



**\$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

## WHY TOURISM MATTERS

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.