

# WHY TOURISM MATTERS

Saskatchewan's visitor economy grows when more people travel to and within the province, and visitors interact more with a destination. Shopping, dining, purchasing transportation and accommodations, buying event tickets, attending galleries and performances, and other activities all contribute to a stronger visitor economy.

## Tourism is big business in Saskatchewan

**\$2.37 B**

in visitor  
spending in  
2017

**13.6 M**

visits to and within  
the province  
annually

**63,800**

Saskatchewan  
residents employed  
in the tourism  
sector

### A strong, vibrant tourism sector . . .

Supports local  
businesses

**95 per cent** of tourism and tourism-related businesses are small- or medium-sized and many are independently owned or operated.

Creates jobs

Tourism makes up over **10 per cent** of total employment in the province. Three in five people working in the tourism sector are in full-time positions.

Stimulates economic  
growth

Tourism is an export industry, injecting **\$600 million** in export dollars annually to the local economy and stimulating growth throughout the province.

Preserves and  
celebrates our history

With over **3,200** attractions, events and businesses, Saskatchewan's tourism industry showcases our history, culture and traditions to the world.