

# Saskatchewan Destination Development Strategy

## GOALS

- 1 Strengthen Saskatchewan's global position through innovative tourism products and experiences.
- 2 Increase tourism revenue through new markets, longer visits and greater spending.
- 3 Reduce seasonality and spread economic benefits across the province.
- 4 Raise awareness of the economic and cultural value of tourism.

Four experiential themes align with Saskatchewan's tourism brand pillars:

Land and Sky • Time and Space • Community

