

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.

CORE PRIORITIES

Empowering Partners

- Dynamic, empowering partnership between all levels of government, Indigenous communities, tourism operators and supporting agencies
- Visionary leadership among Indigenous communities that helps transform Saskatchewan's destination appeal
- Strong, unified tourism industry that works collaboratively and proactively

Creating Transformation

- Development of transformational project that will shift perceptions of Saskatchewan, provide compelling reasons to visit and spark tourism growth
- Increase out-of-province and international visitation and travel spending

Leveraging Momentum

- Strong, sustainable destination areas with an abundance of year-round compelling and memorable experiences
- Supportive and proactive local governments and communities within destination areas
- Proven tourism policies and programs that can be refined and implemented to generate tourism growth

Advancing Experience Development

- Clear messaging that animates Saskatchewan's tourism brand, and a solid development framework that supports compelling, brand-aligned experiences
- Strong regional and cluster-based destinations that offer year-round, in-demand experiences
- Support for experience development to enhance tourism destinations and businesses
- Collaboratively leverage tourism assets and strengths to attract long-haul markets

Strengthening Enablers

- Strong enabling environment that supports a vibrant tourism industry
- Cohesive approach to destination development that strengthens Saskatchewan's competitiveness and appeal
- Commitment to delivering a seamless experience that integrates supply chain components

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

- Land and Sky
- Time and Space
- Community

