, by geography, Statistics Canada, Table 18-10-0001-01

### Consumer Confidence Index

Source: Conference Board of Canada, Monthly Consumer Confidence Index for the Prairie Provinces  
The Consumer Confidence Index is a survey of Canadian households that measures consumers' levels of optimism regarding current economic conditions. The index is benchmarked to 2014 = 100. An indicator above 100 signals a boost in the consumers' confidence towards the future economic situation. Consequently, they may save less and spend more on major purchases. Values below 100 indicate a pessimistic attitude towards future developments in the economy, possibly resulting in a tendency to save more and consume less.

For more information on available research insights and data visit:

[industry.tourismsaskatchewan.com](http://industry.tourismsaskatchewan.com)